

# NEXT LEVEL EMAIL

Nick Barthram

*Principal Digital Planner*

**email is...**

**email is...**  
**dying**



**email is...**  
**all-powerful**



# THE 'MUST HAVES'

Segmentation

Testing

Personalisation

Optimisation

*Source: eConsultancy, various*

# THE 'MUST HAVES'

Segmentation

73%  
BASIC

22%  
ADVANCED

Testing

31%

Personalisation

26%

Optimisation

25%

Source: eConsultancy, various

# engagement integration

# engagement

# integration



**emotionally  
unsubscribed**



# FINANCE CUSTOMER JOURNEY

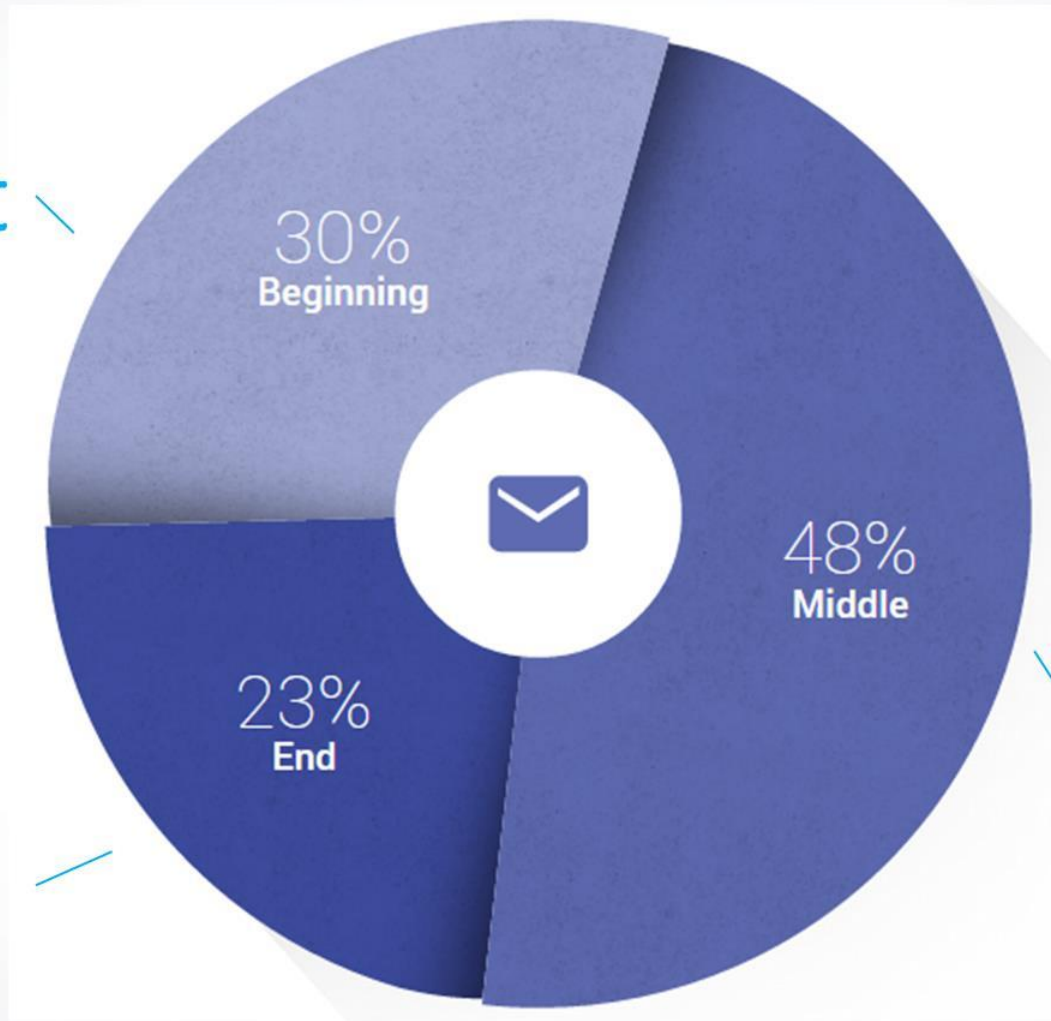
Explore how marketing channels for Large ▼  
businesses in the Finance ▼ industry  
in The U.K. ▼ influence the purchase decision.



