







# Why Marketing Automation Programme Design?



## Follow best practice

We'll help you get up to date on the latest best-practice techniques and how to implement them. This will improve conversion through consistent and valuable experiences at every touchpoint.



## Consistent experiences

When designing an automated programme we consider a range of factors, including available data, cadence of communication, and channels used to ensure consistent experiences.



## Span the entire journey

From lead generation or nurture, to retention or upsell, we can help you deliver effective, relevant communications no matter where the customer is in their journey.

## What does the Programme Design deliver?

Focusing on customer touchpoints and key messaging, our experts work with you to create marketing automation programmes that will delight your customers.



### Communication workflow and decision trees

Having identified all customer touchpoints in the strategy phase we use this information to map out communication flows and create decision trees. These help guide customers through the journey with the right message at the right time, via their preferred channel.



### Key messages

We can help you identify the key messages that align with the customer need, while delivering to programme objectives and optimising ROI. This ensures you deliver offers and information that are relevant to the customer, and profitable for you.



### Testing strategy

We can help you develop a testing strategy to uncover the tactics that will engage your customers most. This includes advice on best-practice for A/B testing subject lines or calls to action, the level of personalisation, or the timing or channel of communication.



### Implementation plan

Once we've created your programme design, we'll make sure you're armed with an implementation approach that makes execution easy. This plan will include the tasks to action first, and steps to take you to the next stage, as well as how these can be optimised.

## Why Qrious?

Qrious has extensive knowledge and experience creating and delivering marketing automation strategies specific to the New Zealand market. Combined with an in-depth understanding of technology capabilities, Qrious can design exceptional marketing automation programmes for your organisation.

Ready to improve your programme performance? Talk to us today at [info@qrious.co.nz](mailto:info@qrious.co.nz)