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Sustainable Business Relationship Building
Through Digital Strategy Solutions

The modern world of today requires every business to formulate an effective **Digital Marketing Strategy** to successfully compete and flourish in the ever-changing world dynamics.

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Businesses competing in the digital arena are exploring different ways to effectively reach their intended audience. However, we at NX3 have learned to do this in an ingenious way by reforming the old marketing tactics.

Email Marketing

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NX3's
PERSONALIZED
EMAIL
MARKETING
CAMPAIGNS

What is Email Marketing?

Email Marketing is the targeting of consumers through Email. An organization builds an email list to reach or inform established and prospective customers. When complemented with a marketing database, it allows for customization, data mining, precise targeting, etc.

Percent of all marketers employ email marketing.

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> “Email has an ability many channels don’t: creating valuable, personal touches – at scale.

David Newman

Marketing Expert | Speaker | Author

Did You Know?

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Email marketing is the king of the marketing kingdom, with a 3800% ROI i.e. $38 for every $1 spent.

Batch & Blast First Impressions

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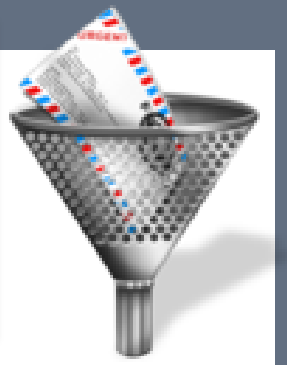
126

According to a research, average number of emails received per day by corporate users.

20%

Of all emails are automatically ‘Junked’ by spam filters



Moving Away from Batch and Blast

NX3 has changed the traditional email marketing by introducing lead nurturing which is the process of building effective relationships with potentially informed customers throughout the buying journey.

Tradition VS NX3's Approach

Email Marketing		Lead Nurturing
Generic "One to Many"	Reach	Targeted "One to One"
Broad "Same to All"	Focus	Custom "Personalized"
Singular "All E-Mail"	Punch	Integrated "Variety Matters"
Sporadic "Reactive"	Timing	Strategic "Proactive"

Point to Ponder

Businesses who use marketing automation to nurture prospects, experience a 451% increase in qualified leads.

Our Methodology

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Implementation

Coaching

Enablement

Implementation

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ALIGN:

STREAMLINE YOUR PROCES.

CAPTURE:

GAIN LEADS BY INSPIRING CLIENTS

CUSTOMIZE:

THINGS JUST THE WAY YOU WANT

NURTURE:

CONNECT WITH CLIENTS LIKE NEVER BEFORE

EXECUTE:

INTELLIGENT BUSINESS CAMPAIGNS

SOCIALIZE:

BUILD ENGAGEMENT THROUGH POWERFUL SOCIAL CAMPAIGNS

What Makes a Successful Email Campaign?

- Campaign Planning
- Content Structure & Design
- Personalization
- Target Right Audience
- Test & Optimize
- Automate & Nurture Leads
- Track & Measure Performance

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Campaign Journey

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1. Geo-Targeted Awareness Emails to Pre-Leads

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1. Geo-Targeted Awareness Emails to Pre-Leads

Opened but not Clicked.

1.1 First Trigger Email (Same as 1) with new subject line to convert more opens. This email is sent 2 – 3 weeks later.

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1. Geo-Targeted Awareness Emails to Pre-Leads

Opened but not Clicked.

1.1 First Trigger Email (Same as 1) with new subject line to convert more opens. This email is sent 2 – 3 weeks later.

Opened but not Clicked.

1.2 Second Trigger Email (new) with more Info sent 1 week later.

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2. Landing Page With More Info and a Sign-Up Button

1. Geo-Targeted Awareness Emails to Pre-Leads

Clicked

2.1 Alerts for Salesforce

2. Landing Page With More Info and a Sign-Up Button

3. Email Information for Potential leads on how to Register/Pre-Order

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3. Email Information for Potential leads on how to Register/Pre-Order

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4. Clicking Register/Pre-Order brings user to a Web Form to fill preliminary Info

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4. Clicking Register/Pre-Order brings user to a Web Form to fill preliminary Info

5. Trigger Email to Notify Management/Client upon form submission.

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5. Trigger Email to Notify Management/Client upon form submission.

6. Registration Process Starts.

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6. Registration Process Starts.

7. Triggers (A & B) reminding the Management/Client to complete registration for each customer.

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[Optional] Missed Opportunity / Reminder Emails for customers.

7. Triggers (A & B) reminding the Management/Client to complete registration for each customer.

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8. Thank you Email upon a successful sale / service provision.

[Optional] Missed Opportunity / Reminder Emails for customers.