Source: Think with Google, <http://bit.ly/1wixA5p>

# FINANCE CUSTOMER JOURNEY: EMAIL

Disrupt



Hard-sell

Be useful  
(and sell)

Source: Think with Google, <http://bit.ly/1wixA5p>

brayleino<sup>SM</sup>



Source: <http://www.testdriveaudiicc.com/echo/>

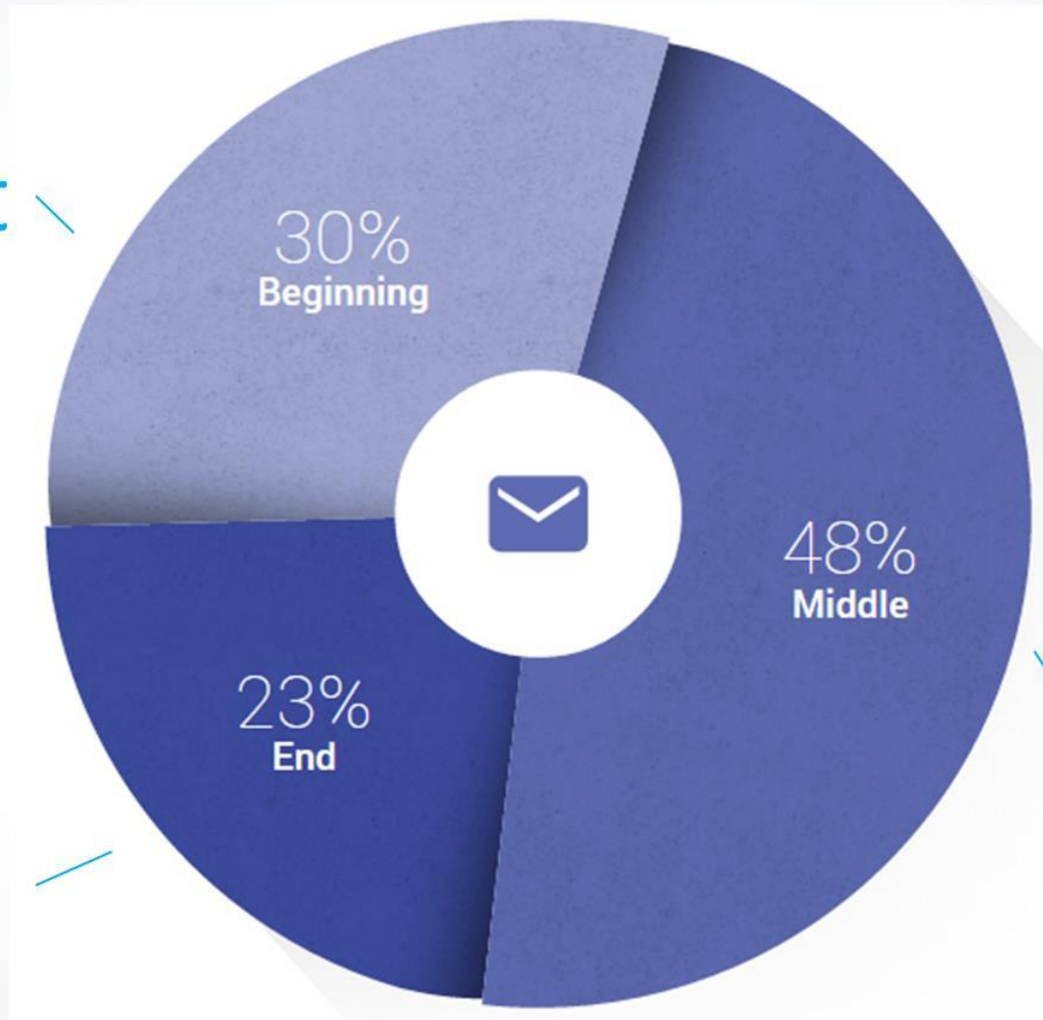
brayleino<sup>SM</sup>

# Ireland



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brayleino<sup>SM</sup>



A co-innovation with



Check out the video to see how easy it is to share!

