Email Marketing Innovation: How to Level Up and Stand Out

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Meet the Speaker

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Agenda

- The Basics of Traditional Email
- How to Listen & Respond
- Engagement Based Communication
The Basics

**Content**
- Find what works (& what doesn’t) for different segments of your audience
- Build a framework to create a story
- Learn how to speak about the content in a compelling way for each segment

**Structure**
- Create streams based on data driven insights
- Prioritize streams to ensure leads are dropped into the appropriate ones
- Keep optimizing and pivot as needed

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**Early**
- Blogs, Cheat Sheets, Infographics
  - + Definitive Guides, eBooks
  - + Case Studies

**Mid**
- Reinvigorate unengaged subscribers
  - Multi-channel campaign on email and digital

**Late**
- Lower cadence of emails with C-Level assets only
  - Messaging relevant for the C-suite

**Verticals**
- Using similar content but personalizing the messaging per industry
  - Emails at a high frequency

**Default**
- If someone does not meet the above criteria
  - Offering our top content with broad language

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**Reactivation**
- Top Performing Content
Listen and Respond

Email 1

- Clicked Link
  - Send Triggered Email

- Not Clicked Link
  - Do Nothing

[Diagram showing conditions for email triggers and actions]
Pivot from Traditional Email

- Automate batch emails with an engagement program
- Build triggers to send when someone engages with an email in the engagement program
- Transition prospects between streams based on their most recent behavior
Behavior Based Triggers

- **Web Accelerators**
  - Triggered campaigns to people that show specific behaviors on your website

- **How can we use these triggers?**
  - Visiting webpages
  - Digital ads
  - Check-in to an event
  - Downloading content
Key Takeaways

- Keep it simple when you’re getting started, and ramp up as you learn
- Listening to behavior and responding in real-time will drastically increase your results
- Think outside of the box!