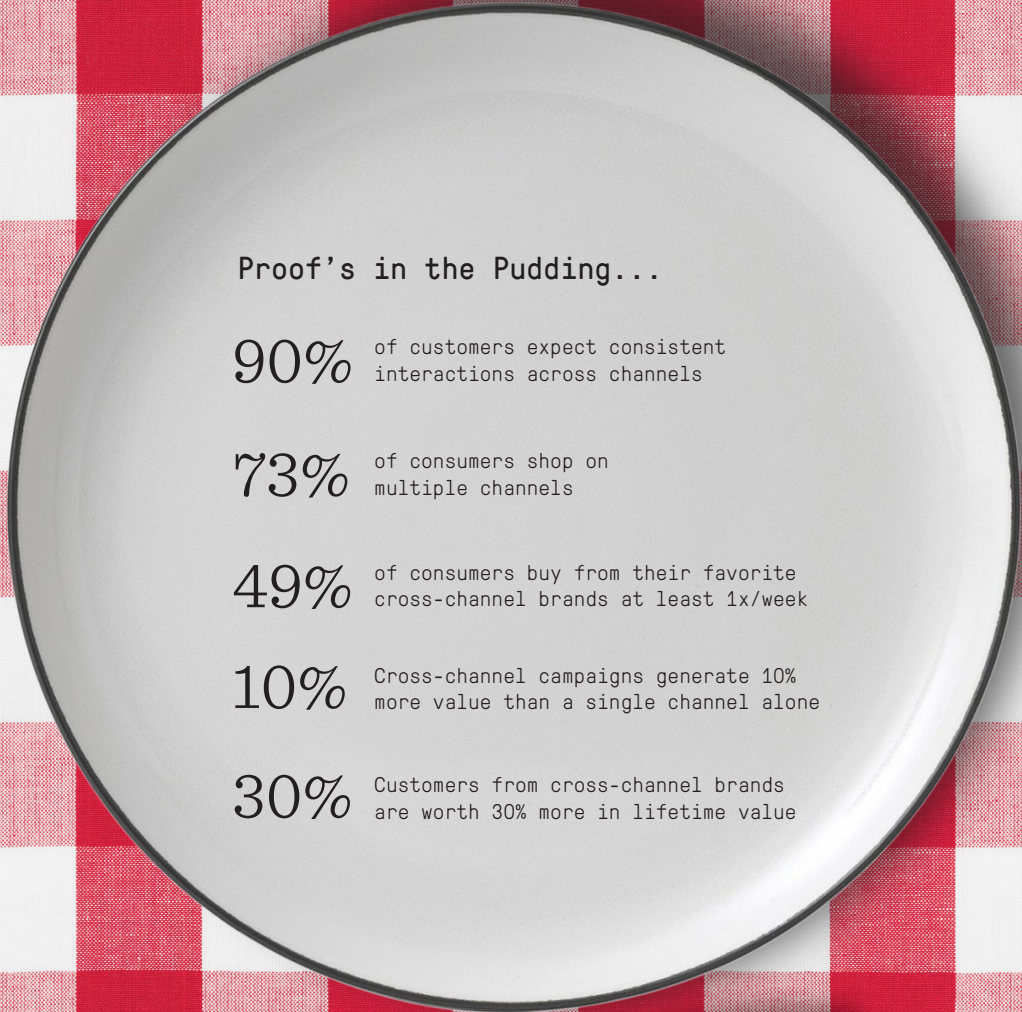# The Iterable
Cross-Channel Campaign

Cookbook

6 Recipes for Marketers Craving Customer Engagement

iterable

Proof's in the Pudding...

90% of customers expect consistent interactions across channels

73% of consumers shop on multiple channels

49% of consumers buy from their favorite cross-channel brands at least 1x/week

10% Cross-channel campaigns generate 10% more value than a single channel alone

30% Customers from cross-channel brands are worth 30% more in lifetime value

Introduction

Consumers have acquired a voracious appetite for elevated brand experiences and it's up to today's growth marketers to push the boundaries of creativity and serve up campaigns that captivate.

The most effective in-road for accomplishing this is by masterfully preparing cross-channel campaigns that play to the preferred tastes of your individual customers.