We think it's crazy that people often wait in line for a taxi and then get one taxi each. Most people go from the airport in a similar direction, so it's a great waste. Taxis are also expensive, so we often endure tough public transport journeys with big bags, when a shared taxi price would cut the cost in half.

taxi<sup>2</sup> enables you to recognise other travellers who are interested in saving half the cost of their taxi ride from the airport to their final destination. The clever taxi<sup>2</sup> ticket provides you with everything you need to share a taxi: an easy way to find someone to share with, maps to compare your destinations, instructions to your driver, and easy ways to fairly split the cost.

The service is free, you save money, and sharing helps to generate less pollution and congestion. Try it - it is extremely quick, and there are no awkward commitments - taxi<sup>2</sup> simply gives you the option of finding a taxi sharing partner if and when you so desire.

Campaign Monitor.com

CREATE A FREE ACCOUNT

Domain

Buy

Rent

New Homes

Share

Sold

Price Guide

Find Agents

News

Blog

Invest

Commercial

Place an Ad



Log in

Sign up

Home &gt; Property For Sale &gt; NSW &gt; Sydney Region &gt; Earlwood &gt; 39 Banks Road EARLWOOD

[Back](#)

Viewing property in Inner West and EARLWOOD

**McGrath**

★ 39 Banks Road Earlwood NSW 2206

4 beds, 2 baths, 1 parking

**For Sale, price guide on request**

Property type: House  
 Suburb: EARLWOOD (profile)  
 Region: Sydney Region  
 Land area: 1220 sqm

Research this [street](#) or [suburb](#)

Can I afford this Property?

Email the agent

**Planning on moving home?**

Let Yellow Pages help you move with ease...

- ✓ Removalists
- ✓ Moving services
- ✓ Tips and Articles
- ✓ Moving checklists

**Find out more**

Free buyers checklist &gt;

mailing manager



 Treatment Plants Cafes

Address is approximate

[Get directions](#) | [Larger map](#)

## Mortgage calculator

Sponsored by **CommonwealthBank** 

### Estimate your monthly payments

Example Price:

\$400000

Example Deposit:

\$80000

Example Loan Amount:

\$320000

Loan Term:

25 years

Interest Rate:

5.10%\* p.a.

Comparison Rate:

5.48%# p.a.

Monthly Repayments:

**\$1,889.38**[Apply Now](#)[Calculate](#)

#### Terms and Conditions

If the price of the displayed property is not available, the example price above is based on an average property value of \$400,000, and is not indicative of the potential price of the property, or the loan repayments required. \*Interest rate quoted available with new home loans within Wealth Package. Qualifying and ongoing criteria apply to Wealth Package and terms and





## Home Update Newsletter



Determined to be different

Issue 3 - February 2010

### Dear Joseph

**Welcome** to the first edition of Home Update for 2010, featuring all the latest news and views in the home market.

You'll find some great articles from leading home experts including some important tips for those about to make property decisions and how Australia has trumped the US when it comes to bigger homes.

Look out for more interesting content every quarter. Enjoy.

To view this information online, simply copy and paste the following URL into your browser:



[commbank.com.au/home-loans/newsletter](http://commbank.com.au/home-loans/newsletter)

### You'll find new content for:



General interest



First home buyers



Property investors



Builders & renovators



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com.au/home-loans/newsletter

You'll find new content for:



