

# Accelerate Your B2C Sales Funnel

with multi-channel marketing campaigns.



## 00 Introduction

## 01 Mapping Customer Journey

- Classify contacts in buyer lifecycle stage based on user event
- Map your communication to conversion funnel
- Create micro-segments based on user attributes & events

## 02 Create Engagement Strategy

- User Engagement Scoring - track users who are likely to convert
- User Engagement Scoring for selected industries
- Pairing user engagement score and buyer lifecycle stage
- Personalize content for maximum engagement
- Create automated multi-channel user engagement workflows

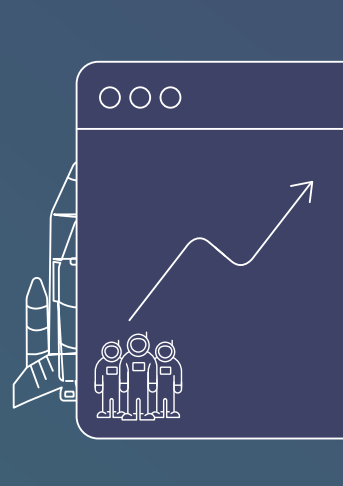
## 03 Map Campaign To Right Channel

- How to Choose the right mix of marketing channel
- Plan the right triggered email campaign
- Engage right users with Onsite engagement
- Increase mobile app engagement with push/in-app
- Multi-channel campaigns for selected industries

## 04 Conclusion



# Introduction



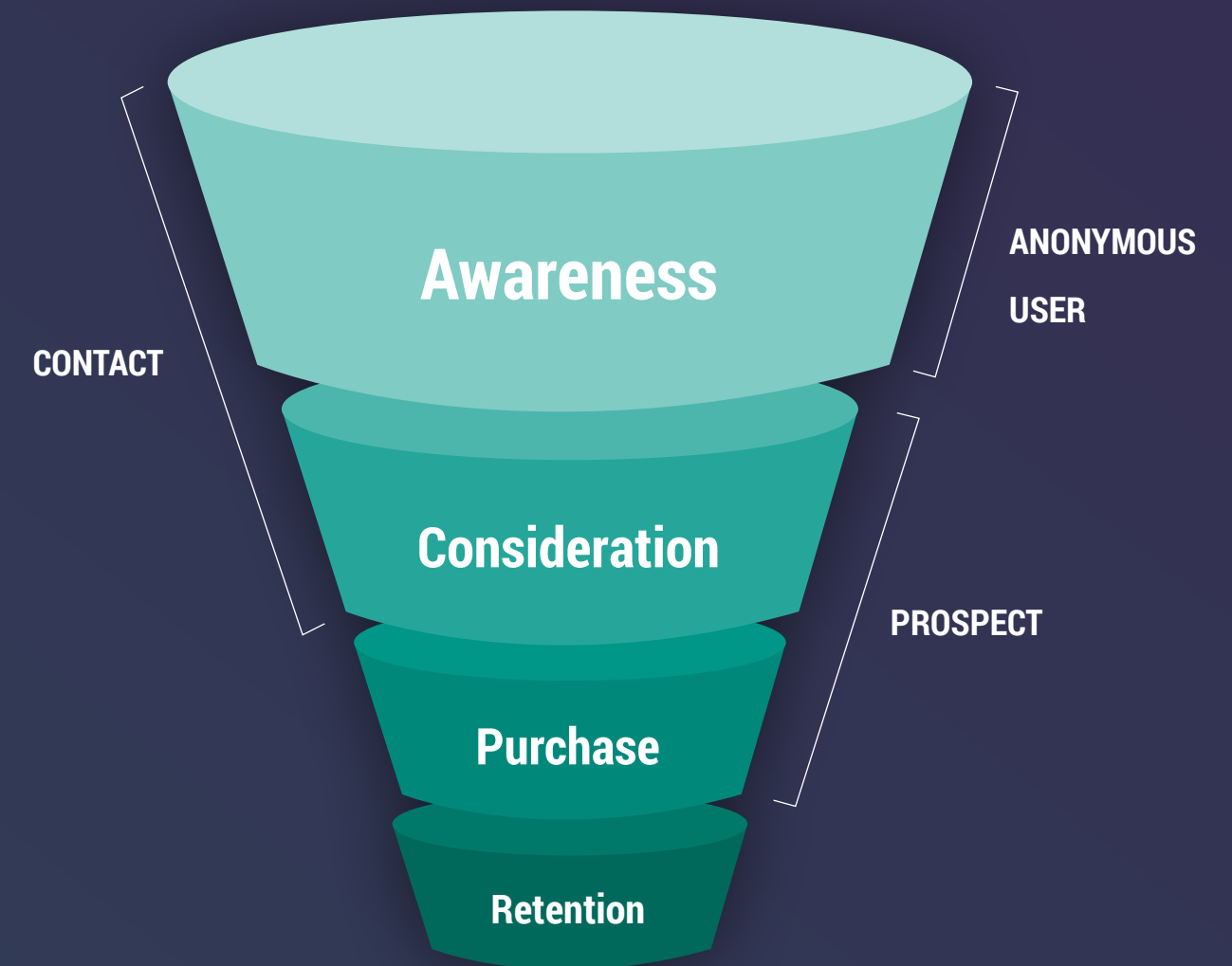
2%

of the traffic on a site is estimated to be known and businesses spend a great deal of marketing dollars to acquire details of anonymous site visitors.

For any business, at any given time, **users are at different stages in the buying process.**

- A segment of them have just known about the business
- Some are considering to make a purchase
- And some are about to become customers.

Typically, for consumer businesses the sales cycle is short, average ticket size varies from very low to very high, and there are fewer decision makers. In such a scenario, there is a need to take a methodical approach in influencing contacts into becoming customers.



A sales pipeline is a perfect way to manage your contacts, see where prospects are in buying process, take requisite action based on their level of engagement with your business.



In the scope of this ebook, we will look at

# How To Accelerate Sales Funnel For Consumer Businesses & Move Users Further In Their Purchase Cycle.

Additionally, we will see industry specific examples covering B2C sector.

01

# Mapping Customer Journey

- Classify contacts in buyer lifecycle stage based on user event
- Map your communication to conversion funnel
- Create micro-segments based on user attributes & events



## Customer Journey Map

*It is a diagram that illustrates the steps your customer(s) go through in engaging with your company, whether it be a product, an online experience, retail experience, or a service, or a combination of these.*

Begin with mapping customer journey for your business. Determine critical touch-points that customers interact with during pre-purchase and post-purchase phase.