At Iterable, we believe that growth marketing and cross-channel engagement pair wonderfully together. Growth Marketing creates messaging experiences derived from behavior and engagement. Delivering these messages directly to the consumer when they're most resonant—in real-time—on the channels they prefer most solidifies purpose and value to your relationship. These strategies combine to produce relationships of high value where customers keep coming back for more.

WHAT'S INSIDE

Inside our cross-channel cookbook we've deconstructed six popular growth marketing campaigns down to their core ingredients and walk you through the key instructions needed to

recreate your own versions. Leaning on years of experience observing, developing, and testing thousands of cross-channel campaigns, the foundational recipes included can be adapted to fit within the growth strategy of brands everywhere.

We've identified two critical campaigns from each of the three stages of the customer lifecycle as part of a complete lifecycle marketing approach. We'll deliver all the information needed for a new perspective on highly targeted campaigns.

Recipes for customer engagement don't need to be complex. Using the right tools, ingredients, and replicable techniques are a sure-fire way to produce the campaign results that please your team and your customers alike. It's time to liven up cross-channel marketing with a collection of no-fail, success-bound recipes, and The Iterable Cross-Channel Campaign Cookbook will show you how!

Activation
Early stage of the lifecycle—companies seek to **activate** consumer attention and interest

Nurture
Ongoing lifecycle stage—companies **nurture** and engage consumers to strengthen relationships

Reactivation
Re-engagement stage of the lifecycle—companies **reactivate** customer engagement to drive retention and loyalty

Welcome Campaign

WHAT IT IS: Welcome campaigns are often designated by their targeted purpose of introducing a new user to an e-commerce website, service, mobile app, social media platform or other business property.

WHY IT MATTERS: Welcome campaigns deliver five times the click-through rate of standard promotional campaigns and provide a critical opportunity to reinforce the value at the forefront of the customer journey.

INGREDIENTS:

Purpose

Objectives

Personalization

Timeliness

PAIRS WELL WITH:

New Account Creation

Newsletter Subscription

Free Trials

DIRECTIONS:

1. Designate a specific **purpose** for each of your messages—whether you're intending to thank, educate, or simply acknowledge your customer's behavior, make sure your message content speaks to that purpose.

2. Similar to purpose, maximize message value by capturing engagement and then driving your customer toward the next step of their journey. Align designated CTAs toward actions that continue building engagement.

3. **Personalize** your message with as much customer-specific information as you have available. Acknowledging little things like their signup sources, demographic characteristics, or even device preferences add memorable flair to each of your messages.

4. You only get one chance at making a good first impression and too much downtime between activity and message acknowledgement will quickly erode any positive brand sentiment you've built thus far.

PRO TIPS:

❖ Don't try and pack too much detail into single emails—prioritize your core value propositions and distribute them in sequences.

❖ Don't hide CTAs nor tie them to a URL or action that isn't directly correlated with your next objective.

❖ Change your objectives as they complete and evolve as customers

Onboarding Campaign

WHAT IT IS: Onboarding campaigns build atop the growing engagement initiated by your welcome campaign and familiarize your users with your service, products, store, or app through guidance, orientation and education.

WHY IT MATTERS: Onboarding messages preemptively address how users can best experience success with your brand. Onboarding empowers users with the needed knowledge and resources to start an engaged customer journey.

INGREDIENTS:

Managing Expectations

Educational Value

Channel Expansion

Surveys

PAIRS WELL WITH:

New Account Creation

First Login

App Download

DIRECTIONS:

1. Set the stage upfront so your subscribers know what to expect from this brand relationship. **Managing expectations** is important in any messaging series to ensure people stay with it until the end.

2. Maximize early customer engagement for good by teaching them something of **educational value**—clearly and concisely communicate how your brand is helping them solve their specific problems both now and down the road.

3. Seek **channel expansion** during early windows of high engagement. Connecting related brand channels, like social and mobile, open additional communication lines and offer channel-specific experiences.

4. Want to learn more about the tastes, preferences, and interests of your new subscribers? Try asking them with simple, in-message multiple choice **surveys** or quizzes that will personalize their future experiences.

ngs You Need To Know About
g A Part Of The BuzzFeed
mmunity

u can create your own quizzes and posts

cuse me, I can do WHAT?