General interest



First home buyers



Property investors



Builders & renovators

~~insider~~

outsider

information

# engagement

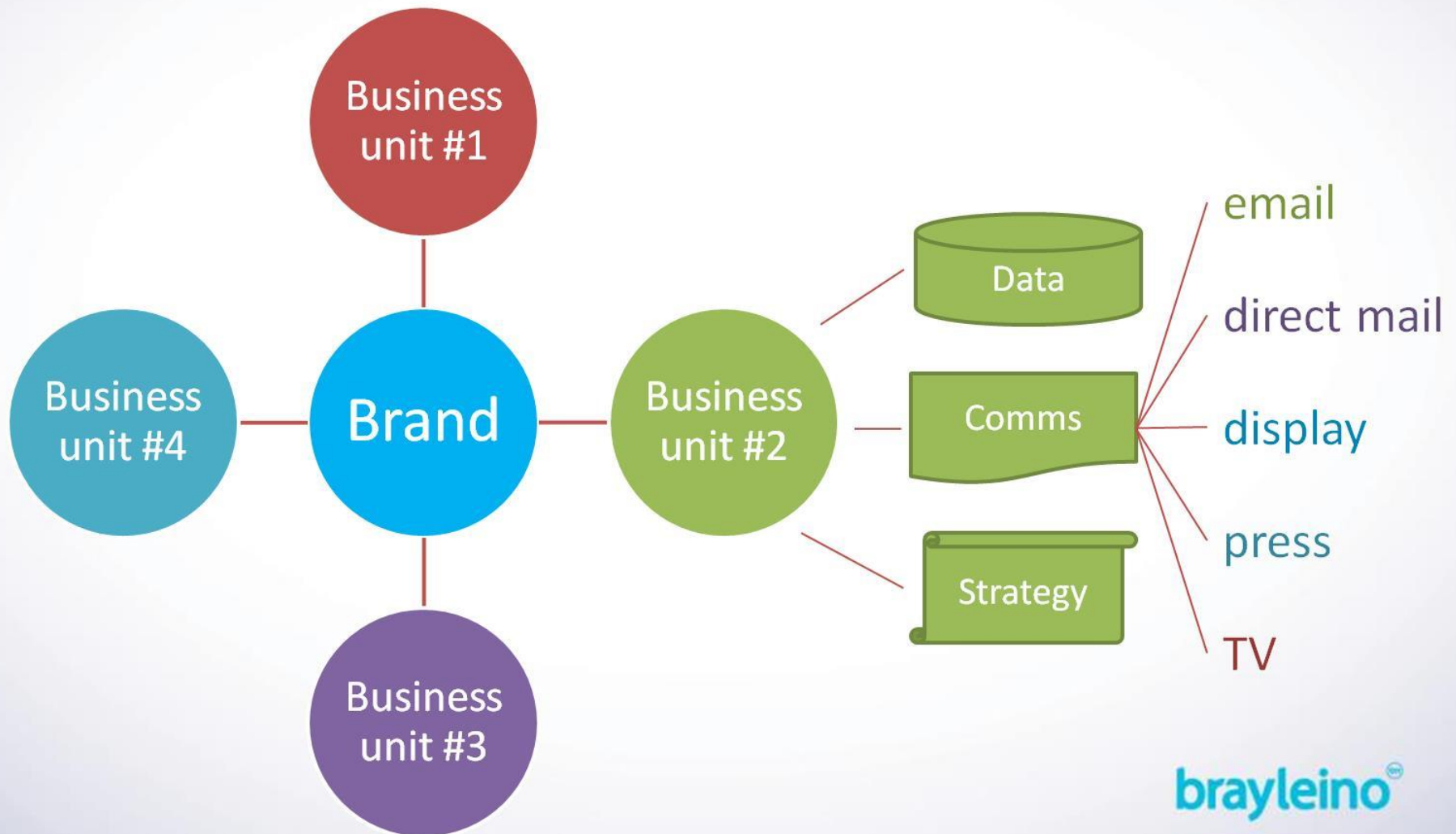
Sales should be a minority of your overall email strategy