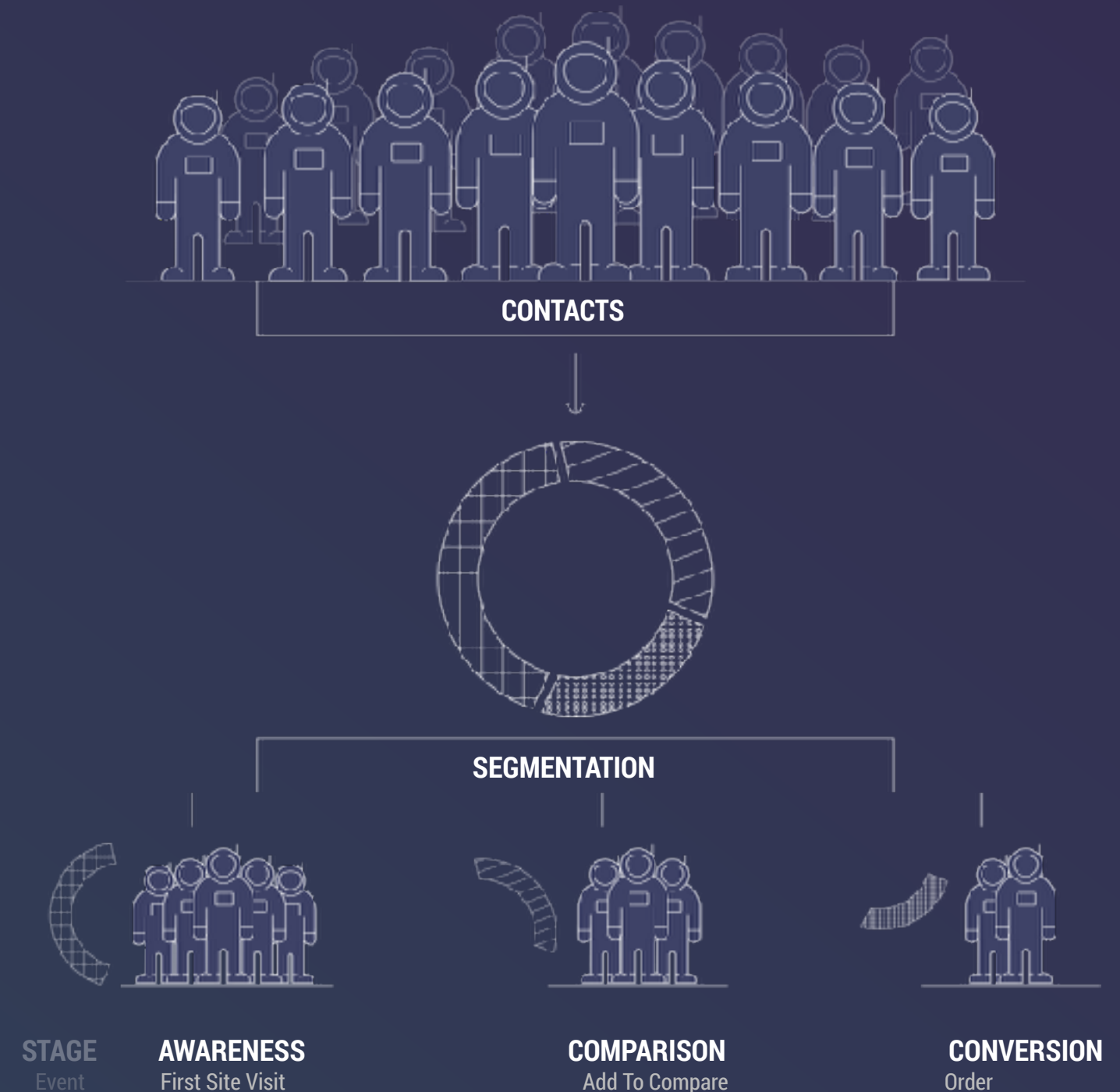
*Image: Mapping the Stages and Events across Customer Journey*



## How To Classify Contacts In Buyer Lifecycle Stage Based On User Event?

Create segments based on buyer lifecycle and user event.  
Think of it as a two dimensional metric, buyer lifecycle being primary and user event secondary.

Begin with segmenting your users based on buyer lifecycle stage.  
Subsequently, track user behavior to segment contacts by their interaction with your business. By doing this, you will classify contacts by their level of interest in buying from you.

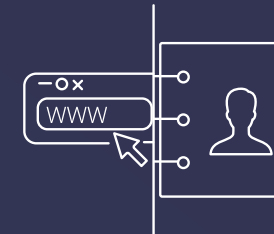


## Map Communication To The Conversion Funnel

The communication that is relevant to a prospect who has just known about your business may not be relevant to someone who is at the last stage of purchase, about to become customer.

It is only logical to map your communication vis-a-vis buyer lifecycle stage.

Although the mapping process will differ from business to business, in mapping your communication you should cover the aspects shown along side



Triggers leading to the first contact with your business.



Steps prospects take to find a product to meet their needs.



Actions and events leading to final purchase (site visit, sign-up, product comparison, etc.)



Actions associated with purchase and consumption ( add to cart, coupon use, payment, etc.)



Ongoing experience and post purchase satisfaction (problem resolution, reviews, ratings, feedback, etc.)



# Mapping Customer Journey

Classify Contacts   **Map Communication**   Micro-Segmentation

Begin with building communication dedicated to different stages of buyer lifecycle.



## Create Micro-Segments Based On User Attributes

Micro-segmenting combines multiple variables like demographics, purchase behavior, psychographics such as personality, attitude, interests & lifestyle to create a target persona.

A lot factors into how businesses categorize customers into micro-segments:

- The size of its database
- What information has been collected
- The types of customers it serves
- If the business is local, regional, national or worldwide

These are just to name a few.

### Sample Micro-Segmentation Covering Types of Customers



#### NEW USER

First Site Visit  
No Purchase



#### REPEAT USER

> 3 Orders In Last 6 Months



#### CHURNING USER

Subscription Ended Not  
Renewed



#### POTENTIAL HIGH VALUE USER

Interested In Luxury Goods  
Expensive Items In Wishlist



#### ONE TIME BUYER

> 6 Months Since First  
Purchase



#### REGULAR BUYER

> 5 Purchases In Last 3  
Months

## Create Micro-Segments Based On User Behavior

Use event tracking to better use and segment users by actions they take on your app/website. Also, categorize the events that users take at various stages in the conversion funnel.

Evaluate your customer traits and behaviors, and look for patterns in clicks, abandoned carts, purchases and returns. The idea is to start broad and then narrow it down to the lowest common denominator.

### Micro-segments based on User Behavior for a Travel Company



02

# Create Engagement Strategy

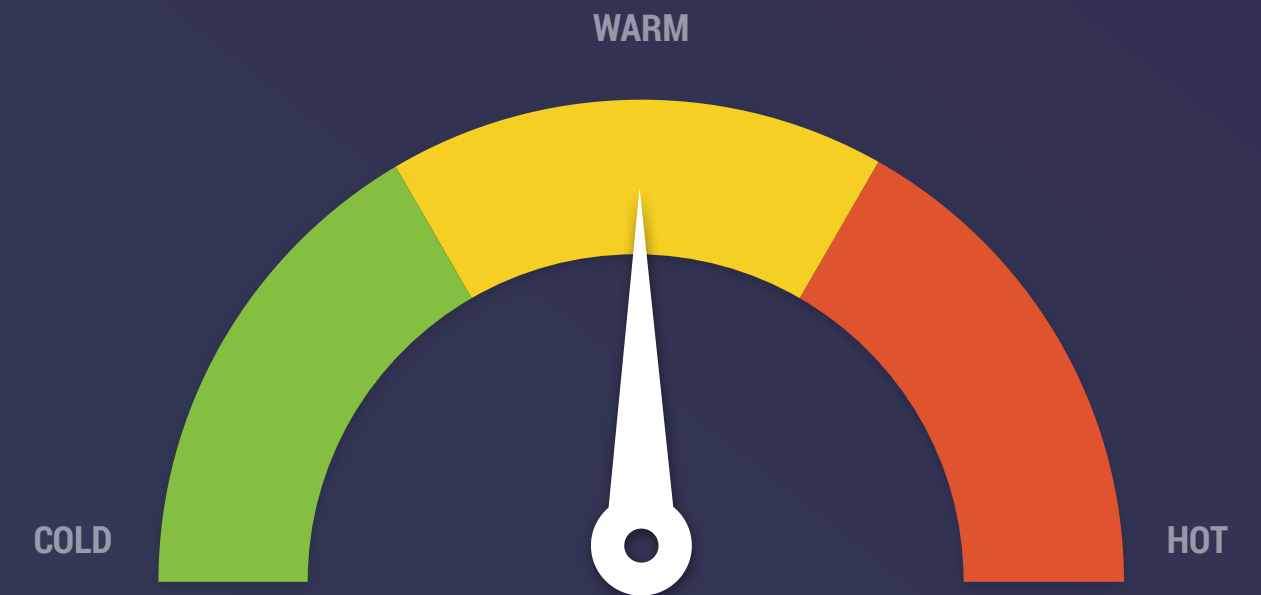
- User Engagement Scoring - track users who are likely to convert
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## User Engagement Scoring



They say knowledge is power. Imagine if you can determine how inclined your customers are towards buying from you. If you could gauge their level of engagement with your business. Imagine the power it will vest in you. It will empower you to set up the right marketing campaigns for the right segment of customers.