Yup. BuzzFeed staff aren't the only ones who contribute to BuzzFeed: anyone
can make a quiz and have it featured on buzzfeed.com. It's really fun - try it out!

Want to make a quiz or list but don't know where to start? Look at inspiration
from popular Community member's posts.

2. Your post can be promoted and seen by millions of people around the world

Once a day, you can send your post off to the BuzzFeed Community Team to
get promoted. That means your post will show up in more people's feeds and
even on BuzzFeed's homepage. To submit your post for promotion, make sure
to check the "suggest for Community feature" button on the right side of your
post before you publish. But don't worry if you forget to suggest it — we'll still
see it! It just may take us a little bit longer to get to your post.

Promotional Campaign

WHAT IT IS: Promotional campaigns lend themselves to a wide range of brand objectives: sales, company or service announcements, new product or feature launches, among many other use cases.

WHY IT MATTERS: Promotional messaging is how practically every single brand communicates and keeps ties with customers. Informing and enticing customers with their latest and greatest is how brands stay top of mind.

INGREDIENTS:

Goals

Audience Segments

Real-Time Customer Data

Cross-Channel Promotions

PAIRS WELL WITH:

Sales

Launches

Announcements

DIRECTIONS:

1. Set specific **goals** for your promotional campaign. With a clear view of what needs accomplishing, you'll be well-equipped to design, create, and send a high-performing campaign that converts.

2. Target specific **audience segments** with personalized content and outreach. A high-touch promotional experience highlighting valuable content at just the right moment makes marketing magic.

3. Lean on **real-time customer data** and promote only the information that matters to each and every individual. Every piece of data you can incorporate into your campaigns will contribute to a more personalized experience.

4. Mobilize **cross-channel promotions** to boost awareness and reach your customers where it matters most to them. Consider channels like in-app notifications and direct mail to build engagement and increase conversion likelihood.

❖ Stand out in a crowd of competing messages by keeping things interesting. Witty subject lines, emojis and interactive design catch eyes when it counts.

❖ Make sure your CTAs are deep-linked and click paths don't include extra steps that unintentionally hinder conversions.

❖ Incorporate web push into your cross-channel strategy and give your customers another way to conveniently capitalize on timely promotions.
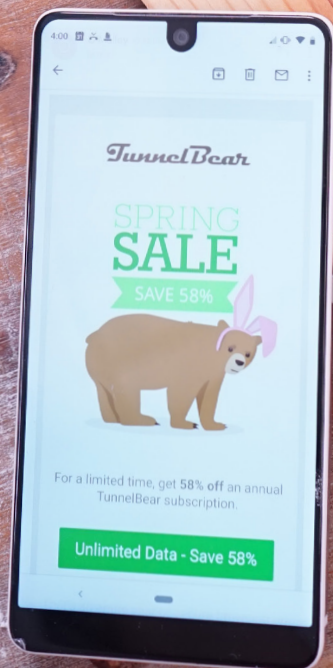
Newsletters

WHAT IT IS: Newsletters are compilations of curated content that keep your subscribers up to date with the pertinent information from your brand. Newsletters are another resource to build valuable long-term relationships.

WHY IT MATTERS: Newsletters are effective at keeping your customers connected to your brand—they're versatile tools to engage, inform, and promote your brand in an enjoyable and unobtrusive format.

INGREDIENTS:

Personality

Content

Mobile-Optimized Design

Goals

PAIRS WELL WITH:

Promotions

Product Usage

Awareness

DIRECTIONS:

1. Channel the essence of your brand's identity and let that **personality** shine. Newsletters can showcase wide ranges of content, design, and flair that reflect the one-of-a-kind value customers turn to you for.

2. Helmed by great **content,** newsletters generate engagement and boost sentiment. Even useful articles from non-competing sources add layers of perspective and diversification while limiting strain on busy content teams.

3. **Mobile-optimized design** is critical for all marketing campaigns, especially newsletters. Refined layout of columns, imagery choices, and content for easy handheld consumption encourages engagement.

