



# BEHAVIORAL MARKETING PRINCIPLES

The efficient way  
of delivering your  
marketing message



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## DIFFERENT TYPES OF EMAIL CAMPAIGNS

Email campaigns come in all shapes and sizes; unfortunately, they are not all created equal.

It is important to distinguish the various approaches in order to weigh their respective advantages.

**We've listed below  
3 of the most common campaign types.**

**A** Mass-market email blast: one size fits all



**B** Segmented email campaigns



**C** Behaviour-based email campaigns



## A | MASS-MARKET EMAIL BLAST: ONE SIZE FITS ALL

**The principle behind this approach is simple: a single email message addressed to your entire list of contacts, regardless of any specific characteristics such as age, gender or location.**

The default approach from the dawn of email marketing, email blasts, is now easily identifiable even to less-internet-savvy users. This makes your message much easier for users to dismiss as unwanted advertising.

For some advertisers however, the mass-market email blast remains their core-and often only-email marketing approach.

This reality gives you the opportunity to stay ahead of the game with a more sophisticated email strategy.

**These campaigns, with their random approach, may alienate some of your contacts with a message that is too generic.**

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## B | SEGMENTED EMAIL CAMPAIGNS

Such campaigns imply a targeted message that does not apply to all your contacts.

It provides you with the opportunity to customize your message to a segment within your contacts. Improving the relevance of your message will help **increase your click through rate** while limiting the number of unsubscribe requests.

Whether that segment is determined by one or more lead characteristics such as gender, age or location, it represents the audience for which you deem your message most relevant.

In short, list segmentation allows you to email leads that are most likely to respond to and/or interact with your message. As a result, you avoid emailing contacts a promotion or message which does not apply.



## C | BEHAVIOUR-BASED EMAIL CAMPAIGNS

You may have heard the term before, but do you know just how precise behaviour-based targeting can be?

**Behaviour-based targeting is not only the customization of your message limited to a segment or group-level, it allows for a message to be customized at the individual's level.**

The first step is to collect data on the interactions your leads have with your content across the web, from opened emails and webpage visits to social media activity.



This database in turn allows you to send leads highly customized and purposeful messages.



**THIS ENABLES YOU TO BUILD A RICH LEAD PREFERENCE DATABASE.**

Behaviour-based email campaigns have been linked to an open rate as high as 70% in some cases, making it an important opportunity for any business to seize.



The bottom line: behaviour-based marketing takes email campaigns to an entirely new level of customization by taking into account behaviour history and patterns.



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## WHAT IS BEHAVIOURAL EMAIL MARKETING?

Behavioural email marketing is most commonly defined as the delivery of emails to a user based on the information that has been gathered on his individual behaviours or habits online.

First introduced more than a decade ago, behavioural-based email is now quickly growing in popularity.

Insurance, travel and retail have been some of the most prominent industries to incorporate behavioural-based marketing into their overall email strategy.

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## WHY BEHAVIOURAL EMAIL CAMPAIGNS ARE SUCCESSFUL

In the past few years, bloggers have bounced around a number of statistics that demonstrate behavioural-based email campaigns' unequalled performance. But it is the principles behind behavioural-based marketing that shed the most light on its unparalleled efficiency.

### The 3 behavioral email campaigns principles

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#### 1. LISTENING TO YOUR CLIENTS

With this approach, lead behaviours drive communications. As a result, behaviour-based marketing allows you to gather enough data to build multifaceted lead profiles. This database will enable you to identify trends not simply in individual behaviour but across each of your platforms.



**Lead behaviours will clearly mark the sections of your email that draw less interest, as well as the type of content that attracts the most clicks and conversions.**

## WHY BEHAVIOURAL EMAIL CAMPAIGNS ARE SUCCESSFUL

### The 3 behavioral email campaigns principles

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#### 2. IDENTIFYING THEIR INTERESTS

As is always the case when it comes to data collection, patterns emerge more accurately from a larger volume of data. As your database grows, so will evidence of your leads' individual and collective interests.