User engagement scoring does exactly that by scoring every action, interaction customers have vis-a-vis your business. From reading a blog post, to following your Twitter handle, retweeting a tweet, browsing products, adding them to cart or purchasing. Every action they take gets scored, positive if the action engages them or negative if otherwise.



## You Can Score A Prospect On The Following Actions:



How do they respond to your emails (open rates & click through rates)?



The frequency of visit to your site or app? What's their source of acquisition, how were these users acquired?



Have they subscribed to your blog?



Did they add a product to cart or abandoned items in cart?



Are they connected with your brand on social media?

While some user actions get marked as positives, there are others that you should mark as negative. Moving forward we will illustrate this with an example.







# User Engagement Scoring Model Is Based On

## ENGAGEMENT CHANNELS

### Web

- Interaction With Onsite Survey
- Interaction With Onsite Notification
- Interaction With Browser Push

### Email

- Email Opened, Clicked
- Response To Promotional Emailers

### Mobile

- Interaction With Push Notification
- Interaction With In-App Notification

### SMS

- Response To Promotional Text Messages

## ENGAGEMENT FACTORS

### Product/Service stickiness

- No. Of Times User Visits A Website/Mobile App

### Repeatability

- Recency Of Visits To Website/Mobile App

### Affinity to promotional offers

- Volume Of Transactions Completed/Not Completed With/Without Incentives

### Assisted vs Self Service behavior

- Volume Of Interaction Within Channels

### Social Engagement

- Total Count Of Shares, Likes, Mentions On Social Platform

### User Logged-in state

- Logged-In State Of Use

### User profile data

- Level Of Completion Of User Profile Data

## User Engagement Scoring Formula

$$\text{User Engagement Score} = (w_1 * n_1) + (w_2 * n_2) + \dots + (w_n * n_n)$$

where

*w* - weightage given to an event

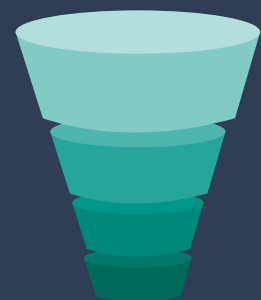
*n* - count of occurrence of an event

Formula :

$$\sum W * N = \text{Score (+ / -)}$$

### Score User Events On The Basis Of The Following

#### Stages in the funnel



Awareness

Consideration

Purchase

Retention

#### Frequency of occurrence



High



Medium



Low

#### Criticality (for business)



High



Medium



Low



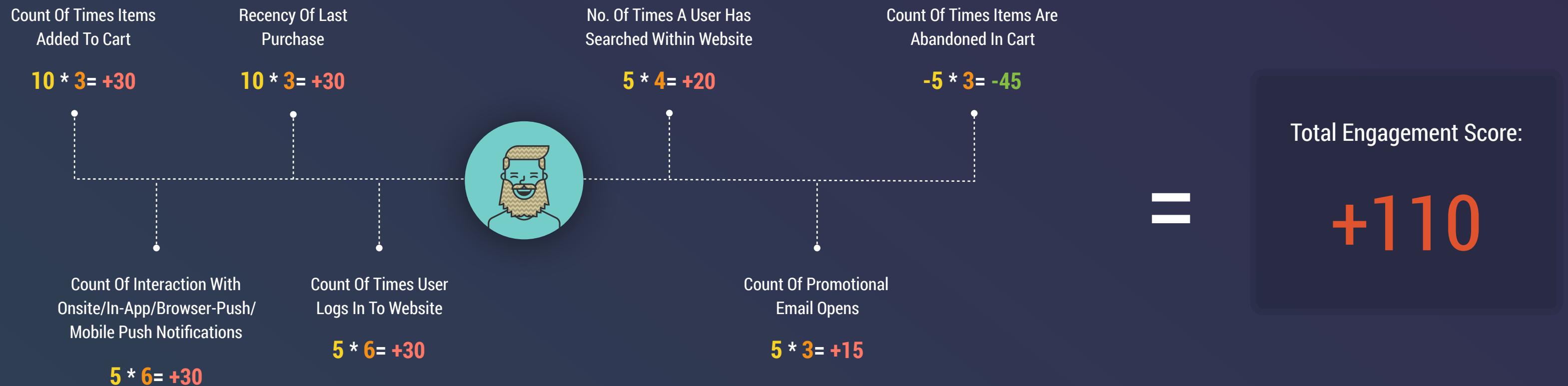
Classification of contact:

**HOT / WARM / COLD**

Possible Action:

Actions you must take on the basis of User Engagement Score

## User Engagement Scoring - Ecommerce Business

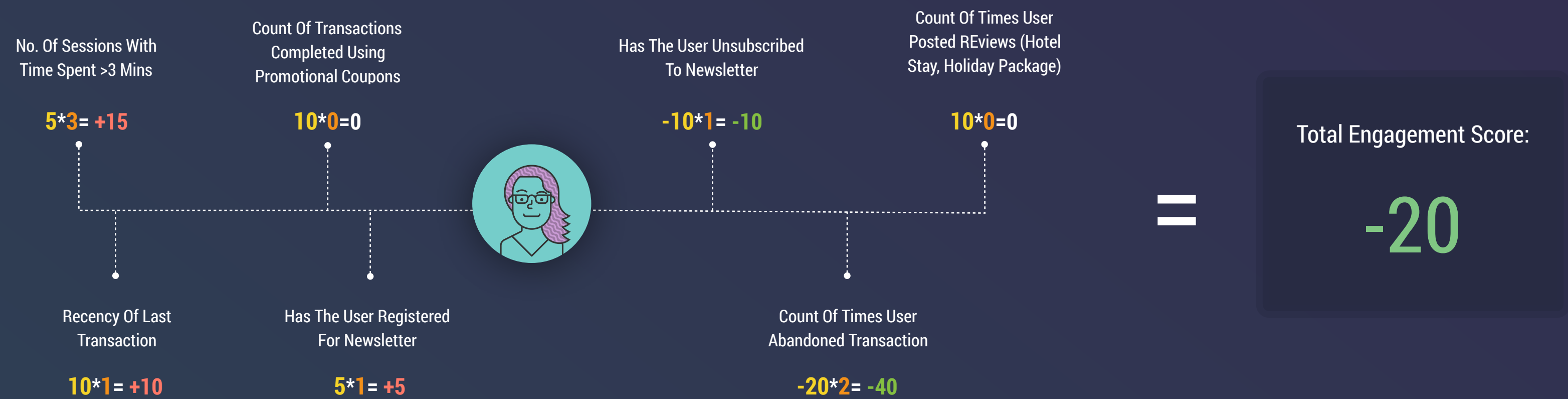


Classification of contact:  
**HOT**

Possible Action:

As UES is high, push promotional offers/discount coupons to convert the user.

# User Engagement Scoring - Travel Business



Possible Action:  
Put users with negative UES into re-engagement campaigns to engage them further.