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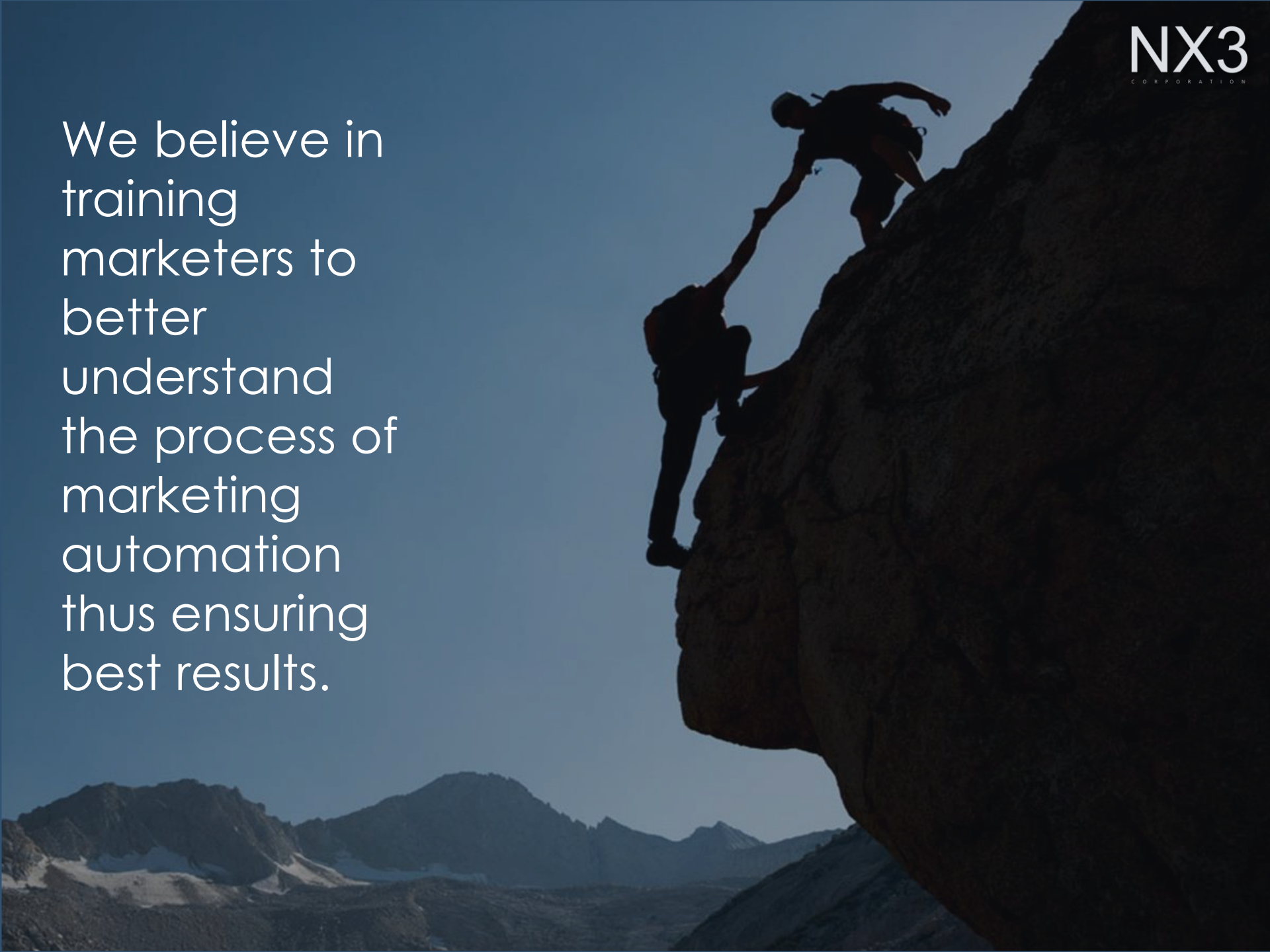
Congratulations!

You have just earned a new Customer.

Understanding the marketing and sales funnel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We believe in training marketers to better understand the process of marketing automation thus ensuring best results.

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“

Sales enablement is a strategic, ongoing process that equips all client-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of customer stakeholders at each stage of the customer's problem-solving life cycle to optimize the ROI of the selling system.

Forrester Research

Market Research Company

Empowering You•

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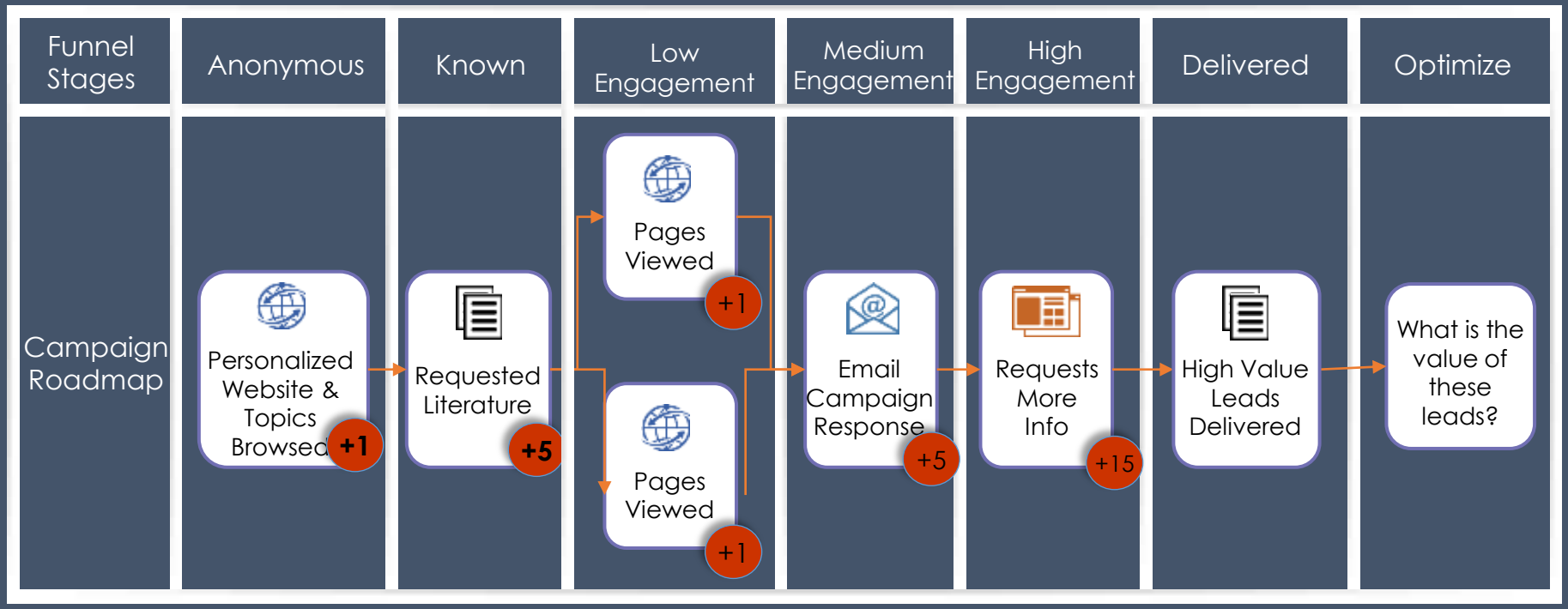
Creating your own journey:



