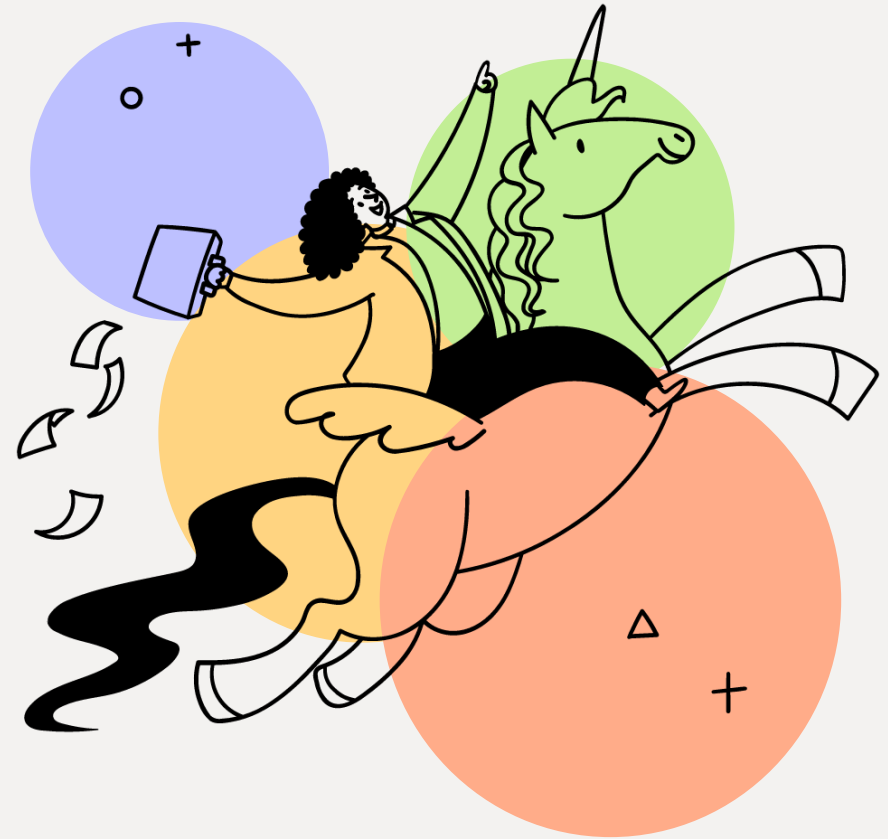


HIBOUK<sup>1</sup>

# 5 tips to mess your marketing automation campaigns up



---

<sup>1</sup>To pronounce /'i:bʊk/



**Kiliba**  
What is that?

01

**Choosing a marketing automation tool not adapted to your needs**



02

**Rushing your marketing emails**

06



**Using inefficient scenarios**

08



**Not controlling your marketing pressure**

11



**Not tracking the performance of your emails**

13



# Kiliba

**What is that?**

**Easy, quick and  
efficient**

**Kiliba offers THE marketing  
automation solution for  
e-retailers.**

**Sending personalised emails  
becomes automatic and adap-  
ted to your clients' favourite  
products!**

**Thanks to Kiliba, you spare time and  
your results take off !**

- \* Each of your clients gets a 100%  
personalised email**
- \* Each of your emails recommends your  
products according to your clients'  
preferences**
- \* An amazing opening rate ! Between 50%  
and 80% according to your scenarios**
- \* On average<sup>1</sup>, 8€ of profits are made per  
sent email**

**Want to know more ? Click [here](#)**



# 1 Choosing a marketing automation tool not adapted to your needs





## Choosing a marketing automation tool not adapted to your needs

1.

Choosing a marketing automation software is a key processus for success

2.

Your marketing automation strategy helps you enhancing your sales

3.

Many solutions are alike, but not equal

4.

Some solutions take time to configure according to your wishes, although the results are often inconclusive

5.

That's why new solutions based on machine learnign exist !

6.

The new tool generation uses this part of artificioal intelligence to help you reaching record levels!



# The right questions to ask yourself to define your marketing automation strategy?



How much time can you give to your sending emails' process?



What do you know about your contacts?



What CSM do you use to handle your e-business?



What are the expected goals from these campaigns ?



Do you want to manually configure all your emails' scenarios?



Do you prefer sending newsletters or marketing emails with products ?



How often do you send messages?



What are your sales' goals?

