Hands-on workshop:
Behavioral-based advanced nurtures

Agenda

Introductions

Overview

Presentation & Demo

Q&A

Introductions

Amanda Thomas
Marketing Technology Consultant
Etumos

5X Marketo Champion
Houston MUG Co-Leader

Julz James
Sr. Manager, Marketing Operations
SparkPost

7X Marketo Champion

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How mature is your nurture?

A) Crawling

B) Walking

C) Running

D) Flying

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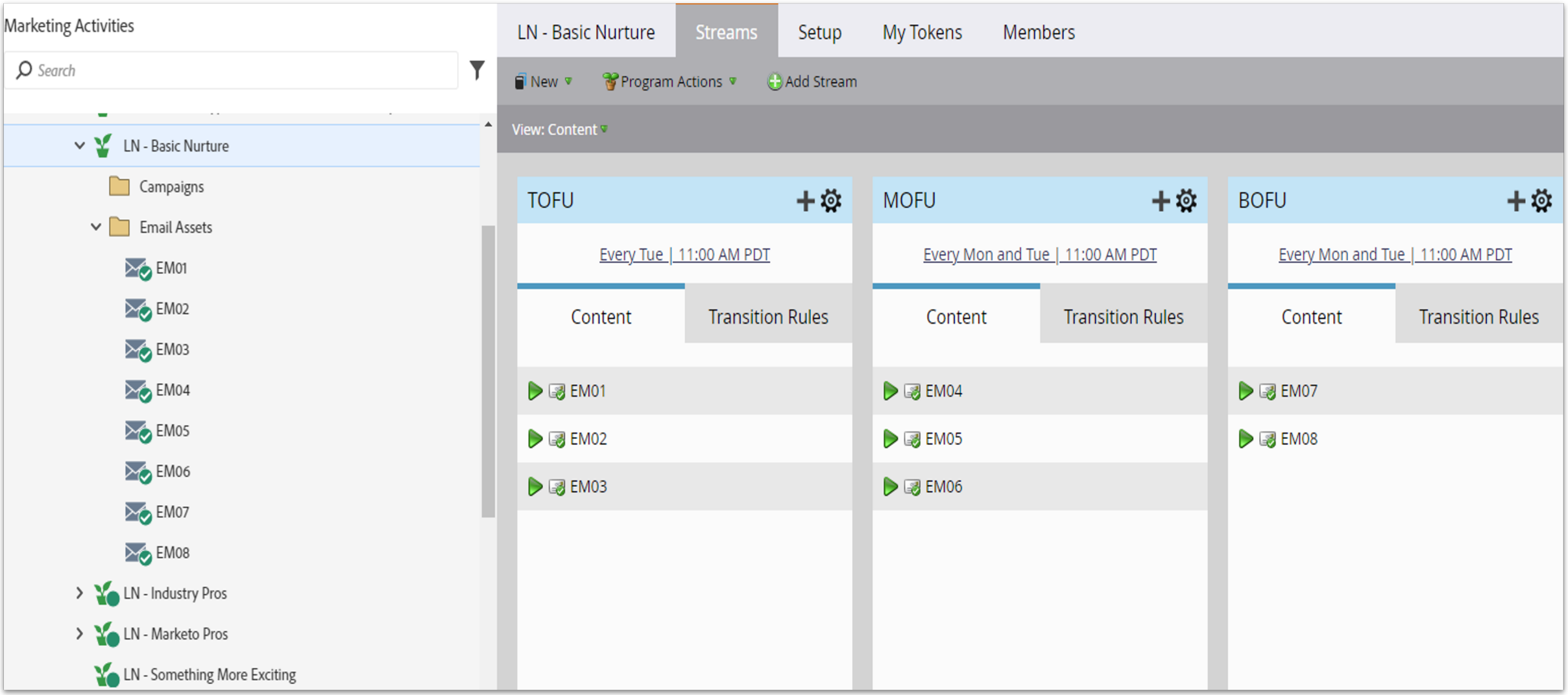
Current State



