



Presented by:  
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Founder, Spider Trainers

# Using drip marketing to stay top of mind

*Bolster your entire marketing program with  
automatically deployed, consistent reminders.*



*Many companies, even marketing-automation companies, use the terms drip marketing and nurture marketing interchangeably, but these two campaign styles have **different purposes and different approaches.***

*This is about drip campaigns.*



# Drip marketing



*Deployed on a pre-determined schedule.*

*Sent to a broad audience and geared toward education, branding, or positioning of a product.*

*Ongoing, generalized messaging.*



*Drip campaigns keep your  
company or product top of mind.*



# For example

## Re-engage inactive customers

*Deploy a series of messages, each identifying a pain point or benefit in a conversational tone.*

*Over time, you build trust and become top of mind so that when the recipient re-enters the buying phase, they think of you first.*



# Define your goal

A goal is one that can be  
**quantified, tracked, and analyzed**  
in order to understand the results and  
determine the effectiveness.

*Reminding the prospect or lead  
about your product is not enough.*



# For example

Insufficient goal:

**Sell gift cards.**

Quantifiable goal:

**Sell 50 annual-membership gift cards  
to inactive customers by 31 December.**



# Profile your campaign

Step 1 of 3

33%

## Project: Describe your campaign (page 1 of 3)

If you do not choose an option for any question, the default response will be used and this will affect the usefulness of the final personal profile summary.

What is the name of your campaign (e.g., 2013 Fall Drip Re-engagement campaign)? \*

Try to be descriptive with the name of your campaign. It will help us to provide you with important keywords that you may use in your campaign content development.

What is the goal of your campaign (e.g., Convert 80 inactive customers into active customers.) \*

Choose a goal that is quantifiable. When you choose a goal such as "get more subscribers," you cannot measure ROI. Instead, add a measurable aspect to your goal such as "get 500 more subscribers."

What is your call to action (e.g., click to buy now and save 50%)? \*

Calls to action are simply what you want the recipient to do: click now to buy, click here to read more, visit this page to download, and so on.

What type of list do you have?

Use our free  
online profiling  
tool at:

[profiler.  
spidertrainers  
.com](http://profiler.spidertrainers.com)



# Profile your audience

Step 2 of 3

66%

## Persona: Demographics (page 2 of 3)

Choose a name for your persona \*

First

Last

Giving your persona a name will help you to visualize them as you complete this exercise. When you choose a name that suits the persona you have in mind, it will make answering the questions much easier.

What is the gender of your persona?

☒ **Female** ☐ Male

What is the age of your persona?

- ☒ **Tweener (10 – 12)**
- ☐ Teenager (13 – 19) — Generation Z (born after 2000)
- ☐ Young adult (20 – 33) — Generation Y; Millennials (born 1981 – 1999)
- ☐ Adult (34 – 40) — Generation X (born 1965 – 1980)
- ☐ Middle-aged adult (41 – 67) — Baby Boomers (born 1946 – 1964)
- ☐ Senior citizen (68+) — Traditionalists (born 1925 – 1946)

What is the marital status of your persona?

- ☒ **Not of age** ☐ Single ☐ Engaged ☐ Married
- ☐ Life partnership ☐ Separated ☐ Divorced ☐ Widowed

What is the race of your persona?