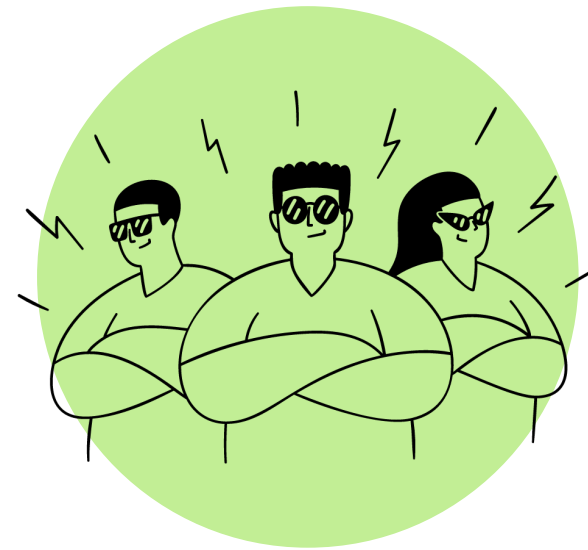


**A soon as these questions are answered, 2 kinds of softwares can be used:**



## **1 Platforms of newsletters creation**

Such as SendInBlue or MailChimp



## **2 Platforms of marketing emails**

Like Kiliba



# 2 Rushing your marketing emails







# How can you create the perfect email?

What's the perfect marketing email ?

The perfect email helps you generating a sale thanks to the receipt of an email by its recipient; following the definition of your objectives.

Then, the right marketing message will be sent to the **right person**, at the **right time** with the **right content**.

The perfect email is a key success to your strategy! You should absolutely not forget about it

To send the perfect email, you need:

- A great deal of patience
- Many utensils to test the many possibilities
- Or, alternatively, a fine-tuned tool like Kiliba



# Using inefficient scenarios 3





# Setting up effective scenarios is a key part of your marketing automation strategy

**A scenario is the skeleton of your automatisisation workflow**

It defines at which time the email should be sent (trigger) and the accompanying message (content).

**What are the 3 kinds of triggers?**

- User activity on your e-business site
- An event on your e-shop
- An external event or an important date in the calendar





## Retargeting emails on the behaviour of your visitors

This practice allows you to target your leads of your e-shop, following one or many done actions.

Thanks to that, you can email your leads at the **perfect time** with the **right content**.

## Triggering emails on an event in your shop

On the occasion of an event specific to your business, you can choose to set up an email campaign.

This technique is used in addition to retargeting.

## Triggering emails on a calendar event

There are many calendar events that set the pace for your year.

**Any moment is perfect to interact with your customers**



# **4 Not controlling your marketing pressure**



# How many emails can I send to my contacts without spamming them?

Communications are more and more automatised. In general, the receiver's behaviour is not much taken into account.

So, there is a need to find a balance between clients that like to receive emails frequently and the ones who hate.

**How can you cleverly regulate the exerted marketing pressure on your clients?**

If you manually trigger your campaigns of emails, you can choose the frequency that suits you the best.

**Send at the maximum 3 to 4 emails per week is the most relevant frequency.**

In marketing automation, this is the chosen platform that is in charge of sending your emails, depending on your users' behaviour.



**An intelligent tool, like Kiliba, customises the marketing pressure, contact by contact, according to the behaviour of all your customers when they receive your emails.**



# 5 Not tracking the performance of your emails





# The main KPIs<sup>1</sup> to set up to measure the performance of your emails

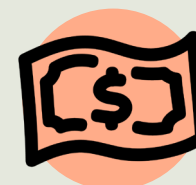
Measuring the performance of your emailing campaigns is absolutely necessary to your marketing automation strategy.



Number of emails sent to your contacts



Generated profit of your campaign



Average shopping cart



Opening rate



Click rate



Conversion rate



Unsubscription rate

---

<sup>1</sup>Key Performance Indicator





# What is the average performance of your emails and how can you improve it?

**The performance of your emailing campaigns depend on:**

- The nature of your business (Business to Business or Business to Customer)
- Your brand awareness
- The data you have on your clients
- Your sent messages

**So you need to be patient to find the right marketing automation tool for your needs!**

**Depending on your automation solution, the performance of your email can be multiplied by 2**





# How to increase your performance?

Email marketing is great. But like all great things, you can be confronted with performances that are light years away from your objectives (yes, spam, we're talking about you). But do not worry, Kiliba is here to help you increase the reactivity of your contacts!



**The average opening rate of emails is 17.8%**

(More than 50% on average at Kiliba, with peaks of 80% on certain hyper-customised scenarios, but we don't want to brag)

## How to increase your opening rate?

- \* Change the subject of your email
- \* Customise the subject line of your emails
- \* Remove risky recipients from your contact list
- \* Segment your base to send emails to content-rich recipients



**The average click rate is 1.7%**

(7.2% on average at Kiliba, but once again, it's not about us...)

**How do you optimise your average click rate?**

- \* Produce quality content to appeal to your contacts
- \* Personalise the message as much as possible
- \* Use a simple, modern and effective template design
- \* Add call-to-action buttons at relevant reading points to encourage readers to visit your shop



HIBOUK



DECLARED TOO EASY FOR MARKETERS

127 rue d'Aguesseau, 92100 Boulogne-Billancourt

[www.kiliba.com](http://www.kiliba.com)

**I want a demo**