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Overview

Content Library

How to leverage a content library to use within a nurture

Nested Nurture

How to build nested nurtures to enable behavior-based content delivery

Personalization

How to localize your sends and personalize your content within a nurture

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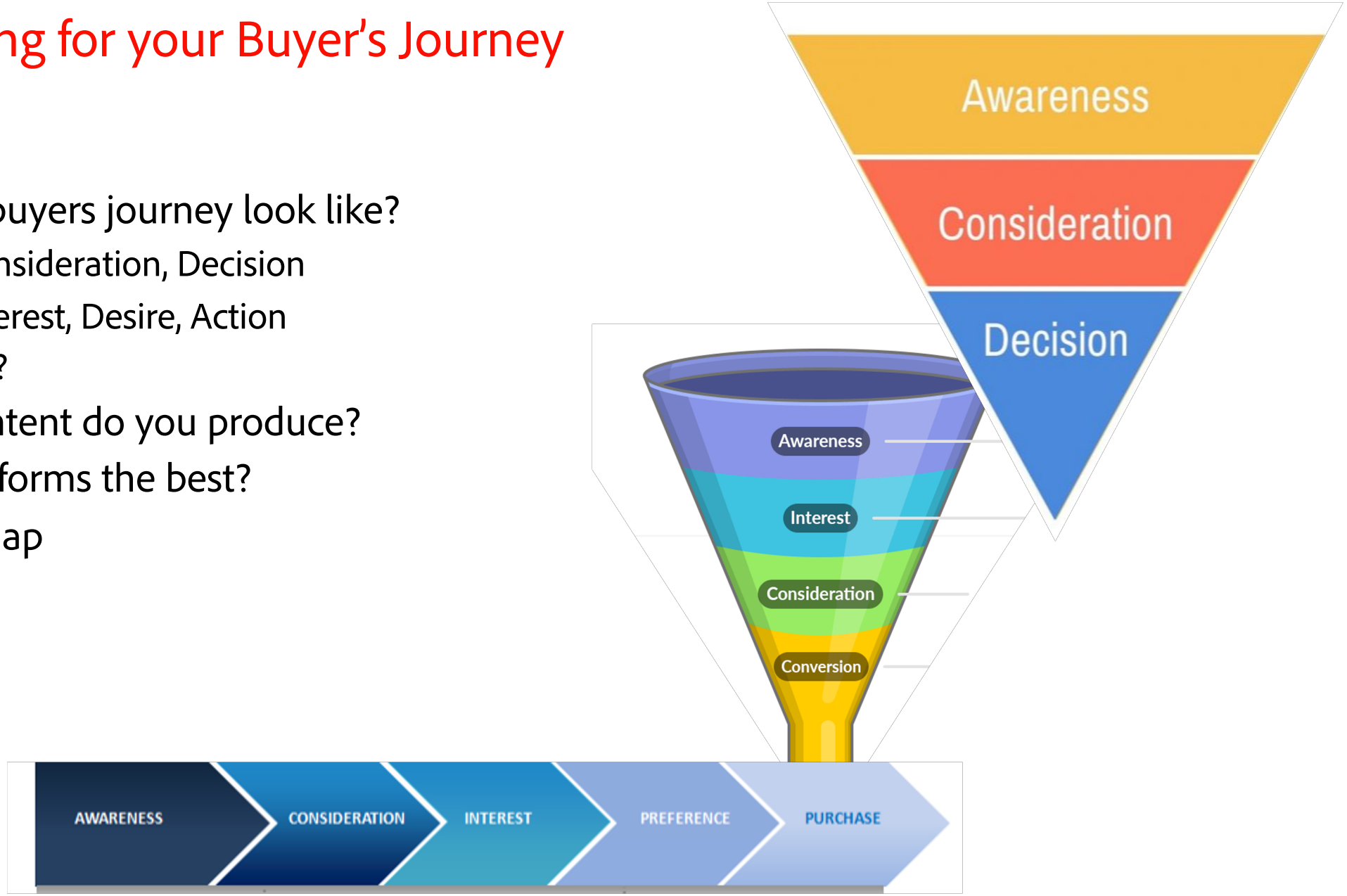