4. Set your newsletter **goals** before starting design. Whether it's sharing useful information to stay top of mind or seeking direct conversions and revenue, starting with clear intent helps you align KPIs and objectives.
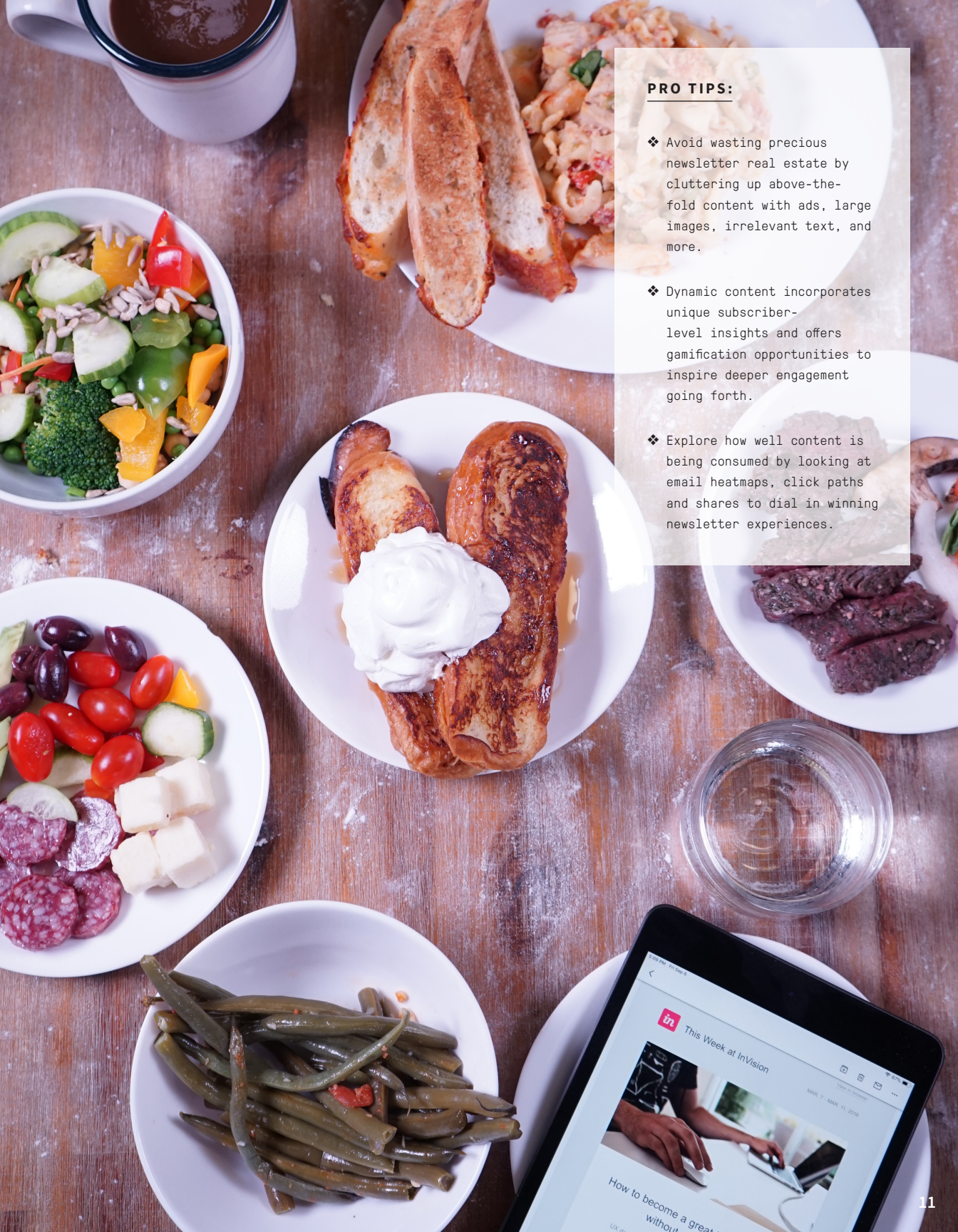
PRO TIPS:

❖ Avoid wasting precious newsletter real estate by cluttering up above-the-fold content with ads, large images, irrelevant text, and more.

❖ Dynamic content incorporates unique subscriber-level insights and offers gamification opportunities to inspire deeper engagement going forth.