# User Engagement Scoring - Banking & Financial Services Business



Count Of Re-Purchase/  
Renewal Of Insurance

$10 \times 2 = +20$

Recency Of Last  
Purchase

$5 \times 2 = +10$

Count Of Transactions In  
Last X Months

$15 \times 1 = +15$

Count Of Interactions With Cross  
Selling Marketing Campaigns

$5 \times 2 = +10$



=

Total Engagement Score:

**+95**

Count Of Enquiry/Search For  
Category Not Bought Before

$10 \times 3 = +30$

Count Of Callbacks  
Requested By The User

$5 \times 2 = +10$



Classification of contact:  
**WARM**

Possible Action:

Since the user is already a customer aim the communication at retaining and boosting advocacy.

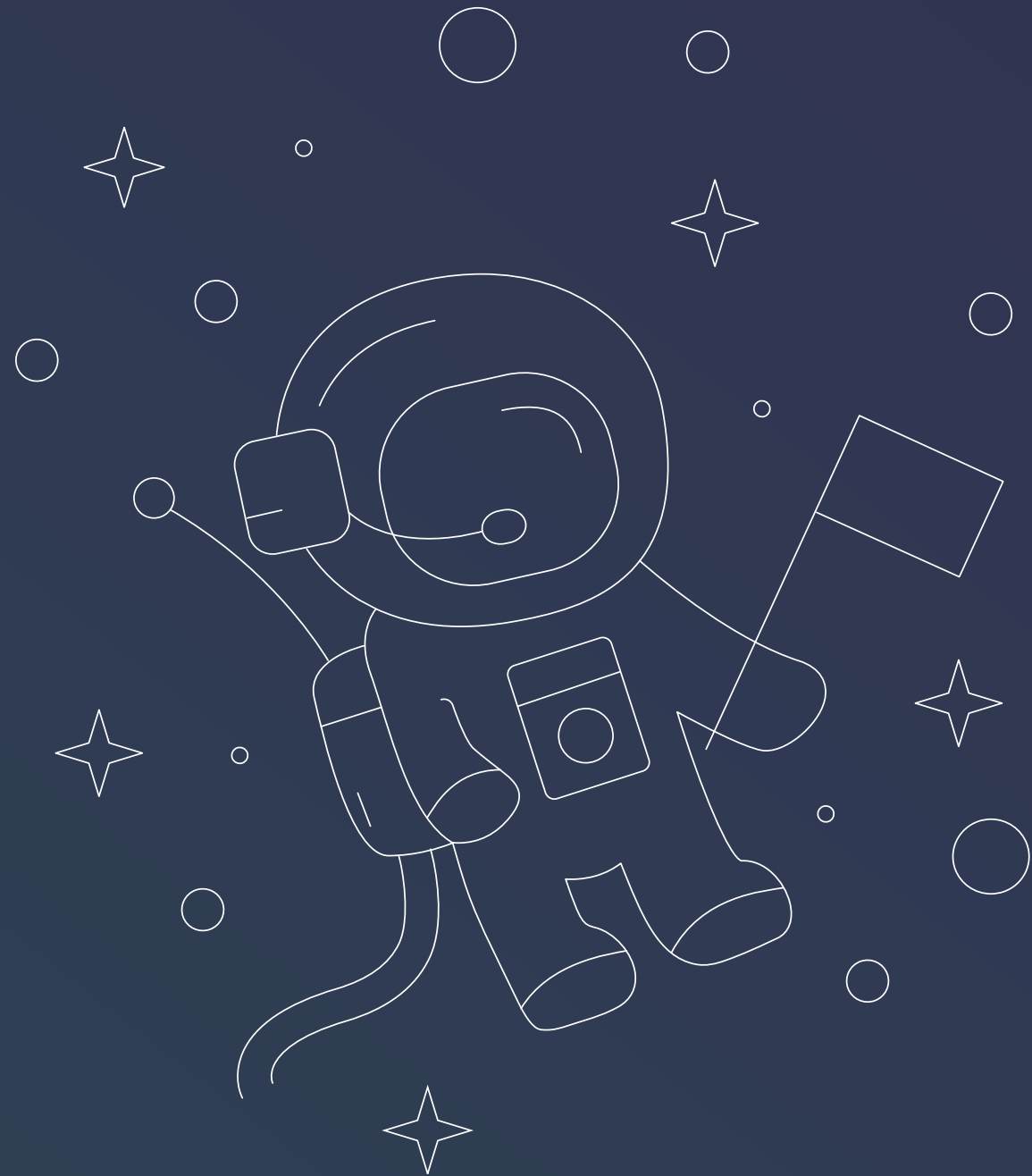
User Engagement Score Range, Funnel Stage & Actions\*

< 100	Awareness		<ul style="list-style-type: none"><li>• Get discovered (SEO, SEM, PPC Ads)</li><li>• Emphasize on branding</li></ul>
100-200	Consideration		<ul style="list-style-type: none"><li>• Promote reviews and ratings</li><li>• Showcase depth of options</li><li>• Retarget user on the site and other sites</li><li>• Promote Buying Guides</li></ul>
200-300	Purchase		<ul style="list-style-type: none"><li>• Create urgency (highlight limited inventory, limited time offer)</li><li>• Highlight free shipping</li><li>• Promote cash-back/discount coupons</li></ul>
> 300	Retention		<ul style="list-style-type: none"><li>• Promote loyalty campaigns,</li><li>• Promote cash-backs for repeat transaction</li><li>• Solicit feedback</li><li>• Capitalize on User generated content</li></ul>

\* The engagement score and corresponding funnel stages are representative and not absolute.







# Allow Us To Help You Set Up User Engagement Scoring For You

**Talk To Us**

## Personalize Content For Maximum Engagement

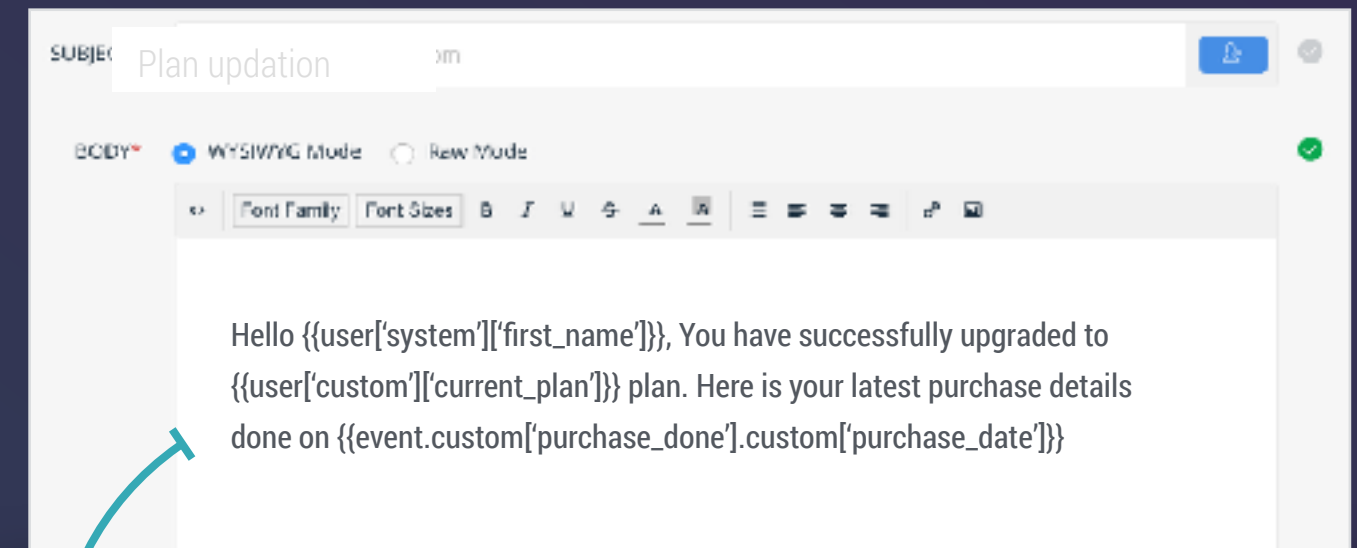
Personalization tops the priority list for marketers. In fact, 90% of marketers see personalization as the future of marketing.