Buyer's Journey Content Mapping

Content Mapping for your Buyer's Journey

- What does your buyers journey look like?
  - Awareness, Consideration, Decision
  - Awareness, Interest, Desire, Action
  - More complex?
- What types of content do you produce?
- What content performs the best?
- Build a content map



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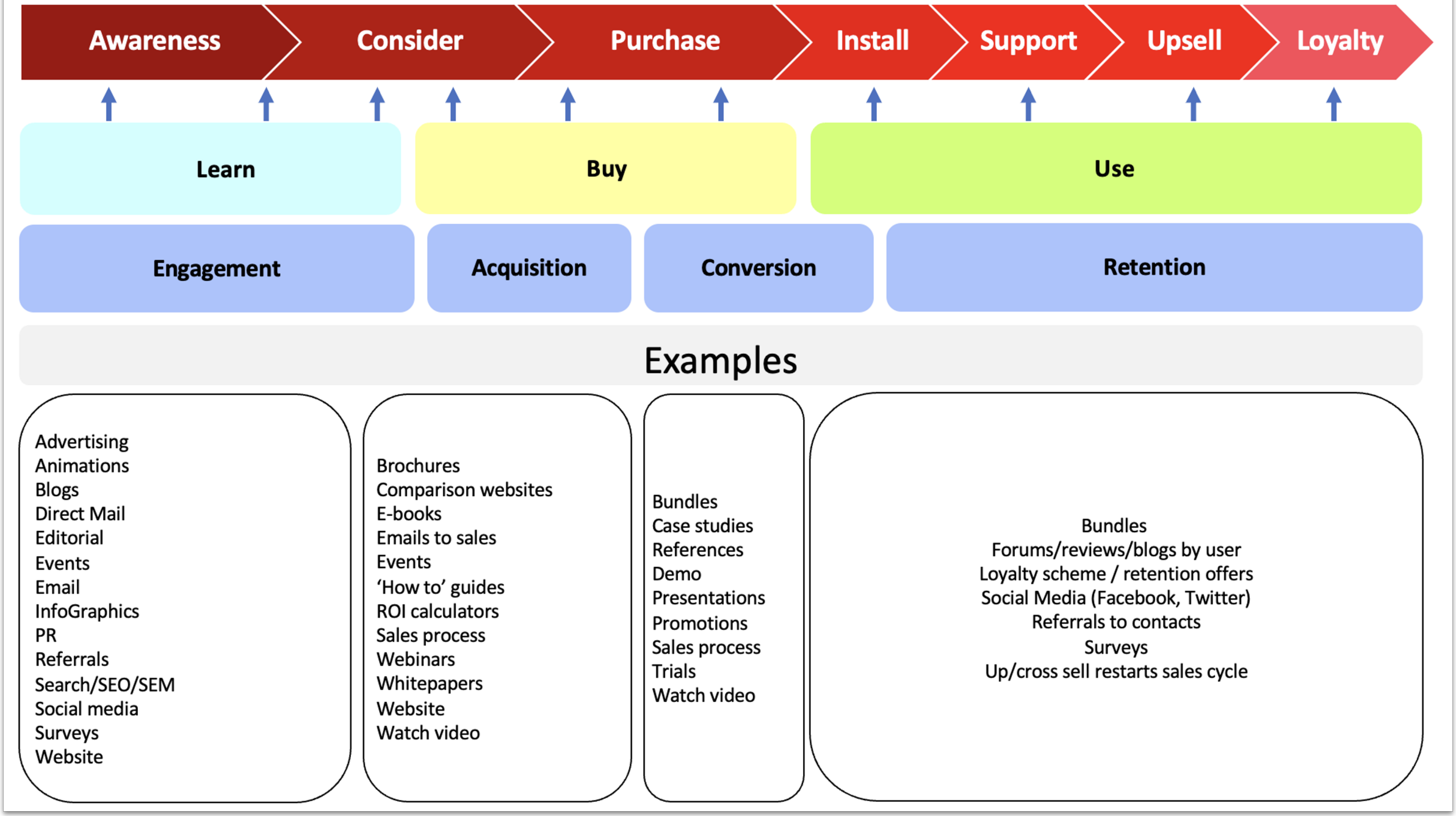

