

# Take a Minute

Your Marketing Tip



## Behavioral Marketing From SendStream.com

We have all heard of Relationship Marketing, but exactly what is Behavioral Marketing and how is it important for your business? Also known as behavioral targeting, behavioral marketing profiles the prior behavior of online users in order to determine which ads those users will see next.

Automated behavioral marketing increases sales by delivering targeted and timely messages based on user behavior, shopping patterns and more. This means you send the right message to the right person at the right time. By treating new and returning visitors differently, you'll convert more website visitors into leads - and more leads into sales.

Most new visitors do not convert the first time (98% of the time) they visit your site, so it's important to engage them with promotions that will encourage them to provide their email address. Returning visitors who have purchased before are much more prone to make a purchase (8 times more likely) - therefore it's important to target them with sales-driven offers. Returning visitors who have unsubscribed from your list might be interested in re-subscribing if provided with the proper incentive to opt back in. They came back for a reason, give them a reason to stay.

Track what they are looking at, what they are clicking on and what they are buying. Then, cross reference that information with email opens, clicks and more to send extremely targeted, timely and relevant communications.

### Behavioral Marketing Benefits Both the Marketer and the Consumer

Benefits to the Consumer: Behavioral targeting promotes stronger engagement with your brand - consumers will receive emails tailored to their interests, creating a more personalized experience for them.

Benefits to the Marketer: You'll gain customer and prospect insights by tracking their behavior, while also increasing brand loyalty with relevant and personalized messages. Most importantly you'll boost website engagement and conversions by sending the right message at the right time.

Here are some ideas/ways to put behavioral automation to work for your business:

#### \* Welcome / Onboarding Series.

Problem: Your client offers new users a free trial so that they can "test-drive" their product. They need to increase their trial to paid account conversion rate.

Solution: Configure a workflow that will identify new trials and send them an educational onboarding email series with useful resources such as "how to" videos, user case studies, success stories and more.

**"Shopping cart abandonment retargeting programs  
can generate as much as 25% - 40% return  
of e-mail program revenue."**

**- Forrester Research**

#### \* Shopping Cart Abandonment Campaign

Problem: Visitors place items in their shopping cart but do not purchase.

Solution: Use Insights to monitor whether a user's cart has been abandoned or whether the user is still actively browsing the site. When the user has left the site, send targeted emails based on that information.

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### \* Drip Campaign

- Problem: Your client's sales cycle spans several months. They need to ensure their firm is the first to come to mind when the prospect is ready to buy, and further qualify prospects along the way.
- Solution: Monitor your client's website user behavior and configure a workflow that sends highly targeted emails when users engage with website content, or if they don't visit your client's site for a certain period of time

### \* Browse Abandonment Campaign

- Problem: Your client has noticed that, though website traffic is strong, many of their visitors are not being converted into customers.
- Solution: Monitor your clients' website user behavior and configure a workflow that engages with new and returning visitors differently.

**“79% of marketing leads never convert into sales. Lack of lead nurturing is the common cause of this poor performance.”**

**- MarketingSherpa**

### \* Resubscription Campaign

- Problem: Due to a glitch in The Vandelay Times system, an e-newsletter was sent to subscribers multiple times causing a large number of subscribers to unsubscribe.
- Solution: Configure a workflow that identifies people who have unsubscribed and serve them a pop-up featuring an incentive to re-subscribe.

### \* Product Recommendation Campaign

- Problem: You want to get more sales from existing customers.
- Solution: Use Insights to monitor what products customers are browsing and buying and include those items (or similar items) in ongoing product recommendation emails.

**“Research shows that it can cost up to 30 times as much to get a NEW customer as it does to KEEP an EXISTING one.”**

**- The Chartered Institute of Marketing**

### \* List Growth Campaign

- Problem: Your client wants to use pop-up opt-in forms on their site to help grow their list of qualified leads. However, they don't want to bother existing clients with these pop-ups.
- Solution: Set up a workflow that monitors your client's website, identifies visitors who are not subscribers and serves the pop-up.

### \* Lead Qualifying Campaign

- Problem: Your client is a sales driven organization but their sales team is spending too much time qualifying leads.
- Solution: Create a workflow that pre-qualifies leads based on website and email engagement.

**“Companies that excel at lead nurturing generate 50% MORE sales-ready leads at 33% LOWER cost.”**

**- Forrester Research**

### \* Subscriber Reengagement Campaign

- Problem: Your client has noticed that fewer people are reading their newsletter and they want to reengage readers who are not opening their emails.
- Solution: Using a medium other than email, learn more about those readers' interests.

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