Empowering You ..

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We are your partner through the complete journey.

Our Coaching Workshops

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- Advance Analytics
- Enhancing Customer Data Insights
- Designing Effective Campaigns
- Nurturing Customers Through Marketing Automation
- Lead Generation Through Social Media

Benefits of our Enablement Solutions

- Optimize Marketing Qualified Leads
- Personalize at Scale, Throughout the Funnel
- Improve Lead Scoring
- Align Marketing and Sales
- Accelerate Time to Close and Increase Win Rates
- Improve Sales Visibility

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Case Study: Course Enrollment Nurture Campaign

Setting Goals

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I

Challenges:

Difficulty building awareness from targeted prospects and filling classes

II

Goals:

Promote program awareness and drive course registration to result in achieving measureable objectives.

III

Measurable Objectives:

600 Pre-Leads
400 Qualified Leads
20% Conversion Rate
80 Signed Contracts
Revenue target: $80,000

PeopleFirst Pre-Registration Campaign Journey

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People First offers 60 courses / year in 6 different regions

For **each** of these 60 courses

Start of Campaign. For each course, a geo-targeted email campaign is triggered that advertises the next course from that city/region 3-4 months before the start date.

Build

Two templates: one for each certificate. A special template created for both courses. This template will be triggered 3-4m before (date, course title etc.)

Send

Geo-filtered SmartList. The triggered campaign will target leads from the relevant regions.

More information

Landing Page. Each course will have a landing page with more information on how to register.

Engage

Reminder and follow-up emails. A sequence of reminder and follow-up emails triggered to reminder and promote customer sign up **(see next slide for detailed steps)**

The Customer Journey for Each Campaign

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1. A geo-targeted awareness email is sent to pre-leads with testimonials

One Week Later

Trigger 2. If a user receives the email, opens it, but doesn't click it, they receive a new email one week later with more information and other testimonials

Trigger 1. If a user receives the email but doesn't open it, they receive the same email again one, two and three weeks later

2B. Salesforce alerts to the sales force team

2A. The emails will take the customer to a geo-customized landing page containing more information on the courses and a Sign Up action button to see if they qualify as a lead

Lead

3A. If a user qualifies as a lead, they receive an email with information of how to Register

Pre-register

3B. If a user clicks "Register," they go to a landing page with a web form to fill out preliminary information

Trigger 3. When a user submits their information on the web form, the business manager is notified

Offline registration process

Trigger 4A. Reminder email for the business manager

Trigger 4B. Reminder email for the client

Trigger 5. (Optional) Missed date email

4. Follow-up email after course completion

PeopleFirst: Email Campaigns

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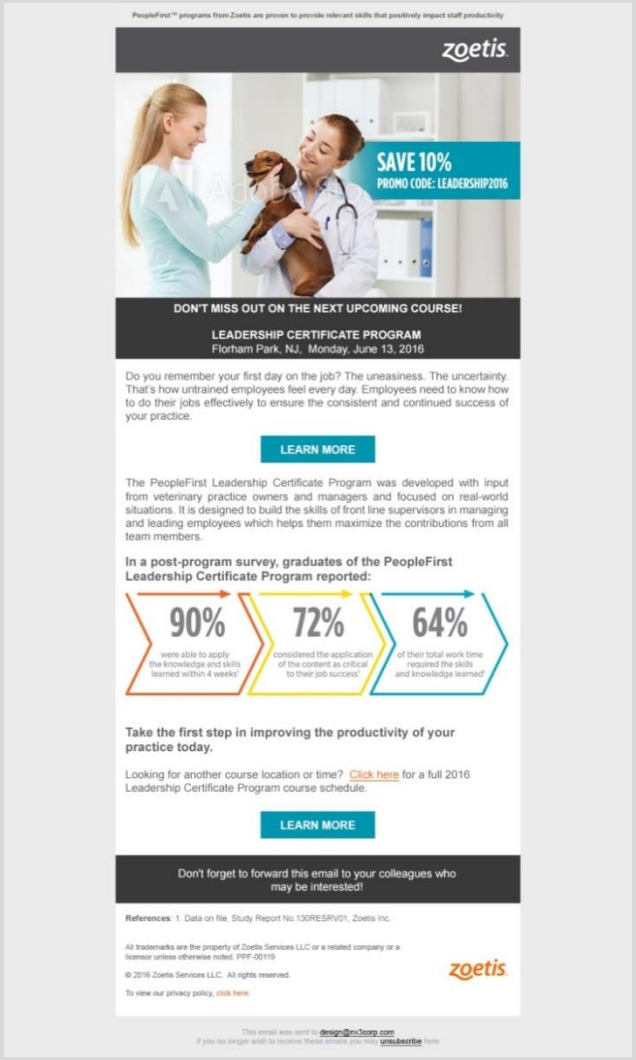

PeopleFirst™ programs from Zoetis are proven to provide relevant skills that positively impact staff productivity

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DON'T MISS OUT ON THE NEXT UPCOMING COURSE!