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Leverage Content Library

How to leverage a content library

- Stop duplicating programs and emails for the same piece of content
- Build 1 program to track 1 piece of content
  - Use UTMs to track all sources alongside a process builder in SFDC
- Nurture Library vs. Full Content Library
  - Nurture Library is only for emails used within a Nurture
  - Full Content Library incorporates all sources for 1 piece of content
- Be careful of double scoring with content libraries

UTM Medium	UTM Source	Record Count
cpc	bing	10
	ccpipeline	1
	crmmedia	1
	google	56
	LinkedIn Form	163
	stackadapt	1
Subtotal		232
eblast	ccpipeline	2
Subtotal		2
internal	email	12
	email-sig	3
Subtotal		15
none	direct	63
Subtotal		63
organic	blog	3
	linkedin	4
	pr	10
	twitter	1
	www.bing.com	9
	www.google.com	91
	www.google.com.hk	1
	www.google.fr	1
	www.google.pt	1
Subtotal		121

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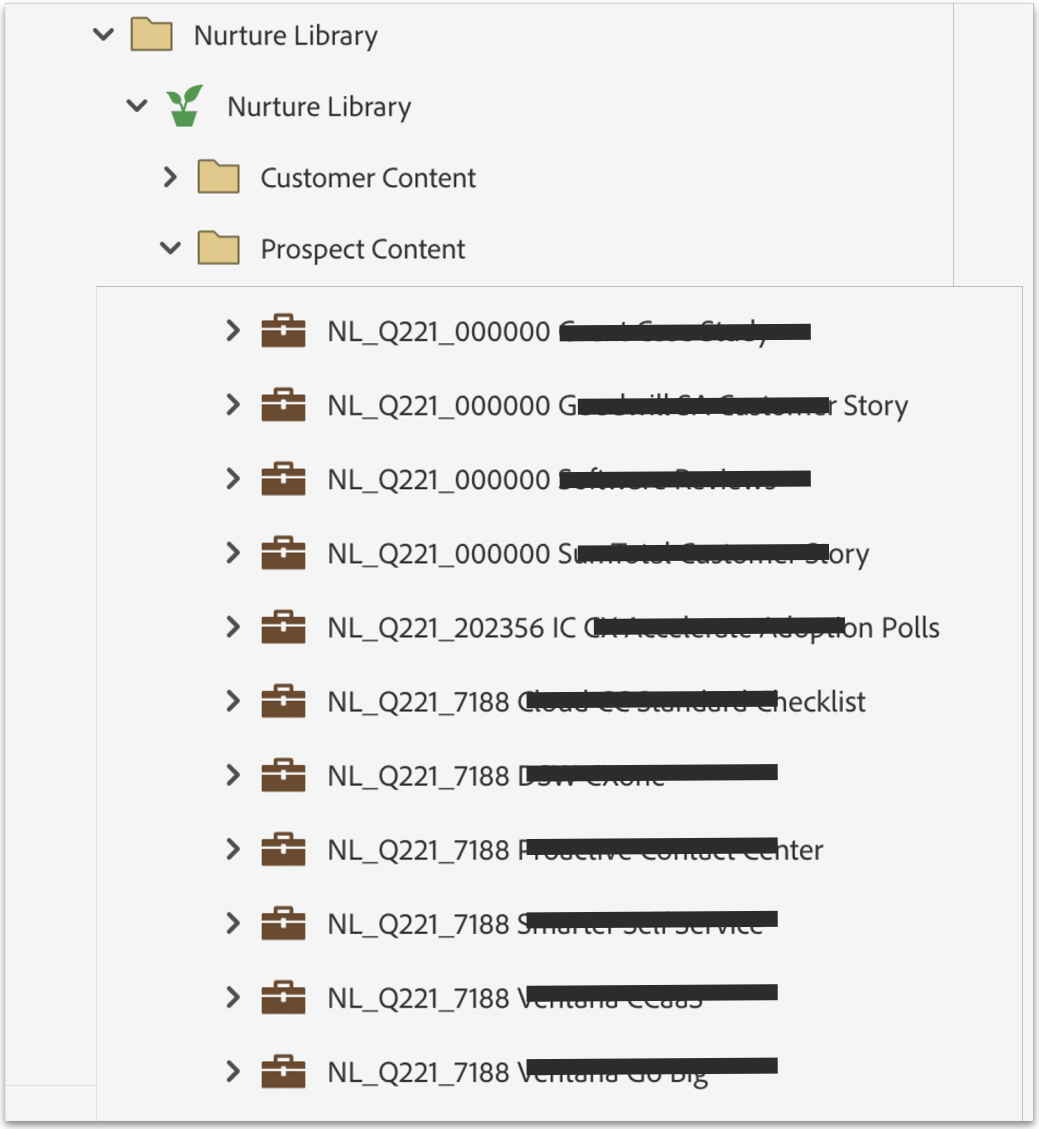
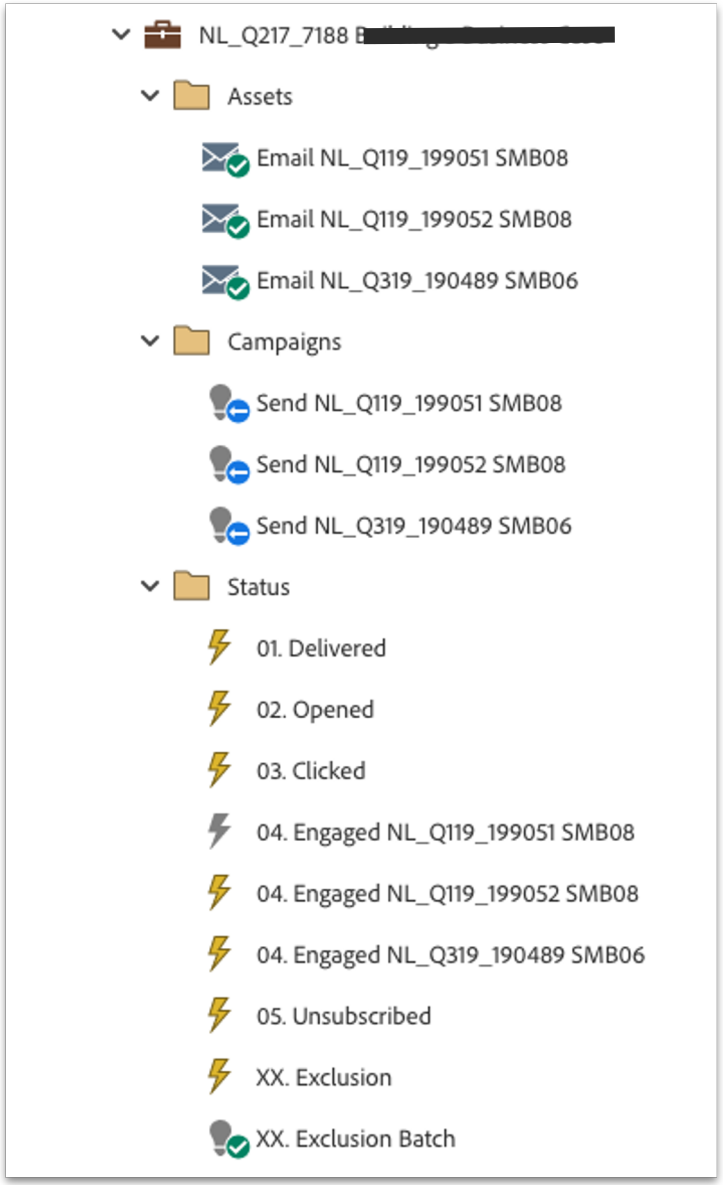
How to leverage a content library - Layout





