**Drip Campaign Tips**

Introduction

A *Drip Campaign* is a marketing slang term for sales follow-up. We have developed a series of twelve events which we’re suggesting you can engage in. You can find these events on your Marketing Calendar. The primary purpose for these events is to generate new leads to flow into your business. Each event was designed to attract different segments of the senior market to learn and experience different and entertaining things that you, and in many instances your JV Partner, will present.

In the period of time leading to each event there are several promotional activities which we have suggested you explore. These promotional activities are intended to encourage people who already are in your sphere of influence to engage in; and, they are intended to add new people to your list of prospects, either directly with advertising and press release activities, or through viral means as your current customer/prospect invites their friends and neighbors to attend these events.

The key with implementing a drip campaign is make certain that the new people coming into your awareness as a result of these events are “nurtured” into a strong enough relationship that they will be willing to talk with you directly about the products/services that you provide.

The key word here is relationship. Your prospect’s first introduction to you may have been at the last event you held. A well planned and executed drip campaign will take that first meeting into a more robust experience long after the event had passed.

The Anatomy of a Drip Campaign

The drip campaign is simply a series of custom designed messages that are sent to a specific group of people in an automated fashion. These messages should be thought of a series of messages that each link one to the other, with the series being delivered over a span of 4 to 6 weeks. Ideally, once these specifically written messages have played out, then the message sequence would flow into a more general sequence of messages that should be sent to prospects over at least a one year period of time.

The messages are to be delivered to the prospect in a pre-programmed sequence which is to be set up to be sent through an automated process called an autoresponder. The sequence is programmed such that each message is delivered after a certain number of days after a specific action…in the case of events, the message delivery is set up in reference to the event date. We’ll describe more of this later in this document.

Tools Needed to Manage Your Drip Campaign

The idea of having to have to a follow-up program for every individual who attends every new event can at first seem overwhelming. But there are software services, often called autoresponders that you can employ to make this process essentially automated.

The autoresponders that we just mentioned will send your prospects a message on a specific number of days following your event. There are dozens of companies to chose from that can provide this service, but we can recommend three here: AWeber (<http://www.aweber.com>); Constant Contact (<http://www.constantcontact.com/index.jsp>); and Mail Chimp (<http://www.mailchimp.com/>). Each of these companies has an easy-to-manage user interface; and they all have simple to follow, step-by-step videos that will walk you through how to set up your campaign.

Content of Your Drip Campaign

The goal of a drip campaign is to engage your prospect. Because the drip campaign can be flexible, you’ll want to maintain that engagement by referring to the original or most recent experience they have had with you. So the content in your drip campaign should be somewhat linear. It should connect the prospect with your last interaction and should follow through to more general communication that also addresses several calls to action.

Each of the messages you send should be fairly short. If they were printed on a page, try to limit them to a single page, right around 400 words or so. You want your prospect to be engaged in your content without making the content too long, or too “salesy.”

Keep the first couple of messages limited to useful content, referring back to the event they attended. Give them some background on you and your business, why you put on the event, why community involvement is important to you, why your attention to the senior market is so much a part of your business philosophy.

After the first couple of messages that are purely content-driven, we suggest that you include a call to action. When you are prepared to deliver a call to action, make the beginning of your message content oriented, and then weave into the message the call to action. Try to be creative with your call to action…encourage a variety of actions. Give your prospect something free in exchange for a face-to-face visit, but make what you offer something that is relevant to your services.

In the end, you’ll want the content of each of your drip campaigns to contain something of true value to your prospect. Remember that one of the key ingredients in any marketing campaign is to provide value to your prospect. Think always about the phrase: What’s In It For Me (WIIFM). At all times in each of your drip campaign’s messages, your prospect should always know that the content is relevant to them, and has value.

Scheduling Your Drip Campaign

Design your overall campaign to be roughly ten messages that would be delivered over a period of 8 weeks. Your messages will come a little more frequently early on, and should ultimately level out to be received once a week. These messages would be in addition to the newsletter that we’ve designed for you to send to your prospects.

