Journey Builder

Your step-by-step guide to creating 1:1 customer journeys

Let's go!

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Manage the
Customer Journey

Journey Builder is a customer journey management platform that empowers marketers to plan, personalize, and optimize 1:1 customer interactions across channels and devices. Leveraging real-time events and behaviors, Journey Builder drives customer engagement by delivering the right message, at the right time, throughout the entire marketing, sales, and service lifecycle.

Plan the journey. Personalize the experience. Optimize the results. Journey Builder is always on—and always interacting—because in customer journey management, every moment matters.

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This isn't your average industry whitepaper

It's an at-a-glance roadmap to hang by your desk, filled with proven tips on how to transform segment-driven, offer-based digital marketing campaigns into personalized 1:1 customer journeys. Chances are, your lifecycle marketing campaigns already provide a great framework for building a 1:1 customer journey strategy.

The world's leading brands use Journey Builder to plan, personalize, and optimize their customer journeys across all lifecycle stages:

Acquire	Onboard	Engage	Retain
Acquire new audience members and grow your opt-in subscriber lists organically.	Onboard your contacts and make a favorable first impression.	Engage contacts with automated real-time, event-driven messages personalized to their behaviors and preferences.	Retain your existing customers with targeted reengagement and win-back strategies.

Many companies talk about customer experience and lifecycle marketing, but how many truly inspire customers with messages that increase engagement, and drive customer satisfaction and retention? We've always believed in the power of giving the end consumer exactly what they want—right message, right channel, right time, throughout the entire customer lifecycle.

Whether you're engaging your customers via the cloud, social, apps, or connected devices, every moment matters. That's why we're passionate about leveraging every interaction to deliver a positive experience—and helping companies achieve maximum returns on their marketing investments.

Take a closer look!

Acquire

Convert potential customers into subscribers to increase the likelihood that they'll become purchasers.

It's time to take your digital marketing campaigns to the next level. The first step is acquiring new subscribers—so you can continue the conversation, build new relationships, and maximize your return on marketing investments.

Strategies for acquiring new subscribers:

Web opt-in: Capture name and email to initiate a welcome message.

Social opt-in: Leverage your Facebook fans and Twitter followers to help grow your list.

SMS opt-in: Allow customers to opt into email via mobile or in-store text responses.

Push opt-in: Use app downloads to acquire a direct communication channel.

Onboard

Help new subscribers feel like they're family. Give them the inside scoop on everything your brand has to offer.

First impressions are important. Subscribers are the most engaged they'll ever be at the point of opt in. It's the perfect opportunity to introduce yourself, emphasize the value of your personalized messages, and begin building a strong relationship.

Strategies for onboarding new subscribers:

Welcome: Set expectations about the type and frequency of email communications. Remind subscribers how they opted in (latest online order, SMS, etc.).

Confirm: Track subscriber profile information while including an incentive for full completion.

Reward: Provide a valuable offer to reaffirm the customer's reason for subscribing. Invite subscribers to further connect with your brand community via a social network.

Engage

Keep your subscribers happy by providing the content they want, exactly when they want it.

So you've acquired and welcomed new subscribers. Now what? Keep it interesting with relevant communications and compelling content that will help you reach your business goals—converting prospects into customers and expanding relationships with existing customers.

Strategies for engaging your subscribers:

Anniversary: Thank individual subscribers on the anniversary of their subscription or first purchase. Include a discount offer or special promotion as a bonus to nurture the relationship.

Birthday: Enable subscribers to share wish list items with family and friends two weeks prior to their birthdays, then follow up with a personalized offer on the actual day.

Abandoned cart: Automate a reminder or incentivize your subscribers to complete their purchase.

Retain

Build long-lasting relationships between your brand and your subscribers.

Don't forget about your unengaged subscribers! Our clients have found that it's much cheaper and easier to reengage inactive subscribers than it is to acquire new ones. Plus, reengagement campaigns allow you to identify those subscribers who should be removed from your list—helping you improve deliverability rates, maintain clean data, and improve your sender reputation.

Strategies for retaining your subscribers:

Win-back: Win-back campaigns reengage subscribers who haven't made a purchase for an extended period of time, incentivizing them to renew their relationship with the company.

Reengagement: Reengagement campaigns reinforce your company's value proposition, determine why subscribers lost interest, and identify those who no longer wish to receive messages.

Acquire
Invite customers to connect with your brand across multiple channels.

Web Opt In
Minimize the number of required fields. If you need more customer data, try asking for it in a subsequent screen or a follow-up interaction such as an email, survey, or phone call.