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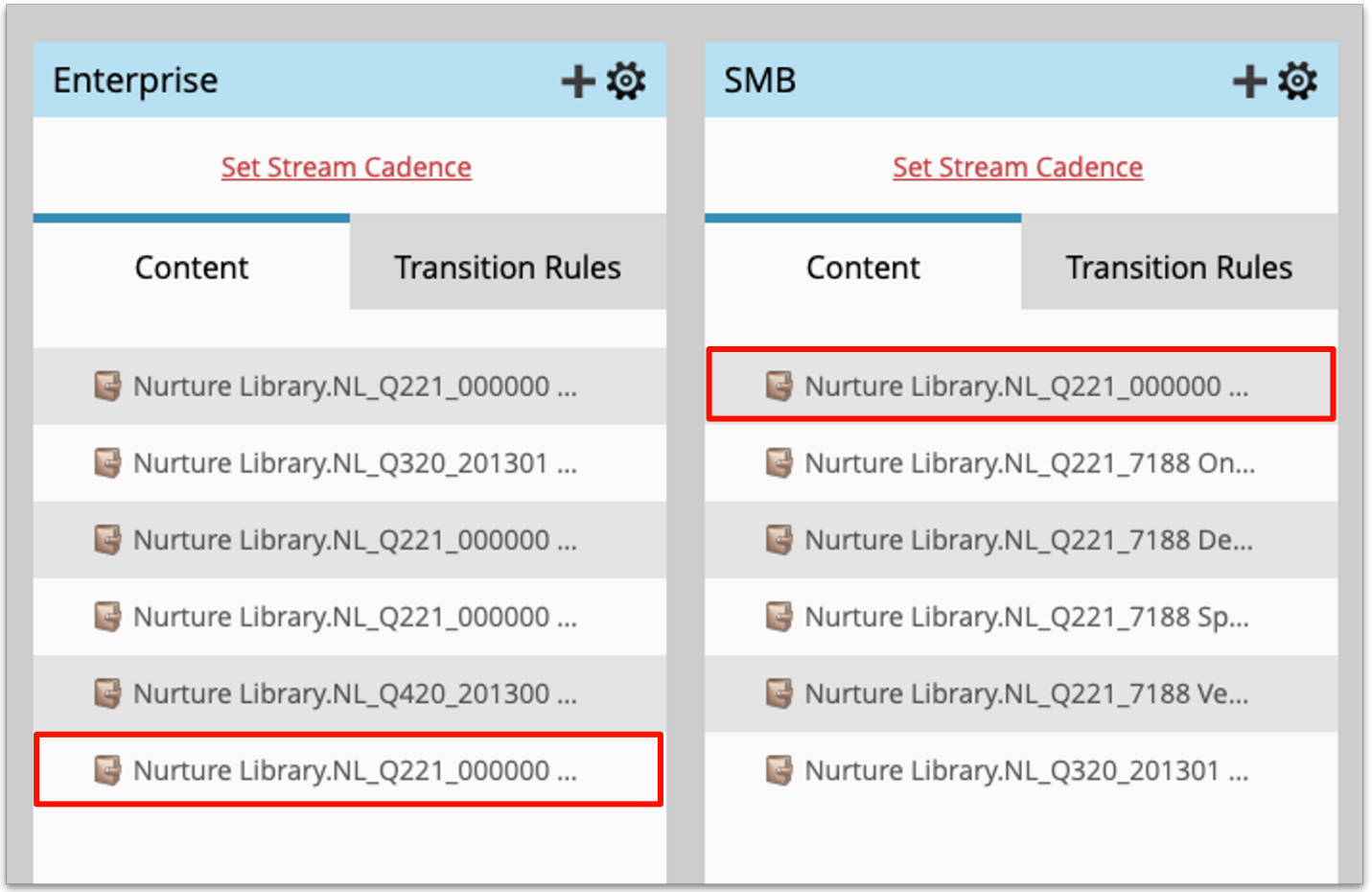
How to leverage a content library