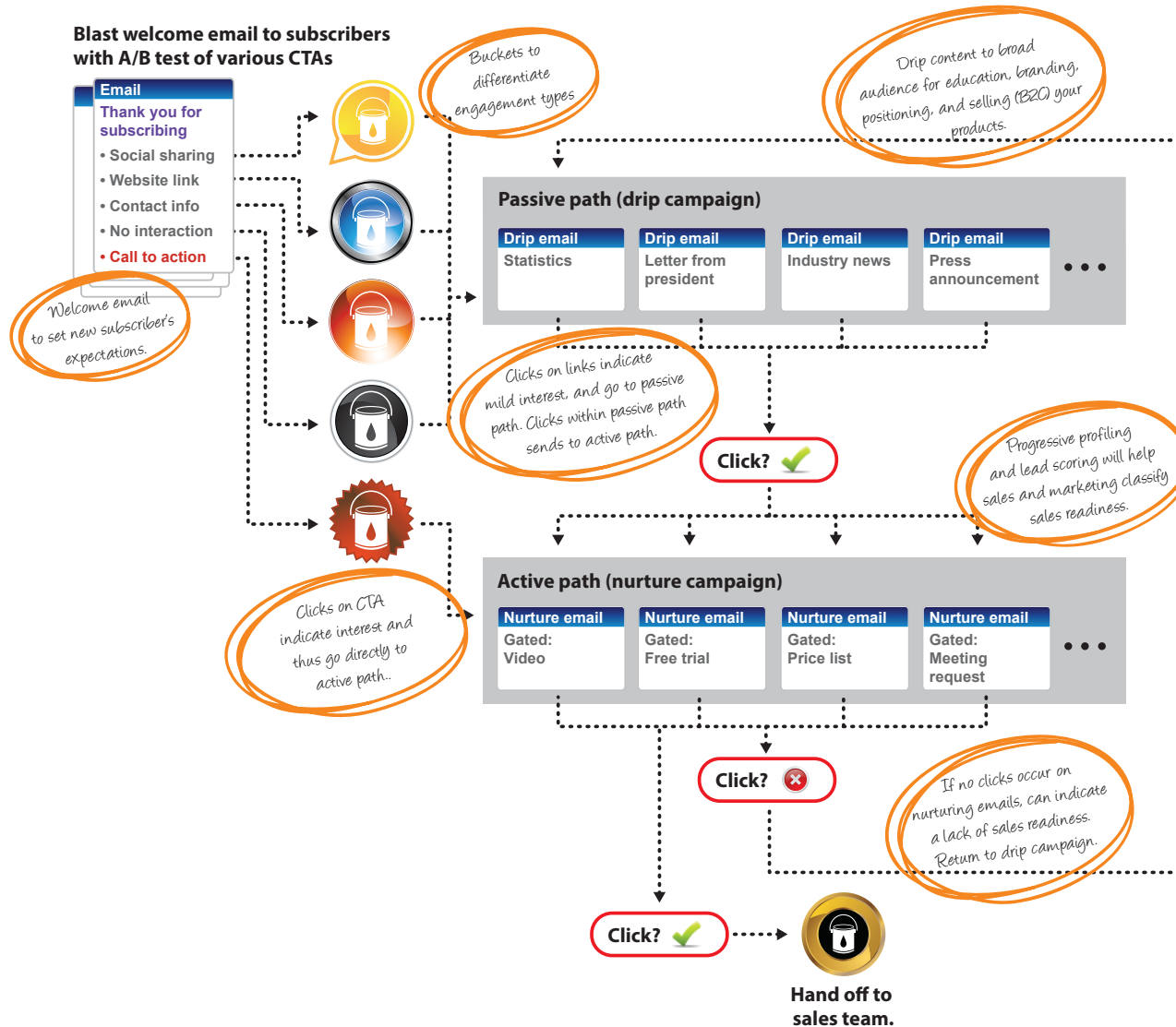
- ☐ Asian ☐ Asian Indian ☐ Black ☒ **Caucasian**
- ☐ Latino ☐ Native American Indian ☐ Blended races

Use our free online  
profiling tool at:

[profiler.spidertrainers.com](http://profiler.spidertrainers.com)



# Draft the schema





# Write the content

## **Keywords**

girls, women, technology, buy it on the web, search now, tell your friends, get the review, livin' life high, beautiful weather, healthy, share, software, software as a service, Generation X,

## **Images**

Young women, fast cars, technology,

## **Messaging**

Save now, save 50%, Like us on Facebook, Come Back and Save 50%, We Hope You're Enjoying Your [insert name of previous item purchased], If you liked the [insert name of previous item purchased], you might also like



# Create a consistent theme

If you're having trouble viewing this email, click [here](#) to display in your browser.

**mvelopes®**  
PREMIER

*Gift Cards*

*Give the Gift of Financial Peace of Mind.  
Give Annual Membership Gift Cards.*

Now that you've experienced personal financial breakthroughs with Mvelopes, you know how wonderful it is to go from stress and worry to peace of mind about your finances. With this special offer, you can share this feeling with your friends and family.