54% marketers *currently use* Web Opt In

Goal Email Opt In

Social Opt In
If your email subscriber list has plateaued, you may be overlooking a captive audience: your fans and followers! An easy and efficient way to gain subscribers is to use a simple sign-up form to drive email opt-ins and collect customer information on Facebook—and cross-promote via Twitter too!

Social *is* CRITICAL ENABLER of products/services your business provides **25%**

Goal Email Opt-In

Mobile Opt In
Mobile opt-in campaigns allow you to capture customer information at ideal times—while they're passing your storefront, waiting in line, or seeing your ad on the

98% text messages are read, with the average response *time a mere* 90 seconds

BIG Screen

Encourage participation with a discount offer or other promotion.

Goal Email Opt In

Onboard
Make a strong first impression and set the stage for ongoing communications.

Welcome
Welcome emails are highly anticipated, frequently opened, and simple to automate! You can increase conversions at a time when you already have the consumer's attention by including products, services, or special offers. Add Facebook and Twitter icons to help subscribers connect with your brand across channels.

Goal

Data Profile Attributes
- Birthday
- Mobile #
- Brand/Feature Discovery
- Download Mobile App
- Invite a Friend
- Update Preferences
- Additional Channels
- Etc.

Engage
Keep your subscribers happy by providing the content they want, exactly when they want it.

Promotional
The success of your promotional email campaign hinges on two elements: frequency and relevancy. Which is most important? Think quality over quantity.

77% CONSUMERS *prefer* email for permission-based promotional messaging

Goal Email Opt In

Newsletter
Newsletter campaigns with Salesforce Marketing Cloud let you send highly segmented and personalized messaging that keeps subscribers up to date on company happenings and provides relevant information.

The top three *lifecycle marketing* campaigns that marketers currently use are:

newsletter	promotional	web opt in
65%	**61%**	**54%**

Goal Message Open or Click

Birthday
Enable a subscriber to share his/her wish list items with family and friends two weeks prior to their birthday, and then follow up with a birthday message and personalized offer on the actual day.

74 CONSUMERS *reported thinking* more positively of a company when they acknowledged his or her birthday

Goal Offer Code Redemption/Purchase

Anniversary
Thank individual subscribers on the anniversary of their subscription or first purchase. Include a discount offer or special promotion as a bonus to nurture the relationship.

1/3 of transactions by REPEAT SHOPPERS begin with a click *from an* EMAIL

Goal Offer Code Redemption/Purchase

Browse Retargeting
Browse retargeting campaigns track and reengage your website visitors. Since browse data can be used to send highly personalized and targeted emails, these programs tend to outperform standard blast-based promotional messages.

What's browse retargeting? After Visit Alert the subscriber to a DEAL related to the category they've browsed & recommend similar products.

Goal Site re-visit or Purchase

Post Purchase
Post-purchase campaigns can help you shape the customer journey and provide outlets to share their journey.

After Purchase Thank the customer for their purchase and suggest other products they may be interested in.

After Purchase Invite the customer to share a review about the product.

Goal Product Review, Re-Purchase, Purchase

Loyalty
Customer acquisition is expensive—so it's essential to seek out the existing customers who truly LOVE YOUR BRAND, reward them for their loyalty, and keep them coming back.

Most important benefits to loyalty program members:

discounts	cash back	rebates
79%	**71%**	**70%**

Goal Points Redemption, Purchase

Abandoned Cart
Cart abandonment campaigns enable you to easily automate a reminder or incentivize your subscribers to complete their purchase.

After Cart Abandonment Ask the customer if they need help completing their order and include an incentive such as free shipping.

After Cart Abandonment Provide an increased incentive to purchase with a coupon code tying the sale back to the email campaign.

Goal Purchase

Retain
Retain your existing subscribers with targeted reengagement and win-back strategies.

Reengagement
Reengagement campaigns reinforce your company's value proposition, determine why subscribers lose interest, and identify those who no longer wish to receive messages. Try this:

- Select subscribers who haven't opened your emails in six months.
- Develop a series of three messages with increasingly valuable offers.
- Send subscribers to a profile page where they can update preferences.

ONLY 1/3 marketers implement *reactivation* campaigns

Goal Message Open or Click

Win Back
Win-back campaigns reengage subscribers who haven't made a purchase for an extended period of time, incentivizing them to review content they want, the goal to capture customers and conversions.

Best practices:
- BE HONEST. Be clear about why the subscriber is receiving this email (e.g., "We miss you," or "We value you as a customer").
- DRIVE A SINGLE ACTION. Whether it's "set your preferences," "keep in touch with a discount," or "get a survey," make sure you're indicating the subscriber to do one thing.

Goal Purchase, Renew Interest

Success!

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