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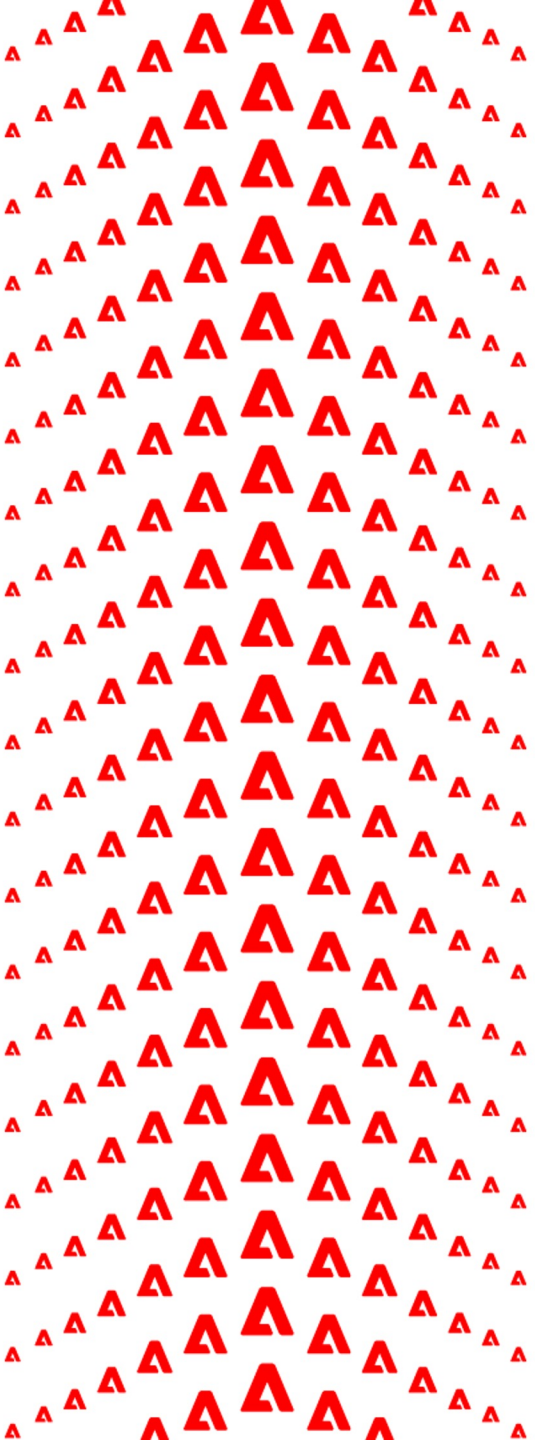
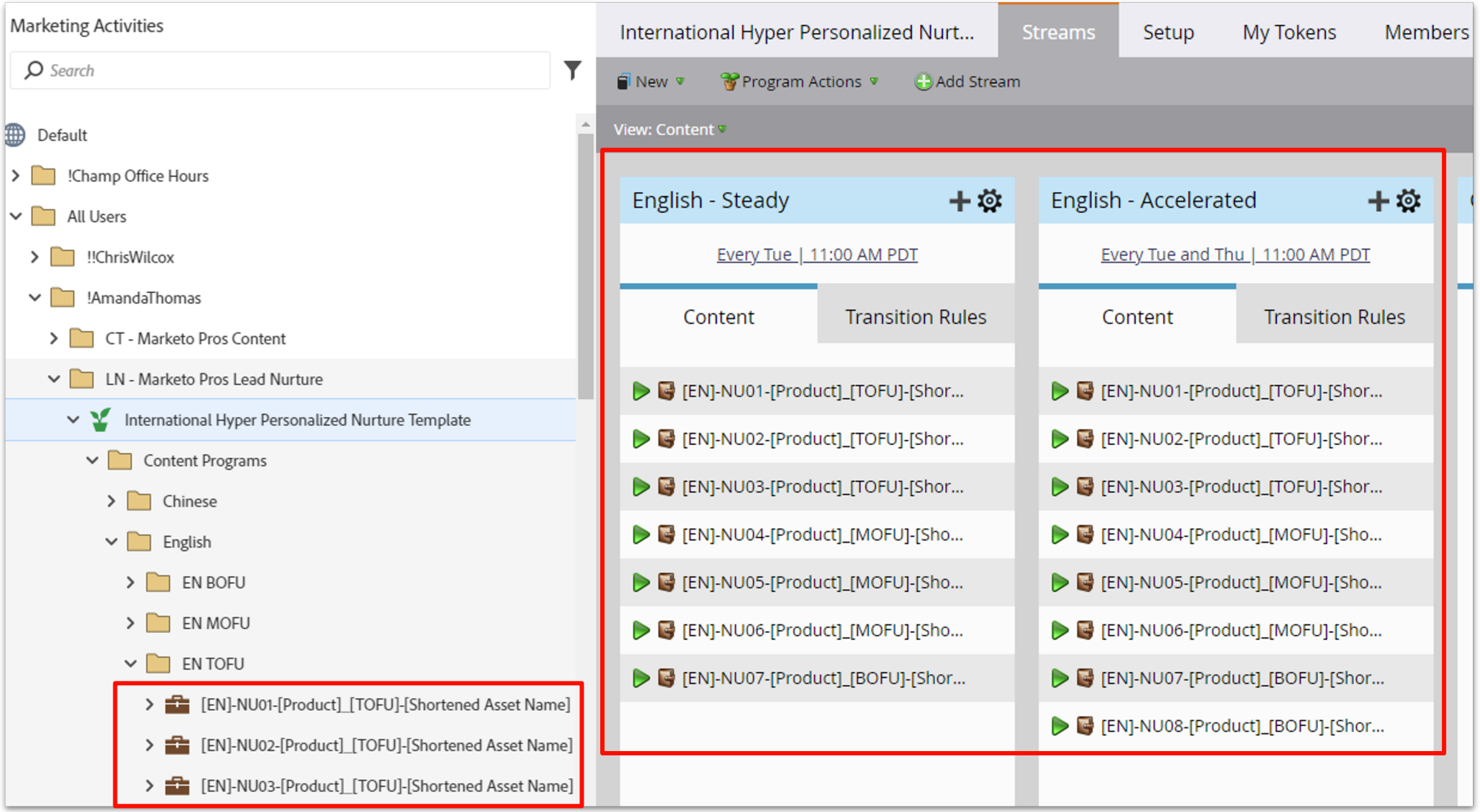
Implement Nested Nurtures



What Are Nested Nurtures?



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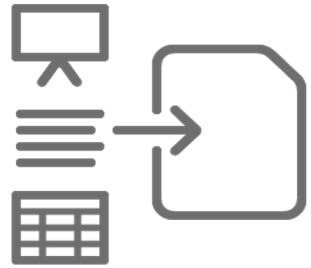
Benefits of Nested Nurtures

Testing

You can test multiple email variants with random samples by using choices in the flow of send campaigns.

Detailed Success

You can define program success based on criteria specific to the asset promoted within the email.



Change Management

You can switch out emails & implement new email templates without interrupting the flow of the stream.

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Benefits of Nested Nurtures

The Right Content

You can assign an “Exclusion” status to program membership, allow those that consumed the content on the web to skip from receiving the email with the same content.

The Right Message

You can send different versions of the email based on firmographics or demographics through your send controller campaign & you can apply dynamic content to personalize those email versions based on firmographics or demographics.

The Right Time

You can still send emails based on time zone by having wait steps in the flow of your send campaigns. You can also move those that are interacting more to an accelerated stream that sends the emails at a faster pace.