❖ Explore how well content is being consumed by looking at email heatmaps, click paths and shares to dial in winning newsletter experiences.

Abandonment Campaign

WHAT IT IS: Abandonment campaigns remind customers of left-behind items or actions needing completion before a conversion event. Common types of abandonment include shopping cart, form-fill and web browsing.

WHY IT MATTERS: Abandonment is a natural byproduct of consumer experiences, but these campaigns effectively drive customer journeys forward. Our study found 80% of brands using these campaigns achieve up to 40% conversion.

INGREDIENTS:

Real-Time Trigger

Visual Sale

Utility-Based Subject Lines

Clarity

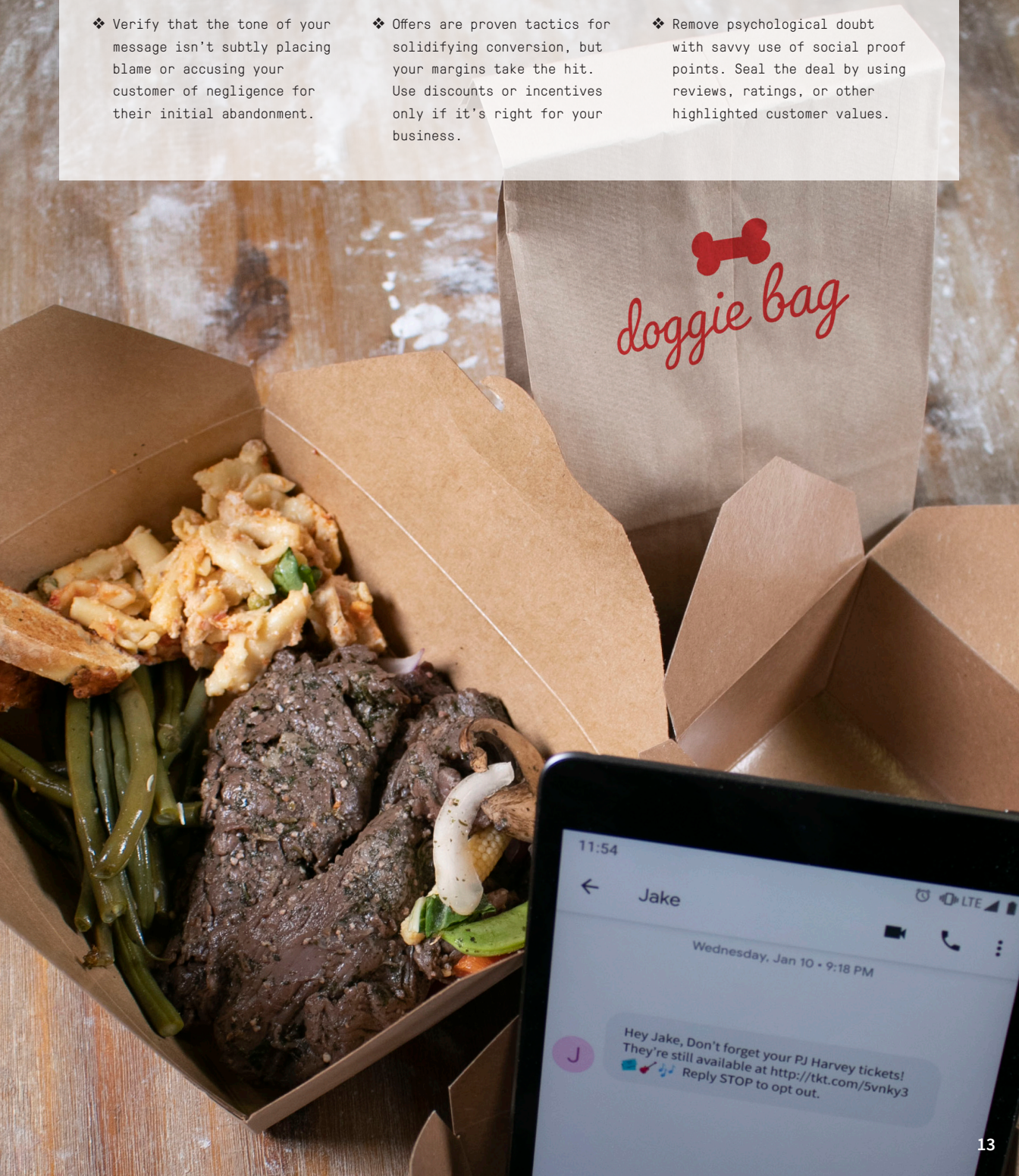PAIRS WELL WITH:

Near Transactions

Account Upgrades

Incomplete Signups

DIRECTIONS:

1. Abandonment campaigns work best when there's still time to recover lost conversions. Deploy a **real-time trigger** to fire this campaign within hours of abandonment.