Templating engine works on data available in user's profile, user events, session level data available on current page/screen browsed by user and data from user's current journey.

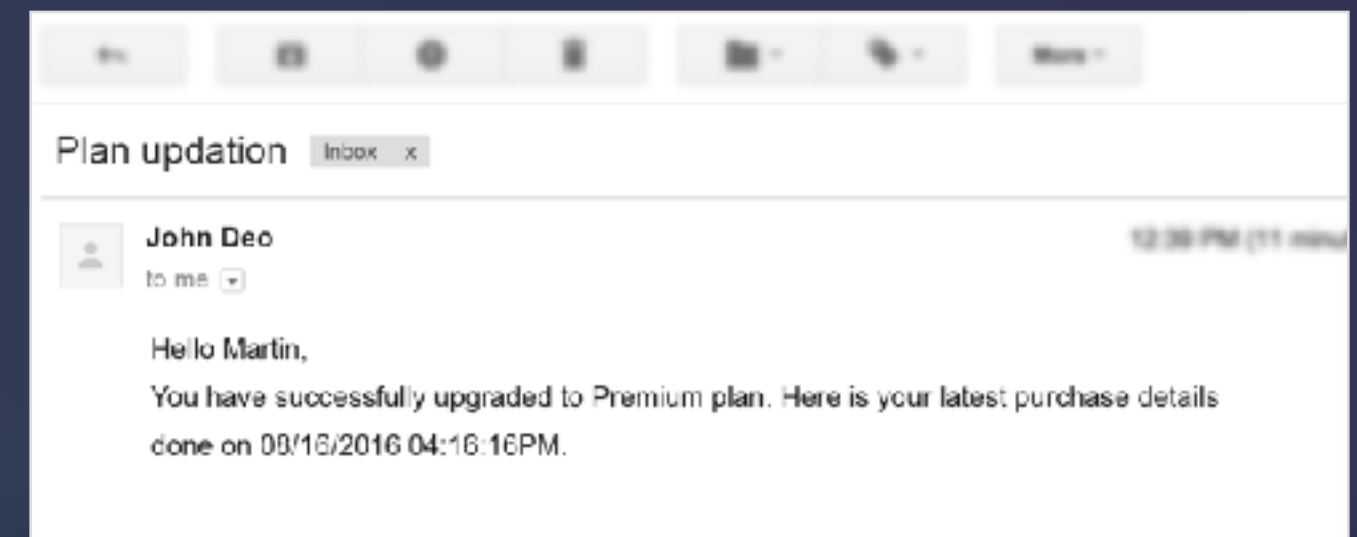
Using templates the personalization can be replicated across channels like email, text, in-app message, push notifications, web messages etc.

Let's go through an example on how templates use User Profile Data and Events Data to personalize campaigns.

([Read more on templating in Nunjucks](#))



A user with a **profile attribute** first\_name = Martin and current\_plan = Premium. And the users who have **done the event** purchase\_done with attribute purchase\_date will get the following message:



## Create Automated Multi-Channel User Engagement Workflows

With the ever evolving capabilities of intelligent marketing automation tools you can build automated workflows (User Journeys) that once set do it all.

There are myriad possibilities of creating various kinds of user segments that are reachable through different channels and require customized messaging. All that is automated through user journeys.

As soon as the engagement score drops below a preset threshold a user can automatically fall into bucket of users in re-engagement journey. Likewise, for users with high engagement score a 'user journey' focused on converting the user gets triggered.

### Sample Workflow for Cart Abandonment



03

# Map Campaign To The Right Channel

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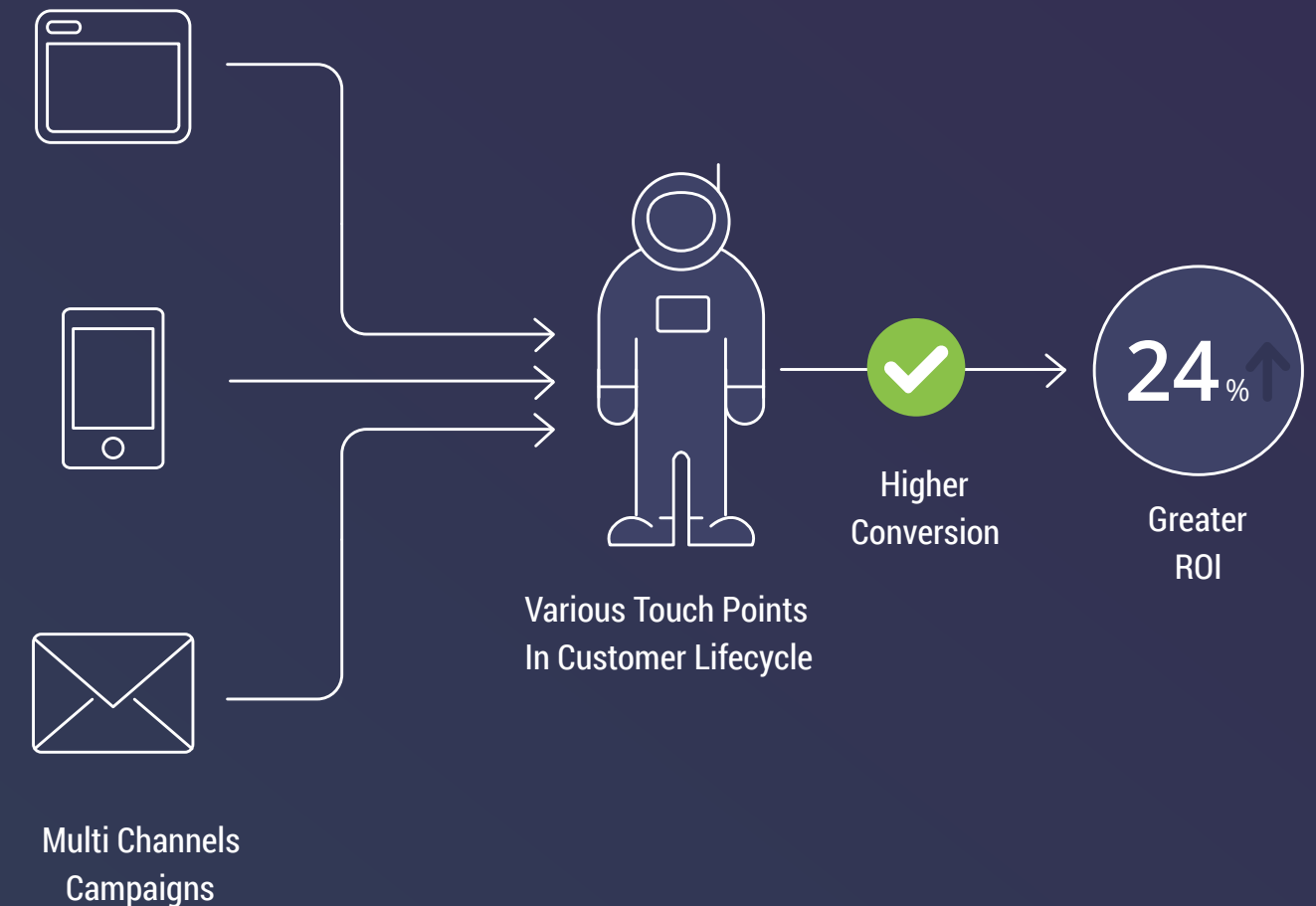


## Multi-Channel B2C Campaigns Realize 24% Greater Return On Investment

The aim of multichannel campaigns is to deliver contextually relevant communication throughout all customer touchpoints either promotional in nature or transactional. The efficacy of such campaigns is a function of factors like timing, messaging, and most importantly the choice of channel.