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Demo

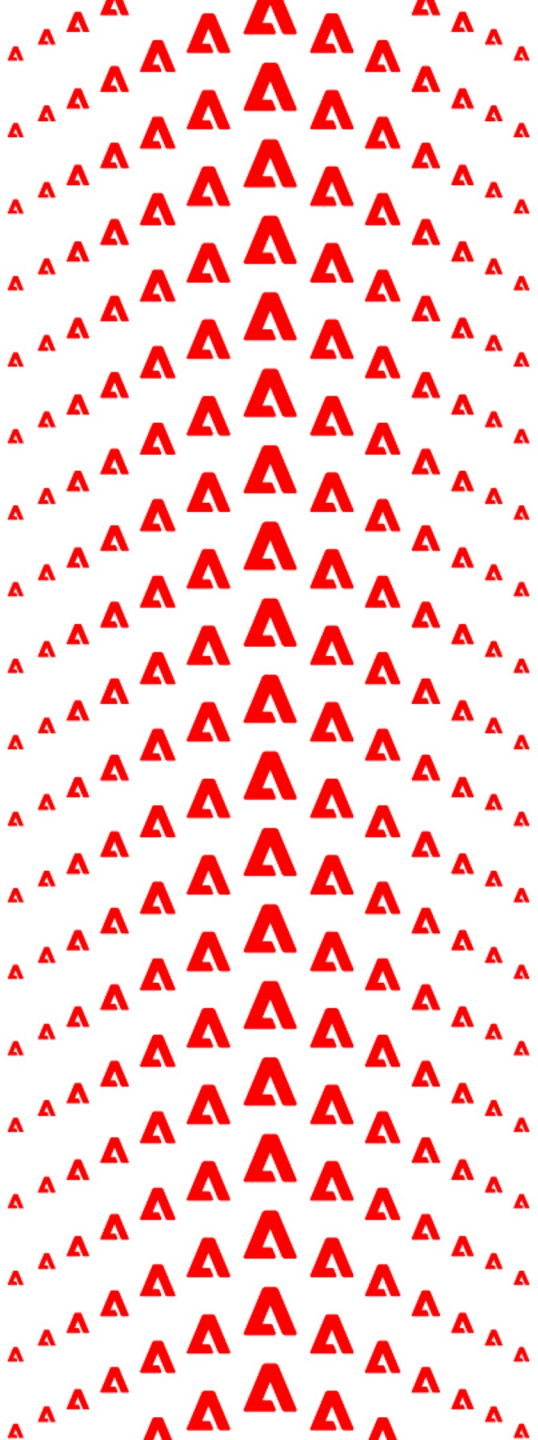
How To Build Nested Nurture

Applying Personalization To Nurtures

Transitions - In-stream vs. Smart Campaigns

Localization of Nurtures

Q&A



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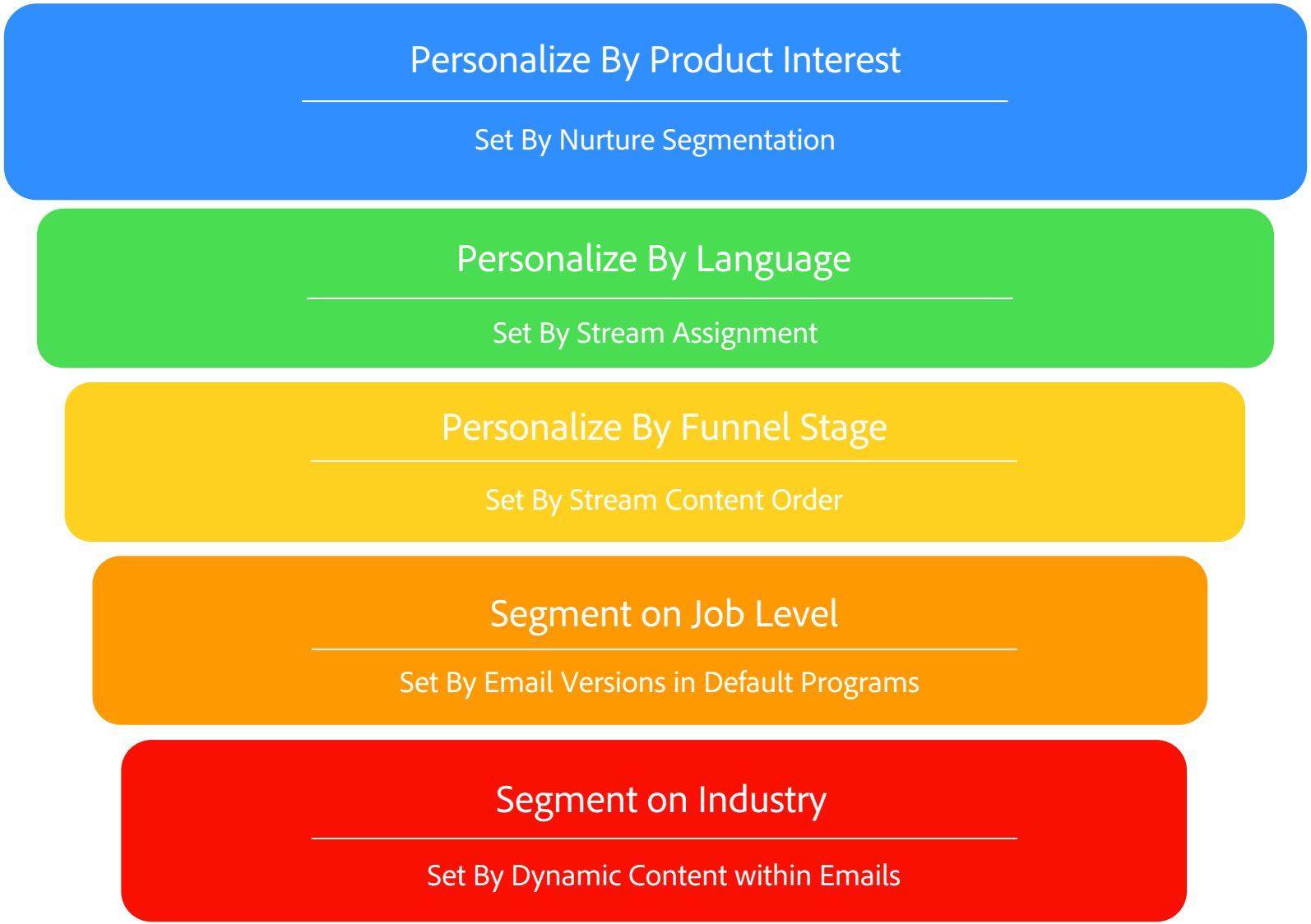
Appendix