2. Experiment the **visual "sale"** of your message to help boost conversion. Try out variants to see what's most effective: using images of abandoned items, text length, CTA stylings, cross-channel design etc.

3. Consumers receiving high volumes of messages tend to react better to **utility-based subject lines.** Purposeful headlines show clear message intent and can push customers to action.

4. Keep your abandonment messages clear of clutter and unnecessary distractions. **Clarity** is key when driving a single action—don't convolute that message with superfluous content or new message objectives.

❖ Verify that the tone of your message isn't subtly placing blame or accusing your customer of negligence for their initial abandonment.

❖ Offers are proven tactics for solidifying conversion, but your margins take the hit. Use discounts or incentives only if it's right for your business.

❖ Remove psychological doubt with savvy use of social proof points. Seal the deal by using reviews, ratings, or other highlighted customer values.

doggie bag

11:54

Jake

Wednesday, Jan 10 · 9:18 PM

J   Hey Jake, Don't forget your PJ Harvey tickets! They're still available at http://tkt.com/5vnky3 📧🎸🎶 Reply STOP to opt out.

Re-Engagement Campaign

WHAT IT IS: Re-engagement campaigns elicit engagement from subscribers experiencing waning interaction and activity levels. These campaigns aim to shift your "disengaged" users back to active.

WHY IT MATTERS: Countless marketing dollars are spent acquiring and cultivating customer relationships—letting them disappear after periods of inactivity doesn't make sense! Re-engagement is a core component of retention marketing.

INGREDIENTS:

Thresholds

Re-Education

Message Preferences

Channel Variance

PAIRS WELL WITH:

Lapsed Customers

Feedback Gathering

Win Backs

DIRECTIONS:

1. Determine the appropriate eligibility **thresholds** (time, activity, engagement, etc.) for customers warranting re-engagement. Knowing why customers need re-engaging helps you focus on relevant content.

2. Focusing message content around **re-education** about the unique products or service value can help rekindle the relationship flame. Use the campaign to show how and why you're solely fit to your customer.

3. It may be time to reevaluate a customer's **message preferences.** Ask what content and cadence works for them to customize a better brand experience.

4. Reignite the conversation across **channels.** Push messages can spur app engagement. Direct mail can drive customers back online (or even in-store). There's plenty of creative channel uses to win customers back.

❖ A simple message is better than none at all! Don't overcomplicate re-engagement— start small and build up your campaigns from learnings.

❖ Optimize your messages for split-second engagement. Intriguing subject lines and attractive imagery can earn quick clicks renewing engagement.

❖ Don't pare down your lists of unengaged subscribers too soon! With the right message at the right time, engagement can return as if it never left.

11:54

Jake

Wednesday, Jan 10 • 9:18 PM

We miss you! It's hot so stop by our pop-up today for some FREE lemonade! 🥳🍋📱
Reply STOP to opt out.

J

Add Your Own Flavors

Using these cross-channel recipes are a surefire way to satisfy engagement-hungry consumers over the course of their journey.

But like any great recipe, we encourage you to make them your own. Add your brands' unique blends of spices that your customers particularly enjoy.

Don't be afraid to improvise, either. We've identified the ingredients and the most important steps to follow, but that doesn't mean you should stop experimenting. Build atop our recipes as a base and layer your own flavors until you've created the campaigns that keep your customers coming back for more.

Iterable is the growth marketing platform that enables brands to create, execute and optimize campaigns to power world-class customer engagement across email, push, SMS, in-app and more with unparallelled data flexibility. An integrated, cross-channel solution—built for marketers, trusted by engineers, designed with intelligence.

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