

Engagement Follow Up Idea Guide

Welcome back! Today's idea will cover engaging further with your customers based on their current level of engagement.

Email marketing is an extremely valuable tool to help you to retain customers. The problem is that often times it's a series of repetitive sales emails promoting new products without offering any real value specific to the recipient. It's not that this doesn't serve any purpose. It's certainly better than no engagement at all, but it can certainly be done better.

You need to engage your customers with the right offers or the right incentives. If a customer's engagement level is low, than trying to upsell or cross sell them would rarely bear fruit. Your messaging might instead be more around raising awareness and educating your customers on what it is that you can do for them. Maybe it means offering something for free to give them a taste of what it is that you can do. But no matter what it is that you do, the messaging should be around bringing them back.

While if their engagement with your company is high, then they're showing interest that you would want to capitalize on as quickly as possible.

PlusThis helps you to make that distinguishment inside of your marketing campaigns.

Let's say I had a 4 part video series that I have my customers watch when they sign up for my services. These videos are important for them to watch in order for them to be successful using my service. And I've found that people who have gone through my video series are more likely to continue being customers far longer than those who haven't watched it.

Now that I know that, I want to reach out to customers after 2 weeks, but send different emails based on the level of engagement. If they have watched more than 50% of my videos, but haven't finished yet, then I want to send an encouraging email letting them know that they're almost done. But if they haven't watched that much, I want to send them an email to get them re-engaged. In this example, I want to send an email educating them on the value of these videos, and how they've helped so many of our other users to succeed.

With PlusThis' Video Triggers feature we can track how far through each video our customers have gone through. Combined with PlusThis' Math feature, to add up how many of those videos they've gone through, we can now send them through different campaign sequences based on that number.

With PlusThis, customizing your customers' experience has never been so easy. To learn more on how to set up Video Triggers and the Math features, follow the links next to this video to visit our support center.