LEADERSHIP CERTIFICATE PROGRAM
Florham Park, NJ, Monday, June 13, 2016

Do you remember your first day on the job? The uneasiness. The uncertainty. That's how untrained employees feel every day. Employees need to know how to do their jobs effectively to ensure the consistent and continued success of your practice.

LEARN MORE

The PeopleFirst Leadership Certificate Program was developed with input from veterinary practice owners and managers and focused on real-world situations. It is designed to build the skills of front line supervisors in managing and leading employees which helps them maximize the contributions from all team members.

In a post-program survey, graduates of the PeopleFirst Leadership Certificate Program reported:

Take the first step in improving the productivity of your practice today.

Looking for another course location or time? Click here for a full 2016 Leadership Certificate Program course schedule.

LEARN MORE

Don't forget to forward this email to your colleagues who may be interested!

References: 1. Data on file, Study Report No.130RESRV01, Zoetis Inc.

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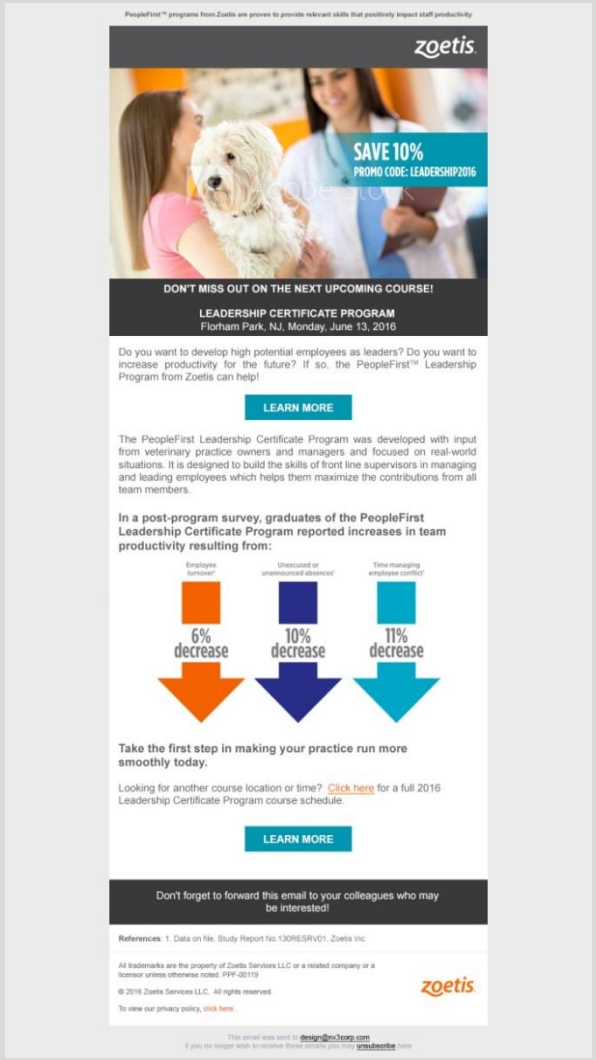

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LEADERSHIP CERTIFICATE PROGRAM
Florham Park, NJ, Monday, June 13, 2016

Do you want to develop high potential employees as leaders? Do you want to increase productivity for the future? If so, the PeopleFirst™ Leadership Program from Zoetis can help!

LEARN MORE

The PeopleFirst Leadership Certificate Program was developed with input from veterinary practice owners and managers and focused on real-world situations. It is designed to build the skills of front line supervisors in managing and leading employees which helps them maximize the contributions from all team members.

In a post-program survey, graduates of the PeopleFirst Leadership Certificate Program reported increases in team productivity resulting from:

Take the first step in making your practice run more smoothly today.

Looking for another course location or time? Click here for a full 2016 Leadership Certificate Program course schedule.

