

Strategic Marketing Services

A mature interactive marketing program presents challenges of its own. How do you optimize results and maintain growth? It takes analysis and planning. But most of all, it takes ideas.

Bronto Strategic Marketing Services give you access to a creative and knowledgeable strategy team to help you accelerate results. Combine that with our industry-leading cross-channel marketing platform, and you have the recipe for a well-oiled machine that will drive revenue.

Strategies that Accelerate Results

Most marketing departments are now being asked to do more with less, which means more pressure on your team to perform. Add to that the fact that marketing needs to consider multi-channel strategies that include email, mobile, and social, and you have an extremely challenging situation. Those who move quickly with smart strategies will be rewarded through improved customer loyalty and increased sales.

With our Strategic Marketing service, your team has access to a seasoned group of advisors with a wealth of interactive marketing experience to help you drive both short- and long-term results. Our strategists have helped hundreds of our customers refine their programs and see dramatic bottom-line improvements.

Unique Methodology

As part of our commitment to helping you drive revenue, a Marketing Strategist will get to know your business and the resources that are available to you. Your Strategist will collaborate with you to build a customized action plan that moves at your speed, whether that is to crawl, walk or run. We will provide appropriate and realistic recommendations to improve your results.

With this support, you can gain momentum and propel your interactive marketing programs forward in order to generate more revenue.

Strategy as a Service

Strategy-as-a-Service is an offering that combines regular sessions with a Marketing Strategist and key deliverables including Action Plans and Executive Reviews. This service provides a base structure upon which you can grow your programs, build stronger engagement and drive revenue.

A strategist can work with you on a wide range of program goals and initiatives, including:

- Engage your most valuable subscribers
- Lift open and click rates
- Improve conversion rates
- Grow subscriber lists
- Integrate email with mobile and social
- Improve targeting using RFM
- Increase marketing ROI

Structured Deliverables

Your Marketing Strategist will translate your stated goals into an Action Plan, complete with specific deliverables and deadlines so that campaigns stay on track. This action plan will serve as the basis for the regular meetings during which progress will be assessed. Periodically, the plan will be elevated to an Executive Review, in which your management will receive a high level overview of achievements for the period and ROI to date.

Service Offerings

Level	Action Plan Cadence	Executive Review
Gold	Weekly	3x / Year
Silver	Bi-Weekly	2x / Year
Bronze	Monthly	1x / Year

Action Item 1			
Email Marketing Goal	Re-Activate Inactive Subscribers		
Target of Action Plan:	Re-engagement plan for non-openers		
Supporting Tasks	Target Date	Status	Comments
Using Clean function, move non-openers of last 10 messages to a new list. Last 10 messages were roughly last 6 months of newsletter	1/23/10	Done	Mark made new list called "Newsletter Non-Openers - 6 months"
Bucketize contacts on this list by type	1/31/10	Done	Buckets are: buyers, sellers and site-visitors
Determine plan for each bucket and test on a portion of each: survey, incentive to reconnect, "goodbye" message to 20% of all 100K	3/1/10		
Compare results and roll out winning tactic to remaining majority within each bucket	4/1/10		
Remove non-responders from mailing list	4/15/10		

Open Action Items			
Goal:	Action Item #1	Baseline KPIs	Results:
Re-Activate Inactive Subscribers	Re-engagement plan for non-openers	238,899 buyers' opened last 10 msgs 286,328 haven't opened last 10 msgs	
Goal:	Action Item #2	Baseline KPIs	Results:
Optimize Social/Media & Email Strategy	Make emails share-able and promote email in social media	FB: 12,828 fans, Twitter: 286 followers, LinkedIn: 82 connections, YouTube: 10 subscribers, 2,323 channel views, No shareable links in emails to track against	
Goal:	Action Item #2	Baseline KPIs	Results:
Integrate New Subscribers	Optimize Signup Form's Implement Welcome Series	308 signed up via web page in last 7 days, 466 have signed up online since 3/8/09	

Strategic Sprints

Our Strategic Sprint offering combines strategic consulting and execution to implement high-impact, high-value campaigns on a project basis. A Strategic Sprint gives you the flexibility to optimize your marketing efforts one project—or, one Sprint—at a time.

Your Strategic Sprint team will include a seasoned Marketing Strategist and a Professional Services Consultant who will meet with you to discuss their recommendation for quick revenue uplift. The Strategic Sprint team will then implement the agreed-upon recommendations.

Choose the Sprints you are interested in from our library. Examples include:

- Welcome series
- Re-engagement series
- Manage preferences campaign
- Birthday triggers
- Text to sign up for email
- And more!

Strategic Sprints are offered at simplified package pricing, and are based on proven best practices and setup for fast implementation. These Sprints are a great addition to a strategy subscription for teams that either lack resources to implement email and cross-channel marketing, or those who want to move as quickly as possible for fast ROI.

Accelerate your marketing results! Contact Bronto at 888-BRONTO-1 to learn more about Strategic Services.