**\$39 each**

[Order Cards](#)



*"It would not be unreasonable to say that Mvelopes saved my marriage."  
— Jonathan, Springfield, IL, Mvelopes user and Facebook fan*

Typical Mvelopes members have saved more than \$12,000 in their first 18 months. That's worth sharing!



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**CROWN**  
**mvelopes®**  
LIFETIME

*Gift Cards*



*Give the Gift of Financial Peace of Mind.  
Give Lifetime Membership Gift Cards.*

Now that you've experienced personal financial breakthroughs with Mvelopes, you know how wonderful it is to go from stress and worry to peace of mind about your finances. With this special offer, you can share this feeling with your friends and family. **Hurry! This offer ends in just three days!**

**\$175 each**

[Order 1 Card](#)

**\$150 each**

[Order 2 Cards](#)

**\$125 each**

[Order 3 Cards](#)



*"It would not be unreasonable to say that Crown Mvelopes saved my marriage."  
— Jonathan, Springfield, IL, Mvelopes user and Facebook fan*

Typical Crown Mvelopes members have saved more than \$12,000 in their first 18 months. That's worth sharing!



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# Create landing/squeeze pages

about 3 days ago Date a nurse, they could save your life! Happy Valentine's Day. [ow.ly/1wr1A](#)

## MedPro Healthcare Staffing

Where Nurses Call the Shots!



[Join Now](#)

Contact a Recruiter!  
**800.886.8108**

### Personalized service

MedPro has built its business based on personalized service. We offer a variety of employment options to meet your needs. Tell us where you want life to take you and we can help you get there.

### Talented professionals

MedPro has been securing talented professionals for high-quality healthcare facilities since 1983. We are JCAHO-certified and have an in-depth understanding of the healthcare industry. MedPro enjoys long-standing relationships with some of the country's most prestigious healthcare institutions.

### Fulfill your dreams

MedPro has helped hundreds of foreign professionals settle in the U.S. and fulfill their dreams. We are an expert in international recruitment and employ a staff dedicated to guiding you through every step of the process, from TOEFL and credentialing through securing U.S. permanent residency.

### Request a Recruiter Call!

First name:

Last name:

Phone number:


[Call Me!](#)

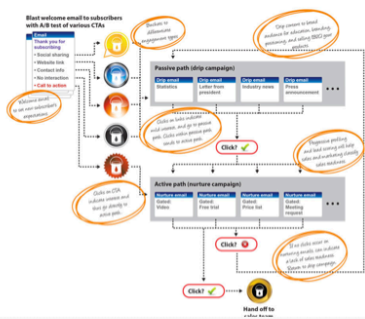
Join us on: [f](#) [t](#) [in](#)

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# Create a microsite





### IMPROVE LEAD CONVERSION WITH AUTOMATED MARKETING, SQUEEZE PAGES, AND MICROSITES. START WITH OUR BLAST, DRIP, AND NURTURE EBOOK. GET YOURS NOW.

[GET OUR EBOOK](#)

## OUR EBOOK HELPS YOU UNDERSTAND YOUR OPTIONS

### ■ BLAST EMAILS

A single email commonly used by marketers to welcome new leads or announce promotions to the majority or entire customer list. These campaigns are often called single-event email, mass email, or bulk email and, in some cases, offer several topics in order to track clicks and segment for drip and nurture campaigns.

### ■ DRIP EMAILS

This automated campaign is a series of email messages geared toward education, branding, or positioning of a product to prospects or leads who have subscribed and requested information. Drip marketing is typically ongoing and generalized messaging. Think of a drip-irrigation system. It drips at the same interval, regardless of events.

### ■ NURTURE EMAILS

Nurture messages are sent to specific recipients based upon their previous actions or interactions and their place in the buying cycle. With a nurturing campaign, marketing works closely with sales to understand the buying cycle (sales funnel) and thus, digitally provide the right information at the right time. Nurture emails are also called transactional or auto-responder emails.

## A HOLISTIC APPROACH

### ■ ENGAGE

Blast welcome emails are the first step to deploying fully automated drip and nurture campaigns. Download our eBook for an in-depth look at considerations and processes of blast, drip, and nurture campaigns.