LEARN MORE

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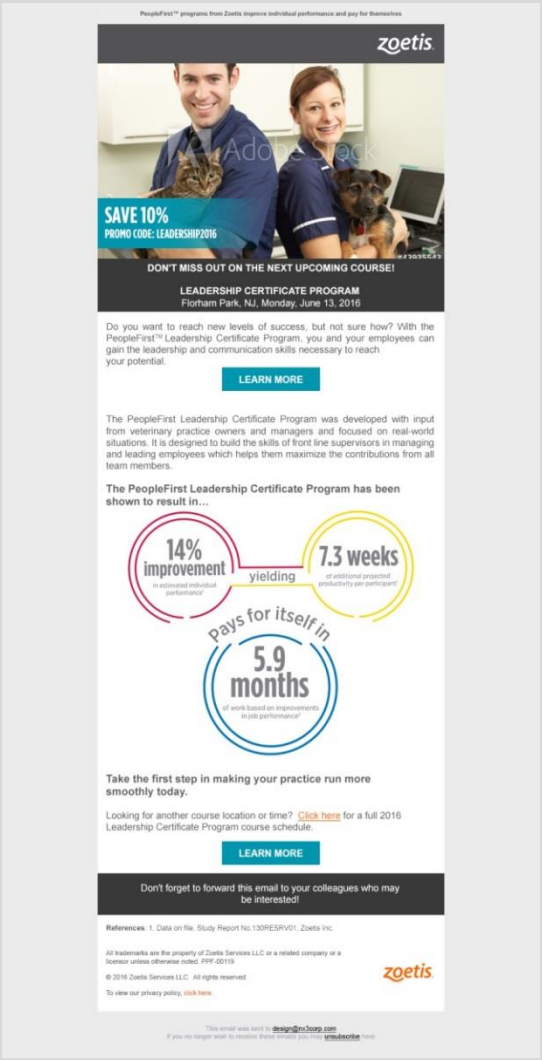

PeopleFirst™ programs from Zoetis improve individual performance and pay for themselves

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DON'T MISS OUT ON THE NEXT UPCOMING COURSE!

LEADERSHIP CERTIFICATE PROGRAM
Florham Park, NJ, Monday, June 13, 2016

Do you want to reach new levels of success, but not sure how? With the PeopleFirst™ Leadership Certificate Program, you and your employees can gain the leadership and communication skills necessary to reach your potential.

LEARN MORE

The PeopleFirst Leadership Certificate Program was developed with input from veterinary practice owners and managers and focused on real-world situations. It is designed to build the skills of front line supervisors in managing and leading employees which helps them maximize the contributions from all team members.

The PeopleFirst Leadership Certificate Program has been shown to result in…

Take the first step in making your practice run more smoothly today.

Looking for another course location or time? Click here for a full 2016 Leadership Certificate Program course schedule.

LEARN MORE

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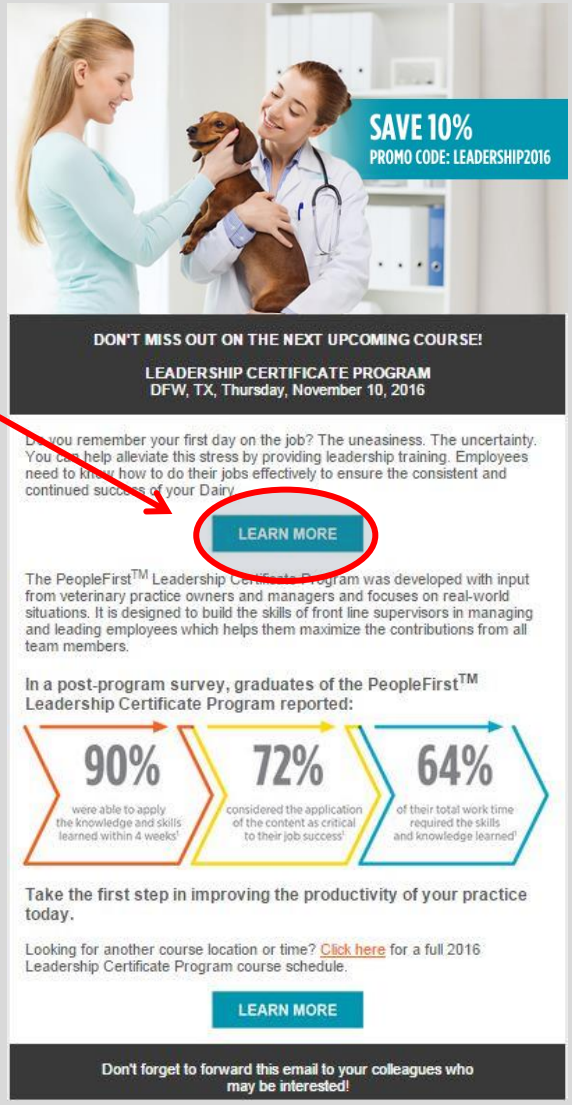
Email Campaigns

Call to Actions

- Track Pre-leads with Marketo and UTM Codes

Content

- Unique Subject lines
- Personalized
- Distinctive
- Informative



[Email 1A]
[Email 1B]
[Email 1C]