How to Apply Layers of Personalization



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Components of Default Programs

Progression Status

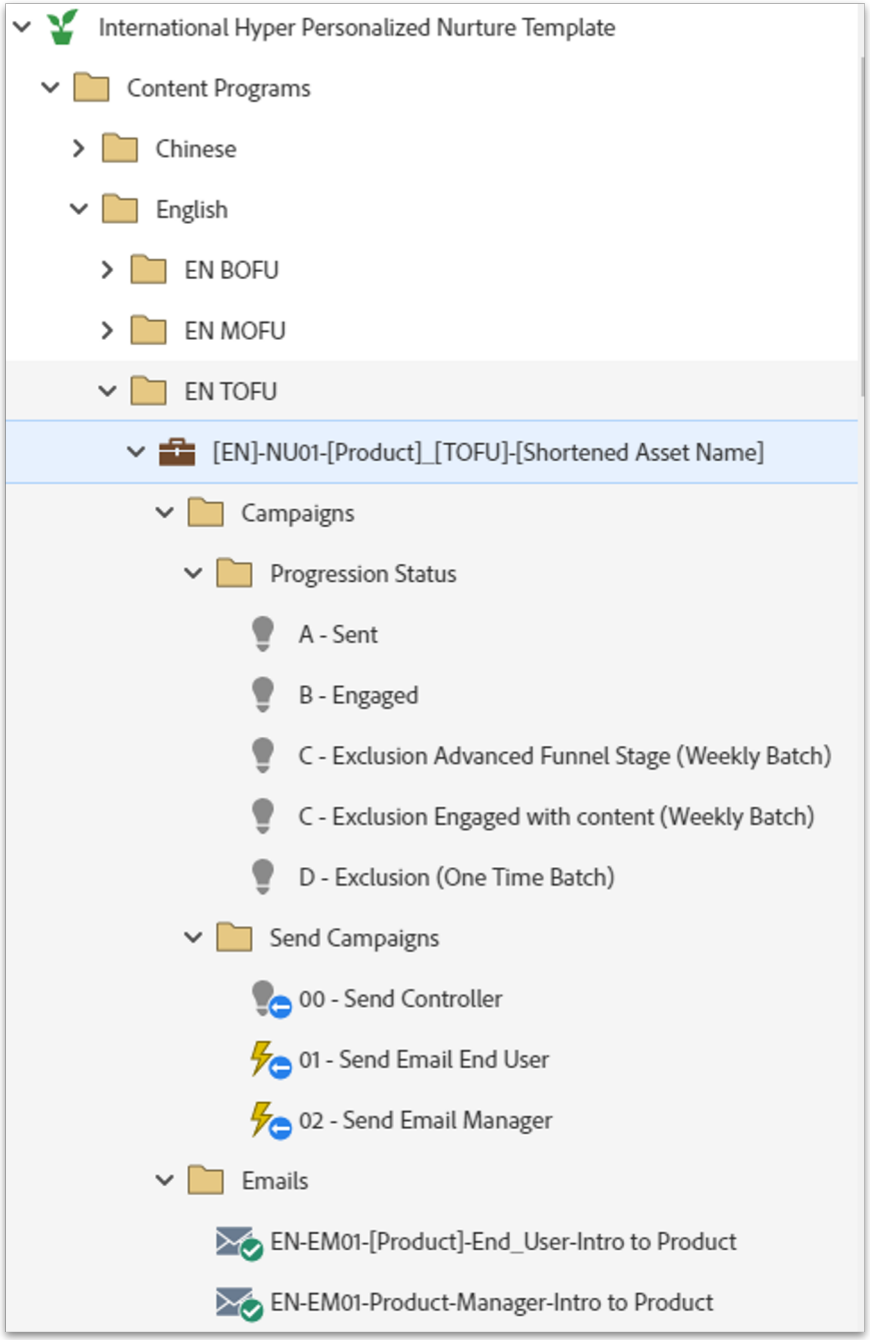
These campaigns assign program status. The exclusion campaigns are what make skip logic work. If a record is a member of the program when the stream casts, the stream will call on the next program in-line where the record is not already a member.

Send Campaigns

The send controller is called on by the stream & lays out choices within the flow to call on sending email version 1 (01-Send Email End User) or email version 2 (02-Send Manager). The flows within the send email campaigns have choices in the flow to send by timezone.

Email Assets

The emails are then further personalized by using dynamic content based on a demographic segmentation.



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