Start conversations with disruptive messages

Be genuinely useful and take the message to people

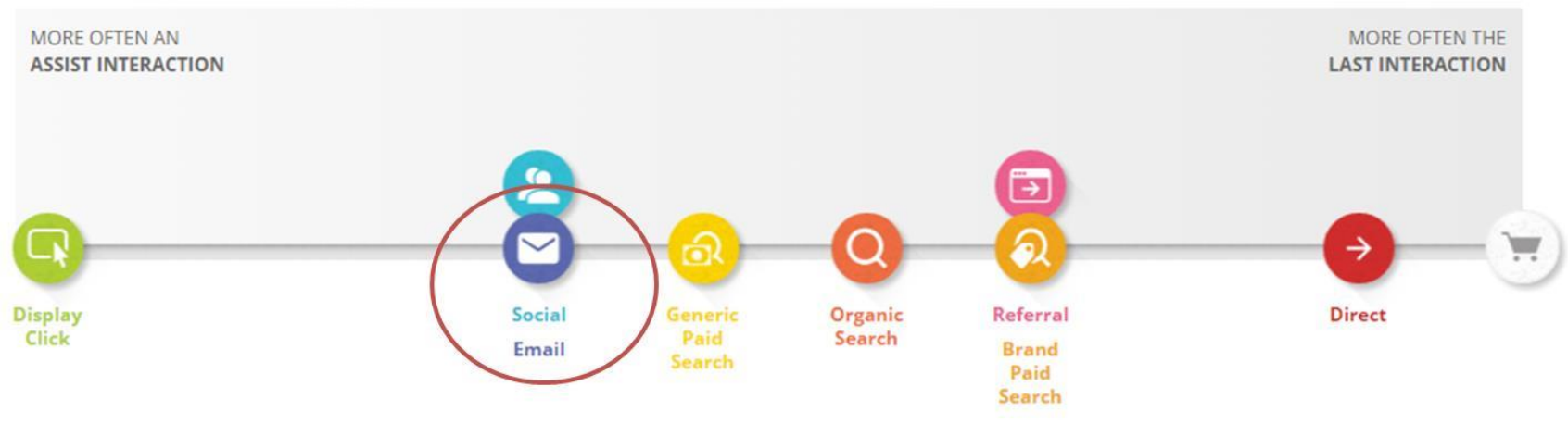
# engagement **integration**

# TYPICAL LARGE FS ORGANISATION



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in The U.K. ▾ influence the purchase decision.



Source: Think with Google, <http://bit.ly/1wixA5p>



# STEPS TO SYNCHRONICITY

1. Synchronise all email deployment



2. Synchronise all channel deployment



3. Think and work with 'customer journeys' not channels



4. Build behaviour into your journeys (triggered comms)

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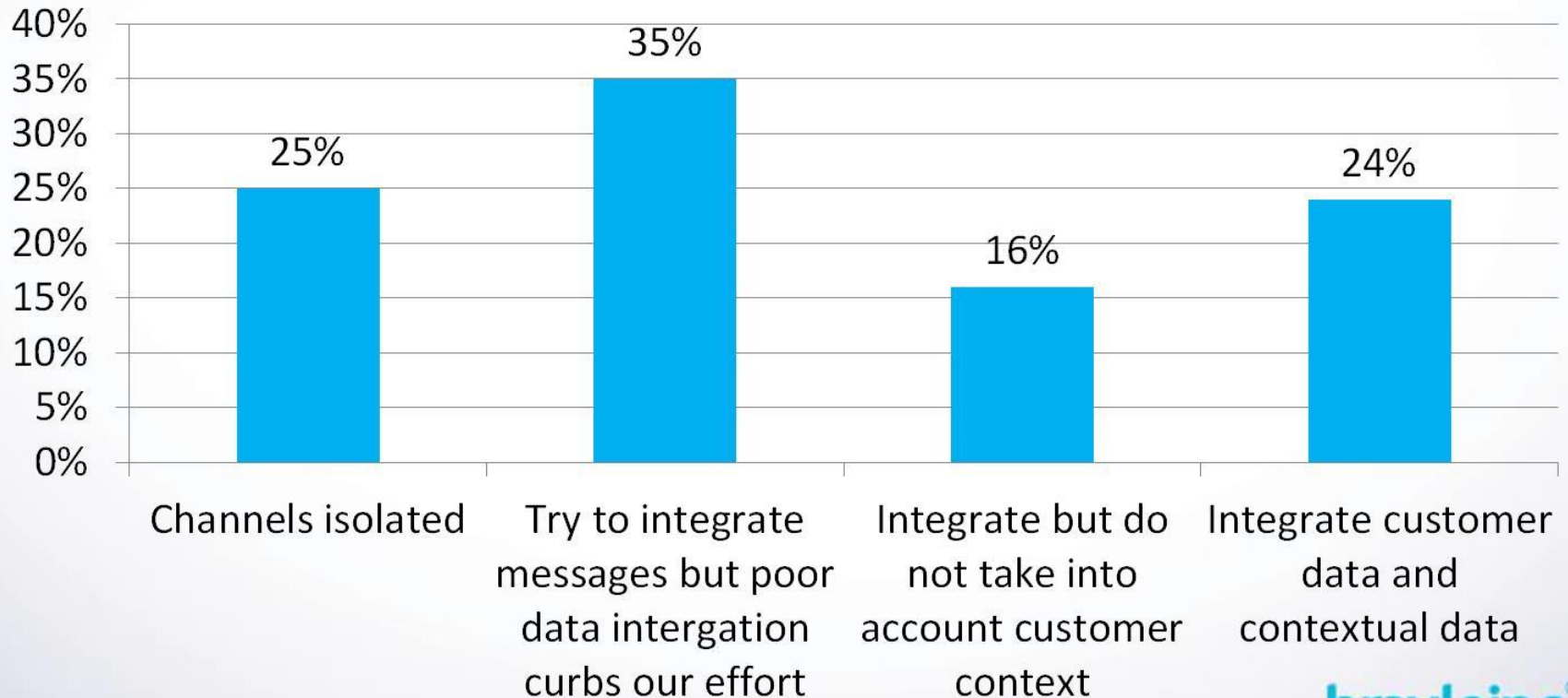
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Analyse and test