And this goes farther than simply tracking your leads' interactions with your email communications. Tools such as PUBLITRAC allow you to centralize a lead's interaction history. You will have the opportunity to monitor behaviours across your landing pages, website, social media and even phone calls—all in a single dashboard or report.

Furthermore, it is important for your tracking to reflect the variety of your leads' interests. A lead may be interested in sports gear, but also in men's wear.



**Tracking your leads' relative interests in a variety of topics, services or products can multiply your marketing opportunities.**

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### The 3 behavioral email campaigns principles

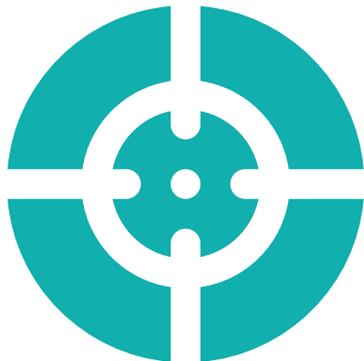
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#### 3. FOCUSING YOUR MESSAGE

*(relevance vs. frequency)*

Once you have gathered information on your leads' preferences, adjust your campaigns to ensure they are receiving the very content they are interested in.

Exclude a section of your email that consistently garners few or no clicks. Focus on a single product category in your next email to a user that has never interacted with other sections of your emails. When sending a new promotion, omit leads that have expressed no interest in that category of product.



**The result is a more focused strategy which typically involves fewer emails per individual lead.**

## WHAT BEHAVIOURAL MARKETING LOOKS LIKE

### Example 1.

### Dynamic Newsletter Content

Newsletters often feature a handful of products or services across a layout of distinct sections.

Over time, give prominence, either by including it in the header or in a larger section of the email body, to the product or service category a lead has shown the most interest in.

You could even list categories in an order that reflects the relative interest a lead has shown in each, giving more weight to a lead's favorite categories in your layout.

**Once again, lead scoring is your ally in determining the relative interest of a lead in your various offers.**



## WHAT BEHAVIOURAL MARKETING LOOKS LIKE

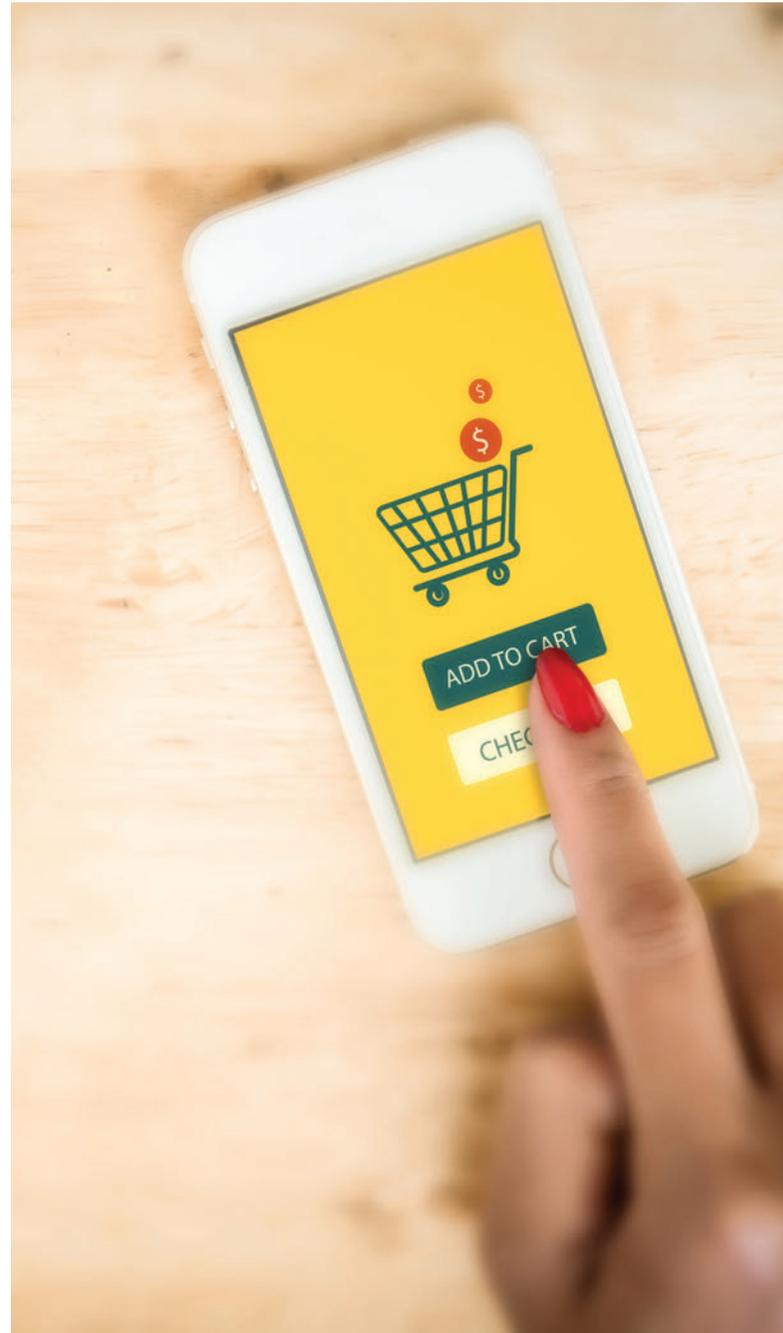
### Example 2.

