



## Quick Start Guide To:

### **The Benefits of the Platinum Drip Marketing Service**

The Platinum 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 a formal dinner on July 15<sup>th</sup>. Two months in advance, on April 15<sup>th</sup>, 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 a web site address to RSVP.

On June 15<sup>th</sup>, one month before the event, you use the Drip Marketing Review Stage to send yourself an alert to sync your contact data, or else your Drip Marketing Campaign Sequence will be suspended before any other Stages are fulfilled. That day, you go ahead and sync your database with your Drip Marketing contact data, so that now information about who has RSVPed and who has not, which was stored in your database, is in your Drip Marketing contact information as well. The next day, June 16<sup>th</sup>, you use the Drip Marketing Transfer Stage to transfer all of the contacts who have already RSVPed out of the original Campaign Sequence, and into a new Campaign Sequence.

One week later, on June 23<sup>rd</sup>, you use the Drip Marketing Email Stage to send an email to all of the contacts from the original Campaign Sequence, which now represents all contacts who have not RSVPed. This email reminds them that there is still time before the event to RSVP. On the same day, you send an email to the people in the new Campaign Sequence, which contains all of the contacts about who have RSVPed, with information about the schedule and the menu for the dinner.

As the event draws closer, you repeat the Review, Transfer and Email Stages just mentioned, to make sure that all people who have RSVPed get the email about the dinner.

Finally, on the afternoon of the event, you use the Drip Marketing Export Stage to export all of the contact names from the New Campaign Sequence, which represents all of your contacts who have RSVPed. You print out that list that was exported to you, and use it as the check-in list for that evening's dinner.

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