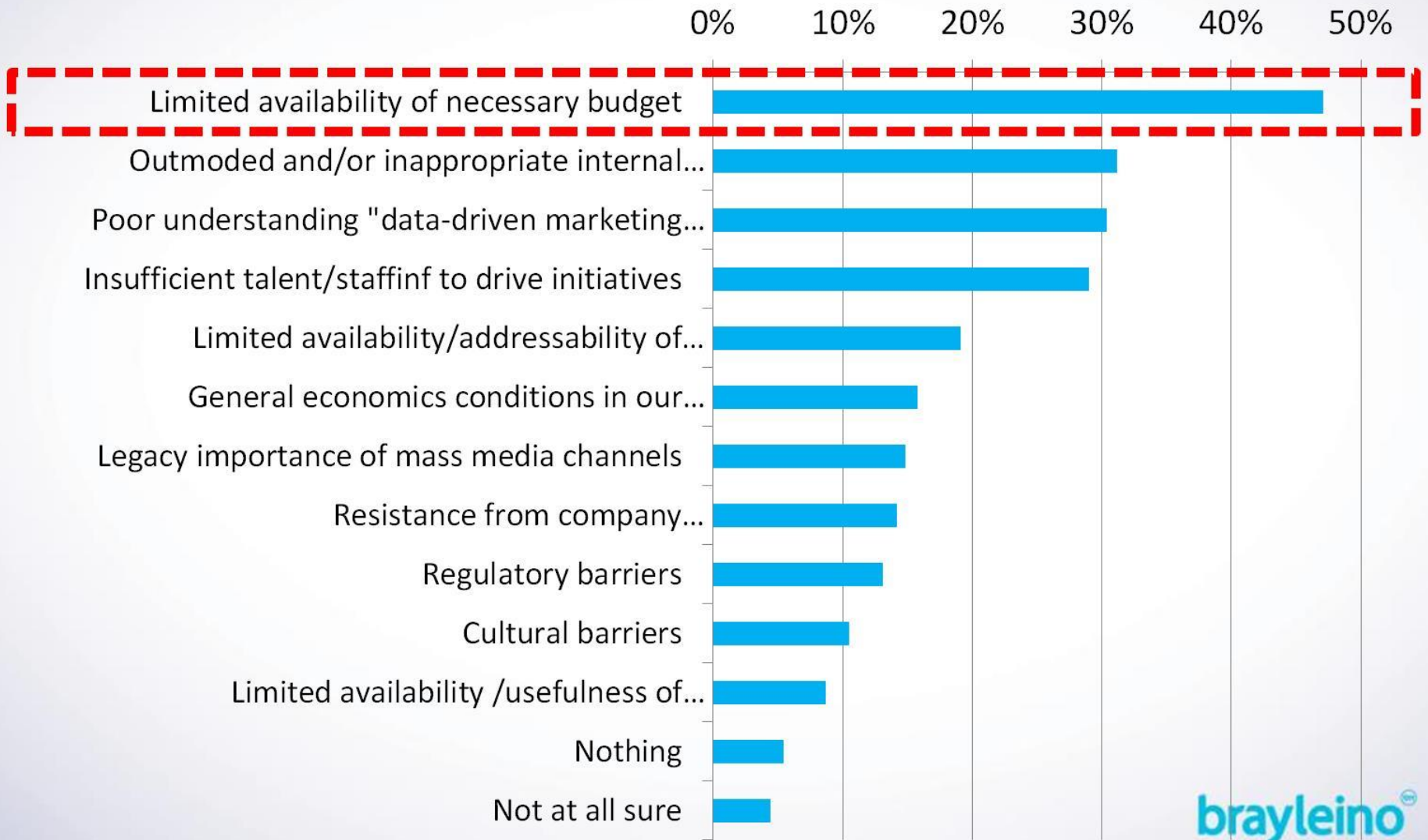
# WHERE DO YOU SIT?