Simply put, from the host of channel choices available you have to choose the right channel to render your marketing communication. A promotional message might attract better results if sent using SMS over using email as a channel, or vice versa.

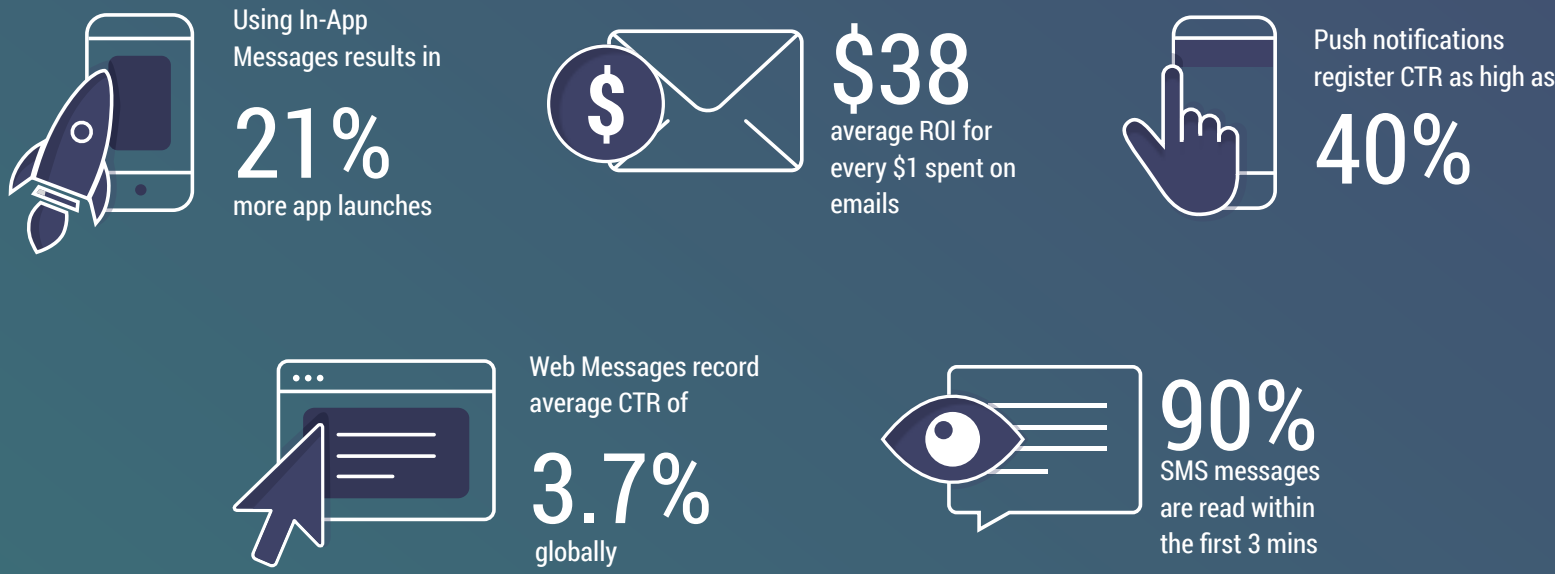
Moving further, we will discuss industry specific examples for multi-channel campaigns covering the channels - Website, Email, Mobile and SMS.






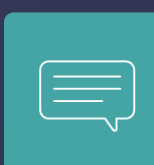



# How To Choose The Right Mix Of Marketing Channel

The performance of channels varies drastically, some attract good CTR's, some are cost effective, and some are easy to deploy. It is not like the old days where direct mail, newspaper ad, were enough to grab eyeballs.

Nowadays, marketers face the problem of too many to choose the right mix of channels. Moreover, the customer is in driving seat. Marketing is customer-centric not marketer-centric.



## Factors that influence the choice of marketing channel:

-  Buyer Lifecycle Stage
-  Channel Engagement Rate
-  Type of Message
-  Length of Message
-  Frequency of Message
-  Channel Reach
-  Industry Type and Scale of Business





## Plan The Right Triggered Email Campaign

Email is the most preferred channel for marketers across the globe. And why shouldn't it be, the average ROI of email marketing is 4000%.

For starters you can begin with segmenting user engagement scores. For example, you might want to convert users with high engagement scores by pushing a discount coupon via emails vis-a-vis their category of their interest.

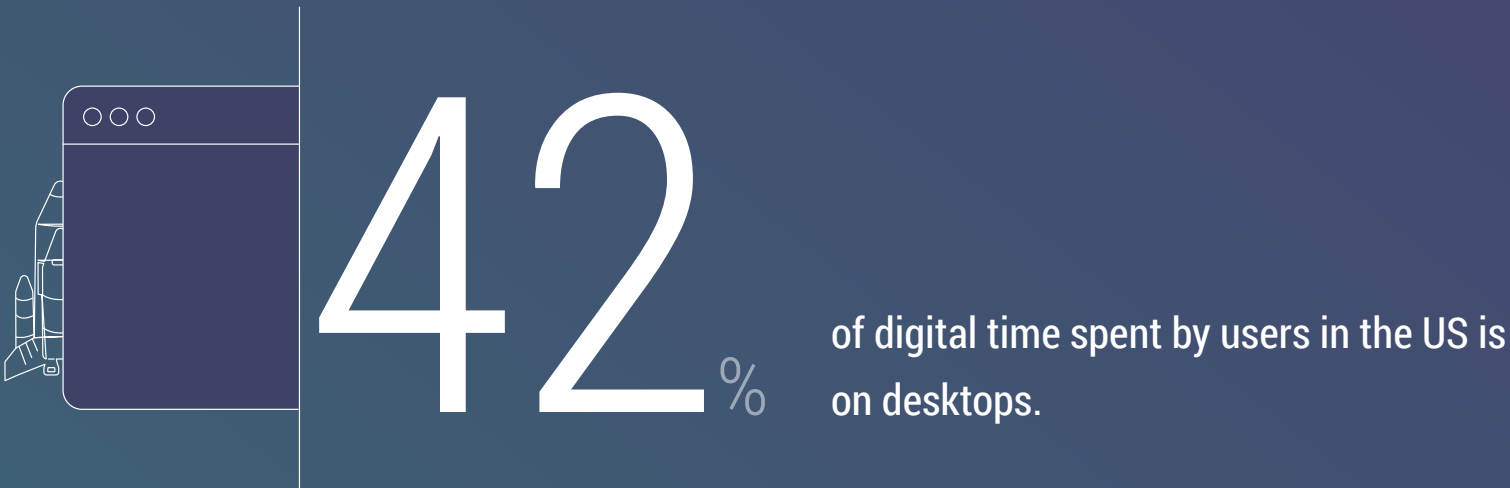
You might also want to set a threshold for users with engagement scores let's say of 60, and the segment who has bought at least thrice within last 6 months. Target this set of users with an email campaign specially designed to drive repeat purchase.

### Email

TRIGGER	Use Case
CATEGORY ABANDONMENT	Appropriate Category Promotion Based On Category Visited
ABANDONED SEARCH	Recommended Products Based On Products Searched
NEW MERCHANDISE	Real-Time New Merchandise Based On Products Browsed
ABANDONED CART	Cart Recovery Email - Complete Abandoned Purchase
POST PURCHASE	Cross-Sell Products That Are Generally Bought Together
PRICE DECREASE	Price Drop Update Targeting Customers Who Searched But Did Not Purchase



## Engage Right Users With Onsite Engagement



The above stats make onsite engagement an influential channel to guide contacts further down in the sales funnel. You can do a host of things to nudge users onsite by tracking the actions they perform.