PeopleFirst: Email Campaigns

Landing Page

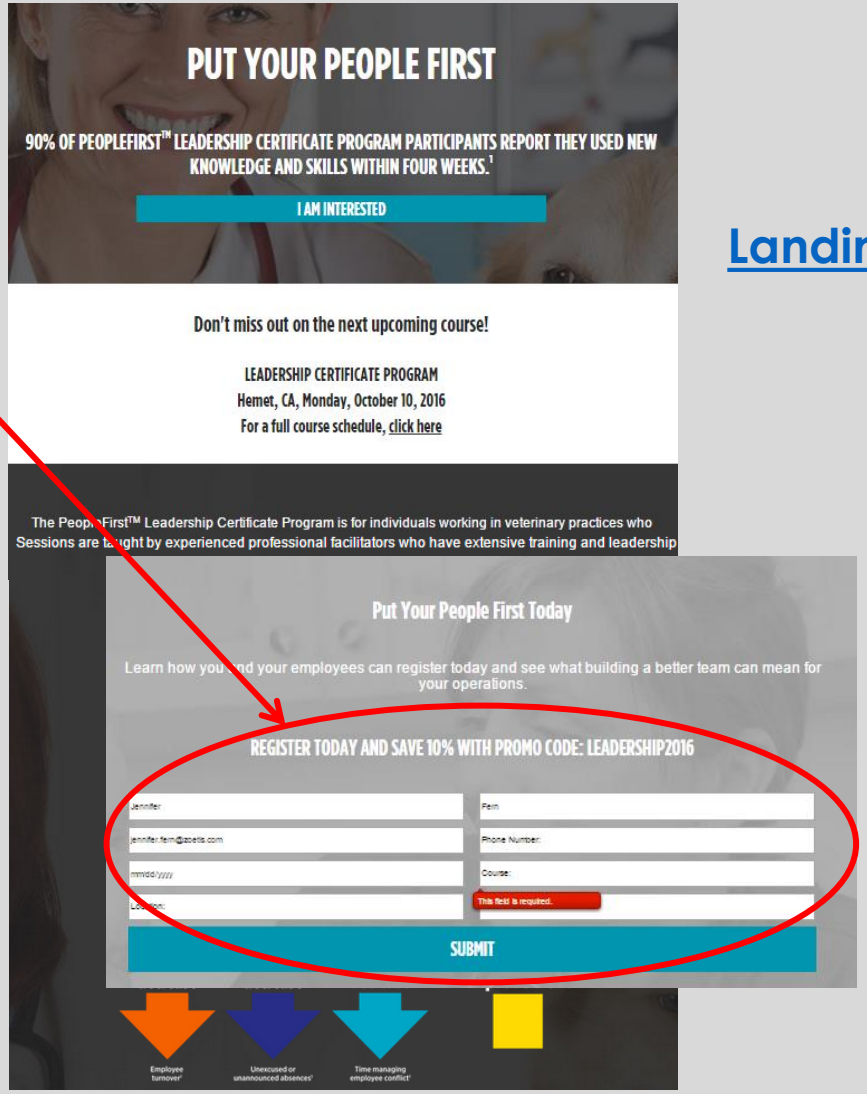
- Tracking Leads

Call to Actions

- Clear and well placed
- Easy to track- UTM Codes

Form

- Collect all necessary information to learn about lead
- Pre-populated
- Mandatory



Landing Page

PeopleFirst: Email Campaigns

Trigger Email to PeopleFirst Admin

- Provides lead info directly to admin instantaneously
  - Name
  - Email
  - Phone number
  - Course
  - Course Location
  - Course Date

- Easy to follow up with lead to close deal

View in Browser

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The following contact is interested in the Leadership Certificate Program. Please follow up with the lead to assist them with registration.

First Name: Sara
Last Name: Sorensen
Email Address: sarasorensen@mediacombb.net
Phone Number: 5159934707
Promo Code: LEADERSHIP2016

Course: Leadership Certificate Course
City: Ames
State: IA
Date: 2016-11-17

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PeopleFirst: Email Campaigns

Example Metrics Reporting

First Name	Last Name	Email Address	Phone Number	Course Location	Course State	Course Date
Christi	Belew	drbelew@xxxxx.com	816-324-XXXX	Kansas City	KS	10/6/2016
Eric	Setzer	setzersixpack@xxx.com	803-324-XXXX	Charlotte	NC	11/9/2016
Heather	Velez	hvelez@xxxx-vet.com	603-499-XXXX	Foxboro	MA	10/13/2016
Cheryl	Whitfield	cwhitfield@xxxx.com	330-793-XXXX	Akron	OH	10/27/2016
Amy	Thompson	amy@xxx.com	440-361-XXXX	Akron	OH	9/15/2016
Mary Beth	Surname	cherokeeac@xxx.com	913-649-XXXX	Falls Church	VA	9/8/2016
Layla	Amberger	behavior@xxxxanimalclinic.com	765-463-XXXX	South Bend	IN	9/20/2016
Dana	Ness	drdananess@xxxxvet.com	206-463-XXXX	Kennewick	WA	10/20/2016

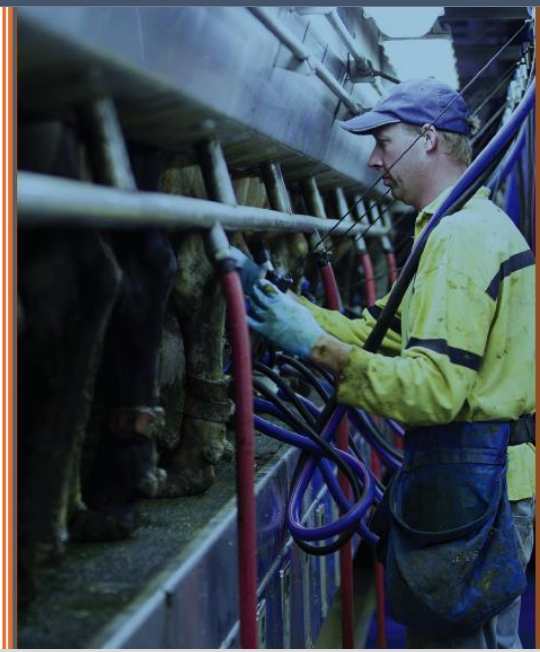
Email Version 1	
Location	Form Fills
Ames IA	7
Akron	13
Ann Arbor	12
Bloomington	4
Charlotte	5
Falls Church	18
Foxboro	10
Greeley	1
Hemet	9
Kansas City	9
Kennewick	4
King Of Prussia	5
Portsmouth	9
Raleigh	8
South Bend	3
St. Louis	9
Virginia Beach	11
West Palm Beach	4
	140