**data creates  
connections**



# BARRIERS TO DATA INTEGRATION



# DON'T JUST TAKE MY WORD FOR IT

## Top marketing priorities for 2015:

1. Creating campaigns based on deeper understanding of audiences
2. Cross-channel digital marketing
3. Better integrating our online and offline marketing efforts
4. Better integrating our digital marketing disciplines
5. Investing in more sophisticated technology to gain and act on insights about our customers

Source: <http://bit.ly/1GUUCkq>

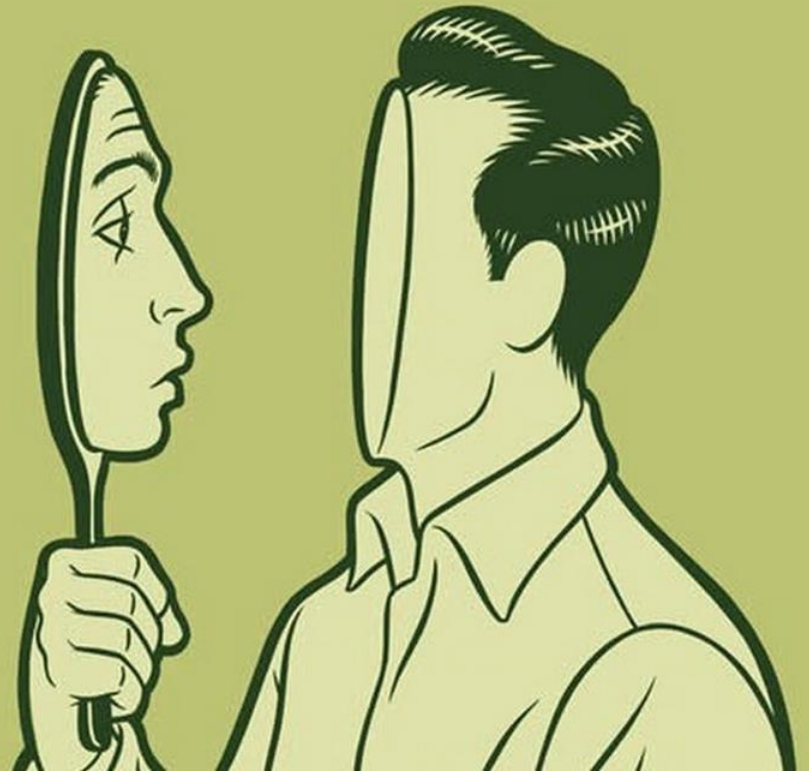
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# audit your current data





# integration

Cultivate 'customer journey' logistics as well as thinking

Use data to join up and drive your marketing

...kick-off with email and a data audit

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Segmentation

Testing

Personalisation

Optimisation

# THE 'MUST HAVES'

Segmentation

Testing

Personalisation

Optimisation

Engagement

Integration

Thanks

Want to discuss email / data / anything?

[nbarthram@brayleino.co.uk](mailto:nbarthram@brayleino.co.uk)  
@plan\_nerd