On top of it, pair this with user engagement score to get a holistic picture of engagement level of the user. For example, consider a user with high engagement score in the checkout process and idle for an unusual time. It is only rational to send such user a promotional offer incentivizing her to complete purchase.

### Website Surveys

TRIGGER	Use Case
FIRST VISIT TO SITE	Know User's Intent Of Visit
REPEAT SITE VISIT	Do Smart User Profiling Through Gamification (Build Buyer Personas)
PRODUCT SEARCH	Newsletter Subscription (Email Capture)
ABANDONED CART	Know User's Reasons For Cart Abandonment

### Website Notifications / Browser Push Notifications

TRIGGER	Use Case
REPEAT SITE VISIT	Recover Abandoned Cart
SALE COMMENCEMENT	Announce Flash Sale
CATEGORY ABANDONMENT	Deliver Personalized Offer Based On Onsite Behavior
CART PAGE	Real-Time Promotions With Coupon Codes
PRODUCT PAGE VISIT	Highlight Free Shipping
BACK-IN-STOCK	Items Available



# Increase Mobile App Engagement With Push/In-App



80%

of users prefer using a smartphone to search the Internet. A whopping 800 apps are downloaded every second from the Apple App Store.

Undoubtedly the use of smartphones is on the rise. Users are constantly hooked to it throughout the day, relying on it to do a host of things. Through mobile, users can be reached via push notifications, in-app messages, browser push notifications, text messages among others.

Depending upon your app category and mobile strategy you can easily track events to trigger engagement campaigns.

## In-App Message

TRIGGER	Use Case
FIRST APP OPEN/ONBOARDING	Push Notification Opt-In
BEGINNING OF SALE	Limited Period Offer
INCOMPLETE PROFILE	User Profile Updation
FIRST APP OPEN/ONBOARDING	Welcome Message
NOT SUBSCRIBED TO NEWSLETTER	Newsletter Subscription
ADD TO CART	Personalized Offers

## Mobile Push Notification

TRIGGER	Use Case
CART ABANDONMENT	Recover Items In Cart And Complete Transaction
SHIPPING STATUS	Update Users Of Expected Product Delivery Details
CHECKOUT COMPLETION	Payment Successful, Order Placed
POST PRODUCT PURCHASE	Product Recommendation, Cross-Selling Related Products
BROWSE ITEM	Specific Offers Based On User Browsing Behavior



## Multi-Channel Accelerator Campaigns

In this section, we look at multi-channel accelerator campaigns that will help you convert more contacts into customers faster.

We have picked industry specific examples to illustrate how a multi-channel approach revs up your sales pipeline.