*We recommend that you follow a schedule similar to this one:*

* Message 1: Deliver the day after the event
* Message 2: Deliver 4 days after the event
* Message 3: Deliver 8 days after the event
* Message 4: Deliver 14 days after the event
* Message 5: Deliver 21 days after the event
* Message 6: Deliver 28 days after the event
* Message 7: Deliver 35 days after the event
* Message 8: Deliver 42 days after the event
* Message 9: Deliver 49 days after the event
* Message 10: Deliver 56 days after the event

Setting Up Your Drip Campaign

Once you’ve written each of your messages you can set up an automatic delivery with the autoresponder of your choice. The process is very simple; literally just copy and paste each message into your autoresponder and assign a delivery time. Most autoresponders are designed such that the delivery time is noted as the number of days after a target date. So, you can use the recommended schedule noted above as your guide.

One note of caution: it is extremely important that you set things up so your messages will be delivered immediately after the event. You want to take advantage of the “freshness” of the event so your prospect will remember who you are, and will open the message from you. If you wait for several weeks after the event to deliver the first message in your sequence, you will have lost the majority of your prospects. In fact, we encourage the first message that you send to include a reference to your event in the subject line so the prospect will make an association between you, the event, and emails coming from you.

We encourage you to make use of the video instructions that are available for your educational purposes by most autoresponder providers. We aren’t naïve enough to believe you won’t have questions when you begin to set up an autoresponder campaign. We can, however, recommend that the best thing to do is to experiment. Weeks before your first event, create a three-part autoresponder series for a test. Write three messages with the subject lines being: Subject Line 1; Subject Line 2; and Subject Line 3 respectively. And the body of the message is simply the same as the subject line. Create a campaign group, and enter yourself and one or two others into this campaign. (If you have more than one email account, then just enter yourself several times). Make the campaign such that it ends in 4 days. Day 1 is when you set the campaign up. Days 2 – 4 are the next three days after the campaign set-up.

Check your inbox and see how this test campaign worked out. We can’t stress enough that running this test a week or more before your first event will ensure that when you’re *really* ready to build a campaign for that first event you’ll have ironed out all of the kinks in the set-up.

One more thing to mention is that the companies that we’ve recommended seem to each have excellent customer support. So after you’ve set up your campaign, if things didn’t work as you expected you can ask someone for help.

Fine Tuning Your Drip Campaign(s)

If you refer to your Marketing Calendar, we’ve provided instructions for a new live event to be held every month. Once you’ve held your first live event, if you plan to do another the next month, you’ll find that you’ll likely have prospects who attended the first event come to future events. You’ll need to determine how to handle those prospects in your drip sequence.

These multi-attendees would appear to have a higher affinity for you and your events. As such, they have a higher likelihood of actually becoming a customer. So you may want to isolate this smaller group of prospects and create a special drip campaign just for them. Perhaps you’ll want to give them a more valued incentive to meet with you face-to-face to talk about your business. Perhaps you’ll want to give them a different set of introductory products or programs. Experiment with this group. Your creativity with them will be rewarded.

And, one more thing with this group…be careful to remove them from one drip campaign if they qualify for another. If you are holding a new event every month, it is possible that you could have a prospect attend each. And, if that were the case, depending on the exact day of the month you held your events a prospect could qualify for three drip campaigns simultaneously. Be sure to create a priority for the drip campaign you’d like these multi-attendees to receive. But, we recommend that you don’t default to the campaign for the most recent event as the one with highest priority. Doing that would result in the high-value prospect not receiving enough messages with a strong call to action. It is for this reason that we suggest you create a multi-attendee campaign all its own.

Start Your Drip Campaign Today

What better time to begin taking advantage of this proven marketing tactic than right now. Stop everything you’re doing and research the three autoresponder companies we suggested. Learn how they work, and set up a test campaign today.

If you have a prospect database that you’ve compiled already, import that database into this resource. And, we suggest that you do the same with your clients. You don’t have to limit your drip campaign to sending prospects messages. Remember to be creative with this tool. Put your past or inactive clients into a drip campaign and see if you can reactivate their interest in you. Put your active clients into a drip campaign and see if you can urge them to buy something more from you. This tactic can be one of the most versatile tools in your marketing arsenal. Use it with gusto!