



Quick Start Guide To:

The Benefits of the Gold Drip Marketing Service

The Gold Drip Marketing package offers the ability to plan and execute a multimedia marketing campaign, allowing you to plan a full marketing campaign that is both targeted to specific customers and spans various media.

For example, let's assume your company, XYZ Corp, is holding its annual special event on September 1st. Three months in advance, on June 1st, your third-party postcard vendor sends a save-the-date postcard to your entire database, using the Drip Marketing Postcard Stage and choosing the option to send to all of your contacts. The postcard includes your web site address, and your site allows people to invite their friends to this event. When their friends sign up, using a Swiftpage survey, they are automatically added, using the Drip Marketing Autoloader, to your Campaign Sequence for the September 1 event.

On July 1st, two months before the event in this example, and every two weeks from then on, you use the Drip Marketing Email Stage to send an email with important news about the event, as well as links to your web site. Two weeks before the event, on August 18th, you use the Drip Marketing Call Center Stage in conjunction with the database logic-based filter to have a third-party call center call all contacts who are listed in your database as not having RSVPed for this event.

On September 1st, the event happens. Two days later, you use the Drip Marketing Letter Stage in conjunction with the database filter to have a third-party letter company send a personalized letter of thanks from your CEO to all contacts who are listed in your database as having attended the event.

Finally, on September 8th, one week after the event, you use the Drip Marketing Email Stage again to send an email to all contacts in this campaign sequence, letting your contacts know the next annual event will take place on September 1st next year.

The Gold Drip Marketing package—with Email, Call List, Postcard, Fax, Letter and Call Center Stages, and the Drip Marketing Autoloader—allows for this level of automation and enables you to create an entire multimedia marketing campaign from start to finish, and to plan it all well before the campaign itself is launched.