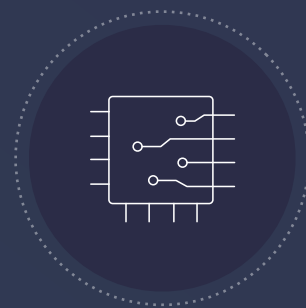
Travel



Financial  
Services



Real Estate



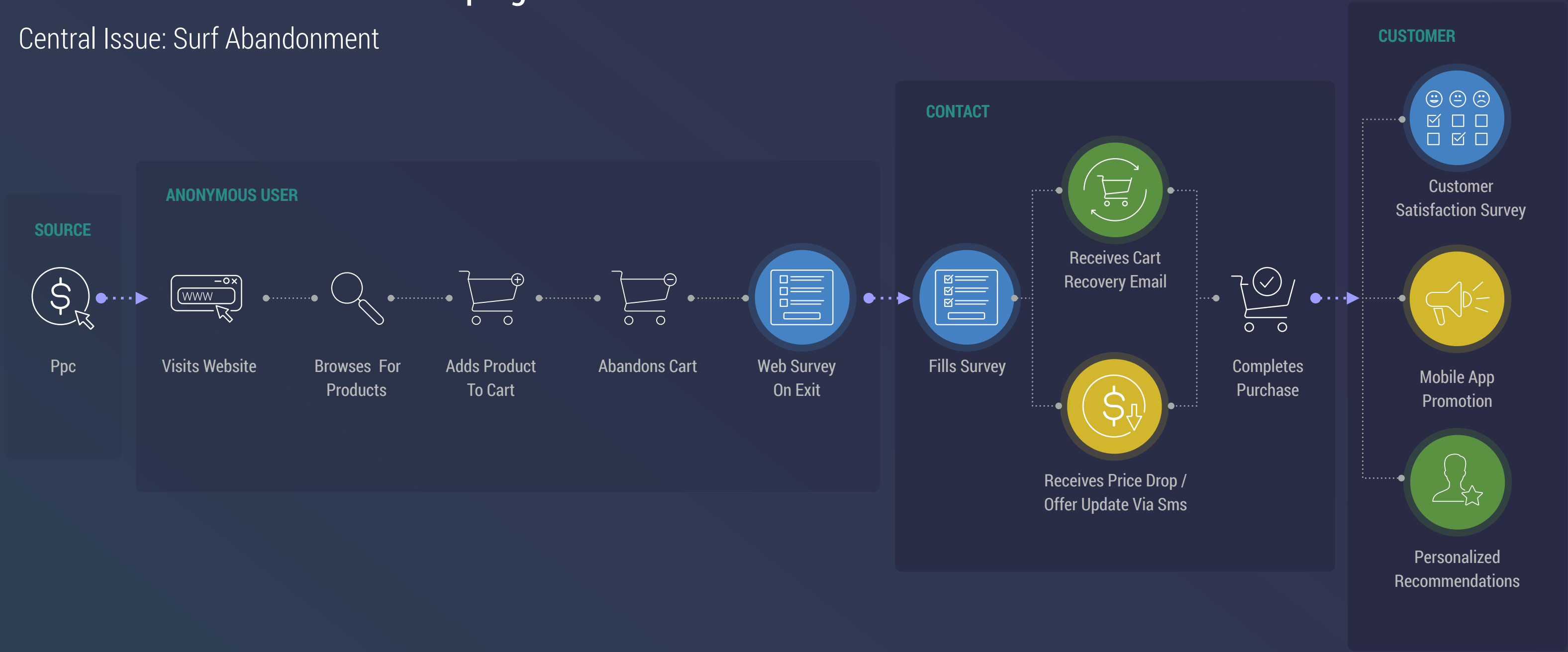
Education  
Technology



Ecommerce

# Multi-Channel Accelerator Campaign - Travel

Central Issue: Surf Abandonment



# Multi-Channel Accelerator Campaign - Financial Services

Central Issue: Form Abandonment





Multi-Channel Accelerator Campaign - Real Estate

Central Issue: Property recommendation



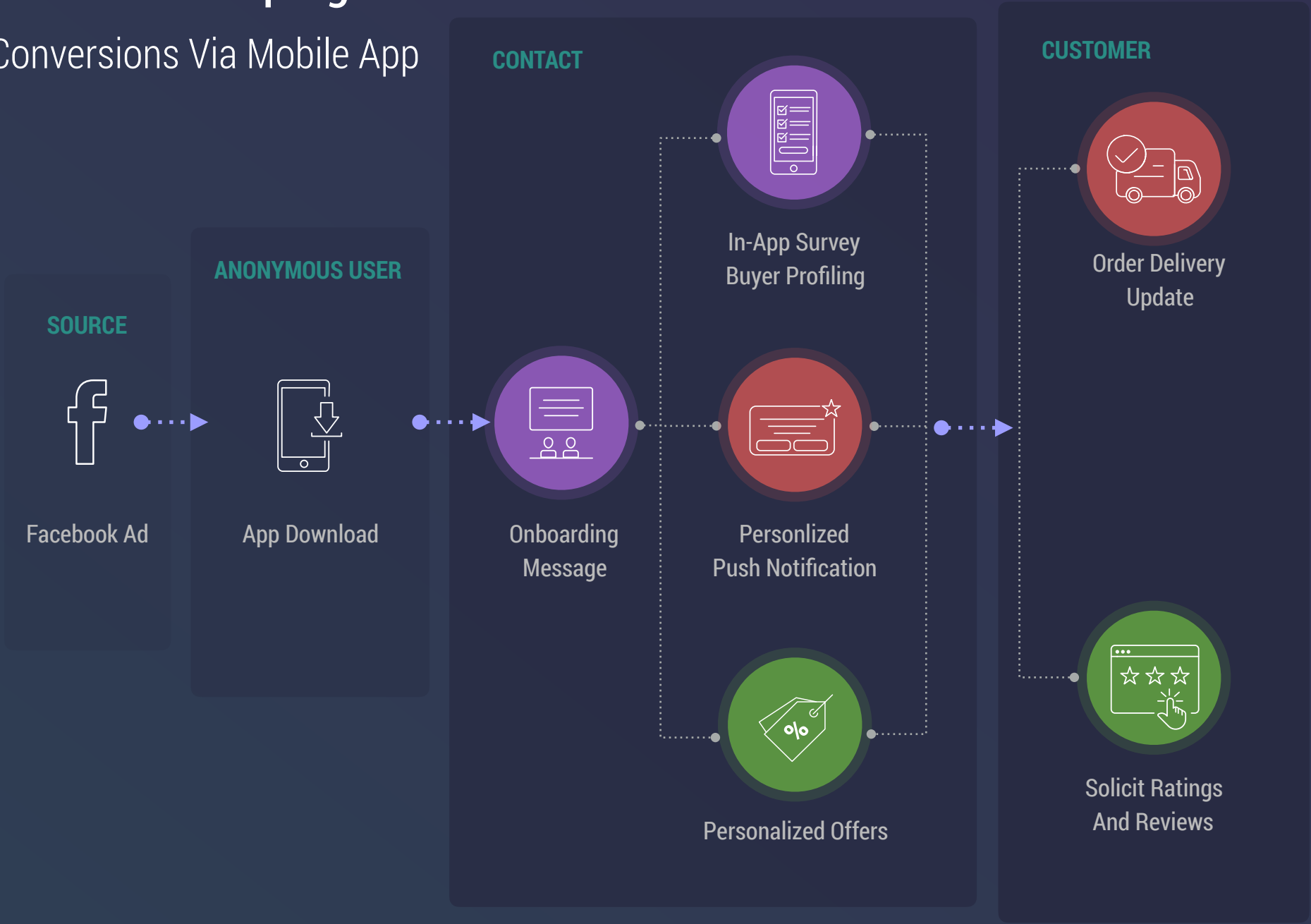
# Multi-Channel Accelerator Campaign - Ed Tech

Central Issue: New Course Enrollment



# Multi-Channel Accelerator Campaign - Ecommerce

Central Issue: Increase Conversions Via Mobile App



● WEB   ● EMAIL   ● SMS   ● PUSH   ● INAPP



04

# Conclusion

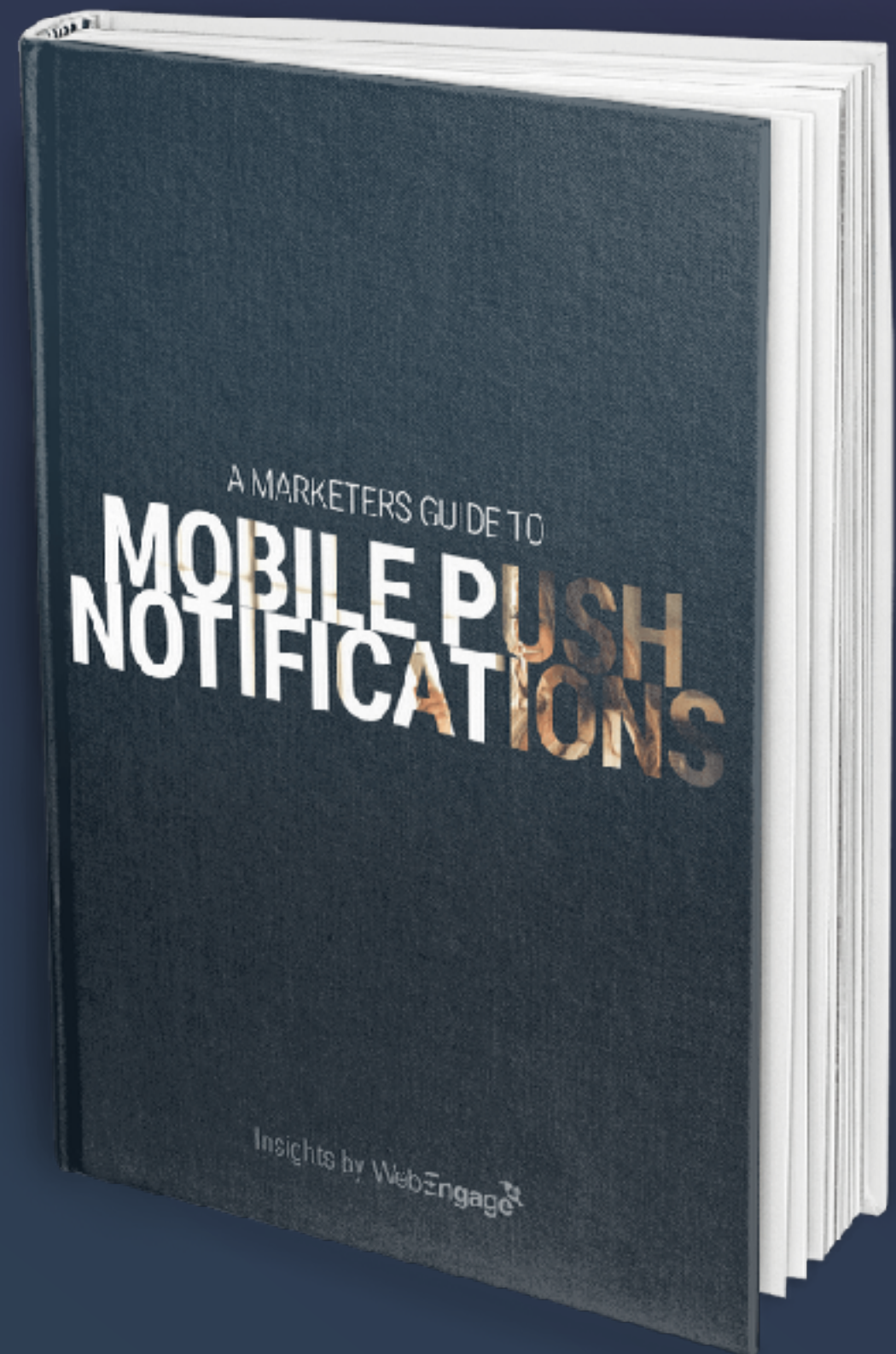
Let's move towards reaching multitudes with multi-channel marketing.

In today's distributed marketing environment, customers are becoming more and more channel agnostic. They prefer to engage over the channel of their choice.

Moreover, the dynamic marketing ecosystem warrants change in the conventional approach towards marketing. Marketers now need a unified view of customers across channels.

With multi-channel marketing, businesses can effectively convert more of anonymous users into contacts, align their marketing to sales funnel and convert contacts into customers.





Supplement Your Knowledge Of Multi-Channel Marketing With

# This Guide On Push Notifications

[Get The Free Guide](#)



**38,000+** online businesses use WebEngage everyday  
to improve their user engagement and retention.

**Talk To Us Today**



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