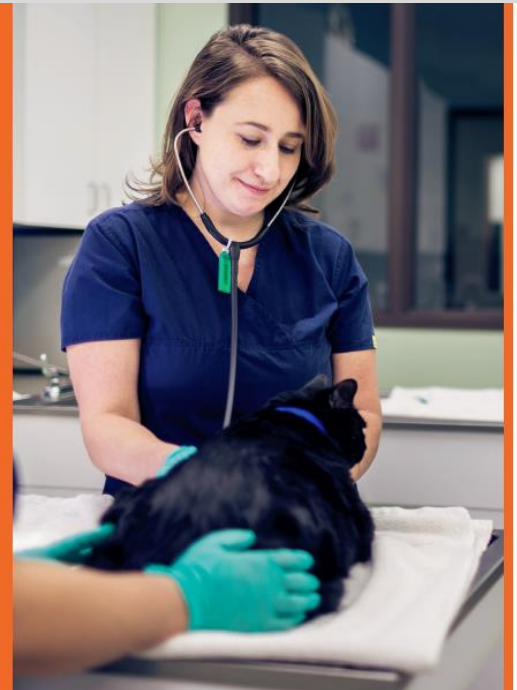
Email Version 2	
Location	Form Fills
Ames IA	3
Akron	7
Ann Arbor	5
Bloomington	4
Charlotte	5
Falls Church	5
Foxboro	4
Greeley	1
Hemet	6
Kansas City	9
Kennewick	4
King Of Prussia	5
Portsmouth	3
Raleigh	8
South Bend	3
St. Louis	9
Virginia Beach	4
West Palm Beach	4
	89

PeopleFirst: Direct Mail

Print advertisement sent to entire database

- Informative/Valuable Information
- Targets those that may not use email





PeopleFirst: Direct Mail

Print advertisement sent to entire database

- Vanity URL to track leads
- Measurable rate of success

The PeopleFirst™ Leadership Certificate Program was developed with input from veterinary practice owners and managers and focused on real-world situations. It is designed to build the skills of your front line supervisors in managing and leading employees to help them maximize the contributions from all members of your team.

Make a smart investment in your practice today.

LEARN MORE AND FIND A CLASS NEAR YOU AT
putyourpeoplefirst.com/cad

The PeopleFirst™ Leadership Certificate Program is designed to build the skills of your front line supervisors in managing and leading employees. By focusing on real-world situations, the program helps maximize the contributions from all members of your team.

Take the first step in improving the productivity of your operations today.

LEARN MORE AND FIND A CLASS NEAR YOU AT
putyourpeoplefirst.com/dairy

Dedicated and personalized vanity URL for prospects

PeopleFirst: Direct Mail

CAD/Dairy Microsite

- UTM tracking
- Ability to monitor Direct Mail success rate
- Optional drop-down to choose course location

First Name:

Last Name:

Email Address:

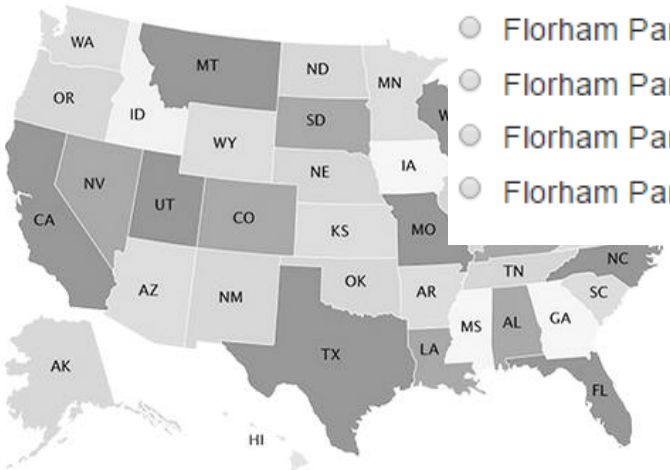
Phone Number:

Promo Code: LEADERSHIP2016

Choose State

SUBMIT

New Jersey



- Florham Park | 8/30/2016 | Leadership Certificate Course
- Florham Park | 10/4/2016 | Leadership Certificate Course
- Florham Park | 11/15/2016 | Leadership Certificate Course
- Florham Park | 12/20/2016 | Leadership Certificate Course

54 Qualified Leads Captured:

Generic CAD Form Fills: 36
Generic Dairy Form Fills: 18

PeopleFirst: Email Campaigns

Contract

- Closes deal
- Confirms registration
- Collects payment

Measuring Marketing ROI
(Sample- not actual values)

Email to Landing Page Click-Through "Learn More"= $50 value

- Version 1: 354 (Value $50 x 354= $17,700)
- Version 2: 247 (Value $50 x 247= $12,350)

Total Pre-leads to date: 601, Value of $30,050

Form Fills= $500 value

- Version 1: 140 Form Fills (Value $500 x 140= $70,000)
- Version 2: 89 Form Fills (Value $500 x 89= $44,500)
- Version 1 Generic Microsite: 36 Form Fills (Value $500 x 36= $18,000)
- Version 2 Generic Microsite: 18 Form Fills (Value $500 x 18= $9,000)

Total Leads: 283
Value of $141,500

Contracts= $9,450 value

- Total: 48 (Value $9,450 x 48)= $453,600

Total Lead Conversion: 48, Value of $453,600

Campaign ROI Analysis
(Sample- not actual values)

Campaign Goal:

400 Qualified Leads
20% conversion rate: 80 contracts
80 contracts x $10,000 (course cost)= $800,000 in revenue

Campaign Results
600 Qualified Leads
20% conversion rate: 120 contracts
120 contracts x 10,000 (course costs)= **1.2 Million in revenue**

Campaign Costs:

Total cost of the PeopleFirst Campaign: **$100,000** (tangible/intangible costs).