### ■ CAPTURE


A squeeze page is the ideal vehicle to capture permission-based email addresses. Spider Trainers builds successful and proven squeeze pages that gain opt-in email addresses.

### ■ VALIDATE

Emails engage, squeeze pages capture, and microsites educate. When you submit the form above, you will be able to tour a specially created microsite as a live example of this approach to inbound marketing.


## ■ WHAT'S GOING ON HERE?

This squeeze page is similar to a targeted landing page, except that it is singularly focused on having the visitor complete the form and offers no other type of engagement. There are no social-sharing links, no social-follow buttons, no links to our website, and no other calls to action. It's simply: fill out the form to get the book — or in this case, get the book and move on to the next step of the Microsite Live Tour.



[OVERVIEW](#) | [LEARN MORE](#) | [RESOURCES](#) | [EXPERTS](#)

## BLAST, DRIP, AND NURTURE CAMPAIGN EXPERTS



Chuck Meyer  
Client relations manager  
Spider Trainer

[t](#) [f](#) [in](#) [v](#)

### WELCOME

Hi! I'm Chuck Meyer. Thank you for requesting our *Blast, Drip, and Nurture* eBook. If you check your email right now, you'll find the link for downloading, or just [click here](#).

Now that you've arrived at our microsite, you have begun the live tour. We built this site for two reasons: to support our outbound email campaign for the eBook and to show you in real, navigable pages how a microsite works.

If you want to learn more about blast, drip, and nurture marketing — the practical applications, the benefits, whatever you'd like to know — this microsite is a good place to start, but I'm just a click or phone call away.

Use my social icons to connect with me; I enjoy connecting with and learning from like-minded individuals.

Now get going! Explore to your heart's content.

*Chuck Meyer*  
Chuck Meyer

### CONTACT

651 702 3793  
[cmeyer@spidertrainers.com](mailto:cmeyer@spidertrainers.com)  
[www.spidertrainers.com](http://www.spidertrainers.com)

### LEARN MORE

Spider Trainers supports marketing departments of 0 to 100, and no, that's not a typo. We are experts in drip and nurture marketing and are chosen by companies to amplify lead and demand generation while setting standards for design, development, and deployment. [Click here to learn more.](#)

### RESOURCES

Spider Trainers provides eBooks, white papers, articles, videos, and more to help you as a marketer or a marketing manager do your job. We believe education of our clients enables participation and participation ensures success. [Click here to learn more.](#)

### EXPERTS

Spider Trainers is directed by four team leads, Cyndie Shaffstall, Chuck Meyer, JoAnn Henson, and Greg Stodghill. These four manage a network of more than 85 freelance writers, social posters, designers, developers, and programmers. [Click here to learn more.](#)

## ■ WHAT'S GOING ON HERE?

As you start thinking about how you can use a microsite, remember to include a welcome page or overview page, like this one, to set the expectations about what the visitor will find within your pages.

[Learn More](#)

### CONTACT

651 702 3793  
[cmeyer@spidertrainers.com](mailto:cmeyer@spidertrainers.com)  
[www.spidertrainers.com](http://www.spidertrainers.com)



# Create tracking URLs

## Help home

Traffic overview

About Traffic Sources

▶ Traffic Sources Reports

▶ Search Engine Optimization

▶ Social

▼ Custom Campaigns

About Custom Campaigns

**URL builder**

Best Practices for creating  
Custom Campaigns

▶ Common Issues

▶ Cost Analysis

## Traffic

### URL builder



Next: Best Practices for creating Custom Campa...



Fill in the form below and click the **Submit** button to create URLs for [custom campaigns](#) for website tracking. Use the [Google Play URL builder tool](#) for mobile app tracking.

**Step 1:** Enter the URL of your website.

**Website URL \***

(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

**Campaign Source \***

(referrer: google, citysearch, newsletter4)

**Campaign Medium \***

(marketing medium: cpc, banner, email)

For sites and apps using Universal Analytics, some information about data collection might be different. Find out more [about Universal Analytics](#).





