



ADAM TUTTLE

CASE STUDY: BEYOND EMAIL – THE TRUE
POWER OF MARKETING AUTOMATION



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ActiveCampaign helps growing businesses meaningfully connect and engage with their customers.

We go beyond marketing automation to enable businesses to optimise their customers' experiences.

55,000+
Customers

300+
Employees

Adam: A Few Fun Facts

- **Joined ActiveCampaign in 2012 as the 9th employee**
- **Has 4 Sons**
- **Recently became and ex-pat**



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Marketing Automation

The process of employing technology to execute your marketing strategy.

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Most Common Marketing Automation Mindsets...

- Triggers an email
- Triggers an SMS
- Provides a path for the customer to get emails or SMS

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These are dying mindsets

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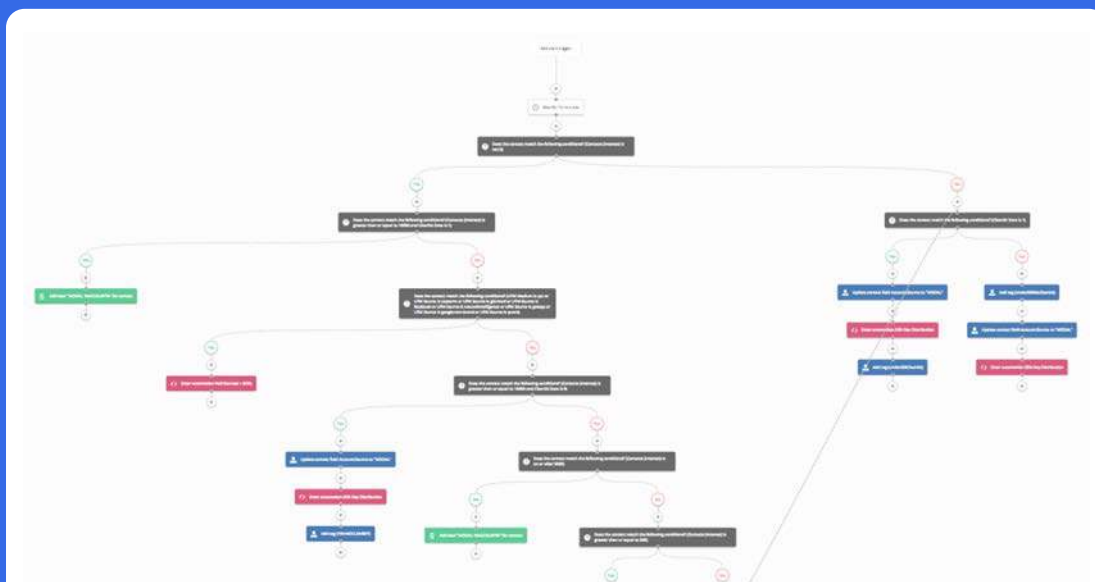
Why?

- ❑ Email and SMS in Marketing Automation lacks depth
- ❑ It lowers the impact of a true sales and marketing blend
- ❑ Technology is advancing daily

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Beyond Email



Beyond Email Success:

Marketing automation that blends both sales and marketing to always take the right step at the right time AND is continuously evolving.

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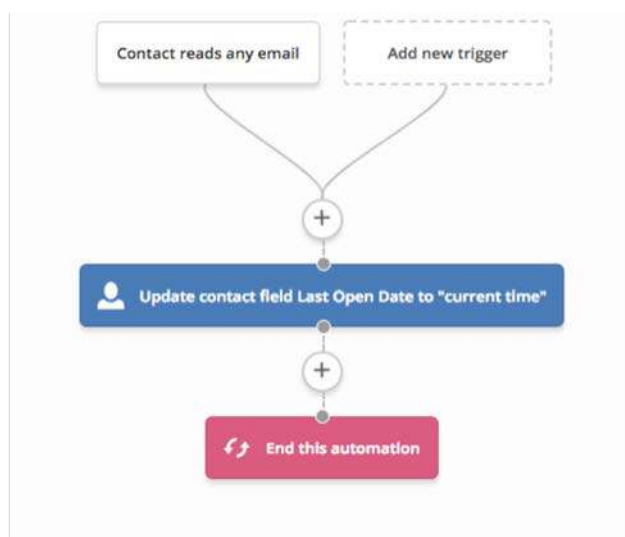
5 Practical Examples

1. Engagement Tracking
2. FB Custom Audience Add X amount of time post purchase
3. CRM Deal and Task Creation
4. 3rd Party Reporting
5. Automated Segmentation

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Last Open Date



Take the right actions at the right time.

Perfect the blend of automation and human touch.

Don't automate everything.

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Why Does This all Matter?

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Why Does This all Matter?

1. Your competitors are doing it
2. 2018 Inboxes are as messy as a Tasmanian devil eating spaghetti
3. Personalisation is the process. Not just a name.

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Optimise experiences for your customers.

One that also increases revenue and builds loyalty.

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