### Shopping Cart Abandonment

Shopping cart abandonment is the typical example of a behaviour based email campaign. When a lead abandons a shopping cart on your website, he or she will receive an email follow-up based on the specific product in the abandoned cart.

Another custom follow-up email is sent based on whether or not the lead revisited the site. If the lead has indeed revisited your website, the follow-up email is customized based on the new browsing behaviour, ie. product purchased or pages/product browsed.

**Lead scoring is your ally in determining the relative interest of a lead in your various offers.**



## WHAT BEHAVIOURAL MARKETING LOOKS LIKE

### Example 3.

### Contest Subscription

When promoting a contest, contact only the leads who are eligible to enter. For example, a retailer drawing tickets for a concert in Toronto may opt to narrow his targeting to leads within a 50mi radius of the city.

Whenever applicable, consider refining your email targeting to leads that have shown interest in prize's product category.

**If the lead has not visited your website since entering your contest, notify him of new products or promotions in his category of interest.**



## WHAT BEHAVIOURAL MARKETING LOOKS LIKE

### Example 4.

### Welcome or follow-up Email

Whether a lead has just created an account on your website or completed a purchase, ensure that he receives an email that goes beyond a simple confirmation of his action.

A welcome email could include a promotion related to the products or services he browsed on your website.

**A follow up email provides the opportunity for an upsell or cross-sale opportunity that is relevant to the product initially purchased.**





**PUBLITECH is an industry leader  
in the development of interactive  
marketing strategies based on  
lead and client behaviours**

Manage all of your relational marketing efforts from a single tool. PUBLITRAC allows you to increase customer acquisition, loyalty and retention in just a few campaigns.



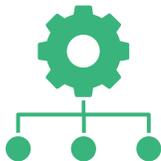
### **Centralize**

Each interaction with your contacts is an opportunity to enhance their profile and nurture your relational marketing strategies.



### **Personalize**

Easily personalise your client communications with our demographic and behavioral segmentation tool. Send the right message to the right person and most of all, at the right time.



### **Automate**

Automate your marketing campaigns by creating optimal communication sequences. All that remains is to test and optimize through dashboards.

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**Contact us to get a DEMO**

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