# Start with a welcome

## Introduce yourself

## Set their expectations





You will likely receive just one to two emails per month, unless we have something really noteworthy that warrants a more immediate message and you can unsubscribe at any time. We never sell, rent, or lend our subscriber list, so your information is safe with us!






# Create auto-responders



- Meet each interaction with an auto-responder
- Include lots of links
- Enable sharing and forwarding
- Provide contact information
- Add website link






Marketing Resource Library

This is not your typical discussion group. This is a library of marketing resources that will help you do your job. There are daily postings from moderators and group members designed to make your marketing jobs just a little easier.





Spider Trainers  
651 702 3793  
[www.spidertrainers.com](http://www.spidertrainers.com)  
[cmeyer@spidertrainers.com](mailto:cmeyer@spidertrainers.com)  
PO Box 280487 Lakewood, CO 80228

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# Choose a program style

- **Anchor date.** Set events to occur on days before and after a specific date:  
e.g., **product-launch dates.**
- **Calendar.** Set events to launch on specific dates: e.g., **holidays.**
- **Duration.** Set events to launch based upon when the prospect entered the campaign.





# Test

- A/B and multivariate test components
- Use tracking codes and unique URLs
- Measure results against goals
- Tweak design and content as necessary

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**FOCUS**  
ON THE FAMILY

**GET A FREE  
FINANCIAL  
FITNESS  
EBOOK**

*Excerpts from  
**Money for Life**  
Budgeting Success  
and Financial Fitness in Just 12 Weeks!  
Shawn B. Smith*

**Click  
Now**

**God gives us great insights about money!**  
Listen to the wisdom of these words and take control of your financial future.

**Financial freedom can be yours in 2013!**  
Talk with someone who can help you become more financially responsible and adhere to God's word about money.

**ACCREDITED  
BUSINESS**  
**Kiplinger**  
Best for Over-Spenders  
October 2012

**money4life**  
coaching.

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*Your coach has a  
**FREE FINANCIAL  
FITNESS EBOOK**  
especially for you!*

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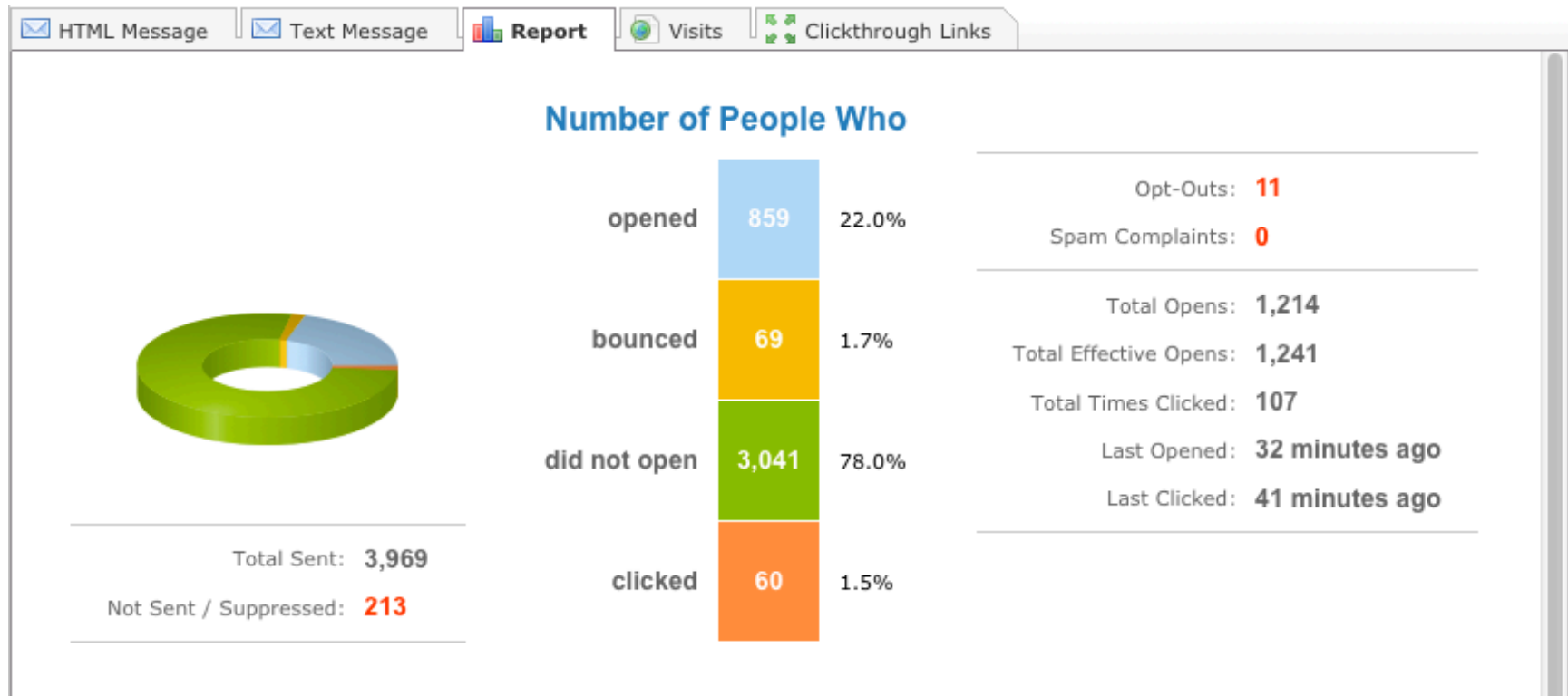
**Financial freedom  
can be yours in 2013!**  
Talk with someone who can help you  
navigate through your financial stress  
and get you to a place of financial  
freedom.