ROI:

$1,200,000 (Revenue)
- $ 100,000 (Investment)
$1.1 Million ROI + intangibles

Intangible revenue: brand awareness, deepened relationships, upsell potential

Take The Holistic Approach

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With NX3, your marketing ideas can be executed across multiple digital channels. These individual campaigns can also work for SEO, SEM & Social Media, Lead Generation and Engagement Strategies.

To Find out more about NX3 Corp, Please visit:

www.nx3corp.com

NX3 ervice torybook

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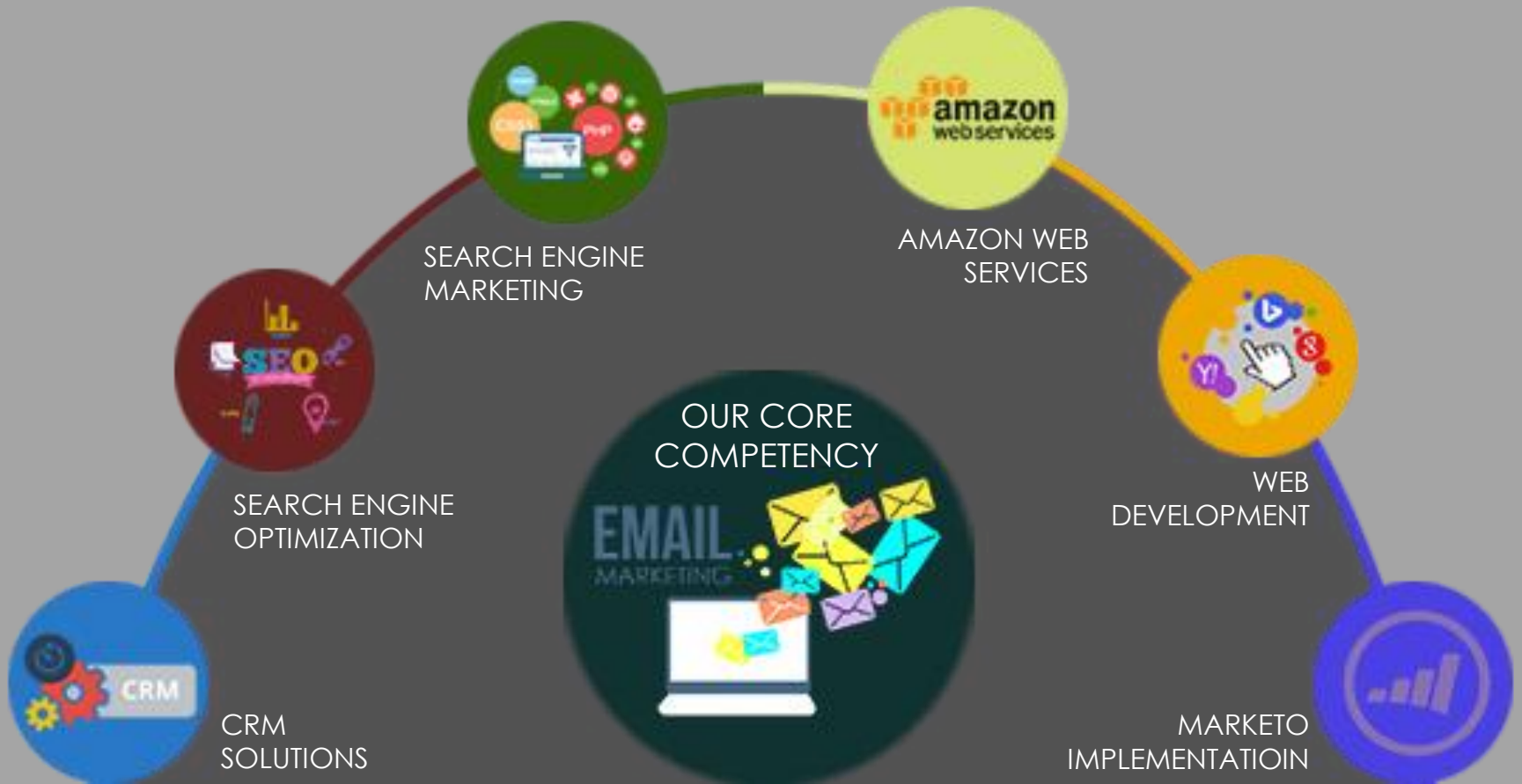

Thank you.

The NX3 Team
nsheikh@nx3corp.com

About NX3

NX3 is a one stop solution for all your digital needs. Using advanced digital platforms like Marketo and Salesforce for coaching, marketing and enablement, NX3 has a knack for transforming your business in a matter of months. We lay special emphasis on developing a very personal relationship with our customers. At NX3, we aspire to create a customized individualistic experience through our services not only for our customers but for their customers as well in a chain of steps carefully designed in the form of a customer journey. We execute across multiple channels to achieve maximum traction for our clients.

TECHNOLOGY PARTNERS