**ACCREDITED  
BUSINESS**  
**Kiplinger**  
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October 2012

**money4life**  
coaching.



# Track





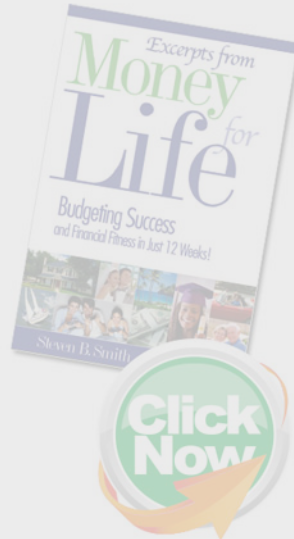
# Tweak

SPIDER  
TRAINERS

Trusted by



## GET A FREE FINANCIAL FITNESS EBOOK



### God gives us great insights about money!

Listen to the wisdom of these words and take control of your financial future.

### Financial freedom can be yours in 2013!

Talk with someone who can help you become more financially responsible and adhere to God's word about money.



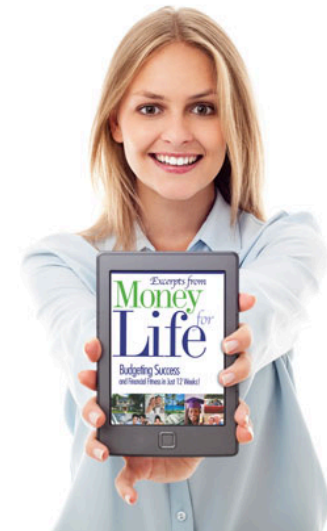
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money4life  
+ coaching

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*especially for you!*



### God gives us great insights about money!

Listen to the wisdom of these words and take control of your financial future.

### Financial freedom can be yours in 2013!

Talk with someone who can help you navigate through your financial stress and get you to a place of financial freedom.



**Kiplinger**  
Best for Over-Spenders  
October 2012

money4life  
+ coaching



# Conclusion

**Drip and nurture campaigns — marketing automation — have been shown to increase qualified leads for businesses by as much as 451%.**



# Spider Trainers



As experts in drip and nurture marketing, Spider Trainers is chosen by companies to amplify lead and demand generation while setting standards for design, development, and deployment.



# Spider Trainers



## Contact us:

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<http://www.spidertrainers.com>

Spider Trainers designs, develops, and deploys custom blast, drip, and nurture campaigns.

Visit our resource center to learn more:

- *Profiling Personas*
- *20+ Ideas for Automated Marketing*
- *Prospects, Leads, & Subscribers*
- *Marketing Metrics*
- *Drip-marketing Toolkit*
- *Great Big Book of Things Marketers Count*
- *Great Big Book of Things Marketers Say*