



مارکتینگ اتومیشن به عنوان استراتژی یا ابزار؟

ارائه دهنده: علی دریابک

وبینار در یک نگاه

1. مارکتینگ اتومیشن چیست؟
2. شناخت کانال‌های تعاملی
3. استراتژی‌های مارکتینگ اتومیشن چیست؟
4. استفاده از مارکتینگ اتومیشن برای بخش‌های مختلف
5. مثال‌هایی از پیاده سازی مارکتینگ اتومیشن در بخش‌های مختلف
6. تلفیق CRO و مارکتینگ اتومیشن
7. مثال‌هایی از پوش نوتیفیکشن
8. بررسی کیس استادی

معرفی کوتاه

کارشناس ارشد دیجیتال مارکتینگ



کارشناس ارشد مارکتینگ اتومیشن



مدیر دیجیتال مارکتینگ



مدیر دیجیتال مارکتینگ





مارکتینگ اتومیشن چیست؟

مارکتینگ اتومیشن چیه؟

مارکتینگ اتومیشن یعنی استفاده از کانال‌های بازاریابی دیجیتال به صورت هدفمند

Engagement & Behavior



شناخت کانال‌های تعاملی

شناخت کانال‌های تعاملی

SMS



Email



App Push



Web Push



استراتژی‌های مارکتینگ اتومیشن

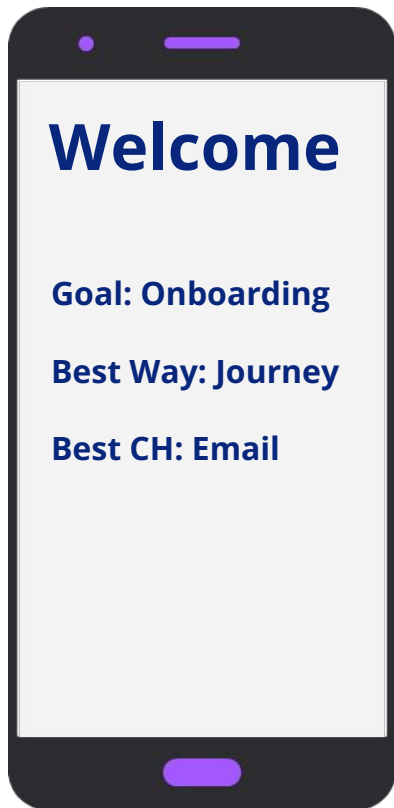
استراتژی‌های مارکتینگ اتومیشن

- S** Situation – Where are we now?
- O** Objectives – Where do we want to be?
- S** Strategy – How do we get there
- T** Tactics – How exactly do we get there?
- A** Action – What is our Plan?
- C** Control – Did we get there?

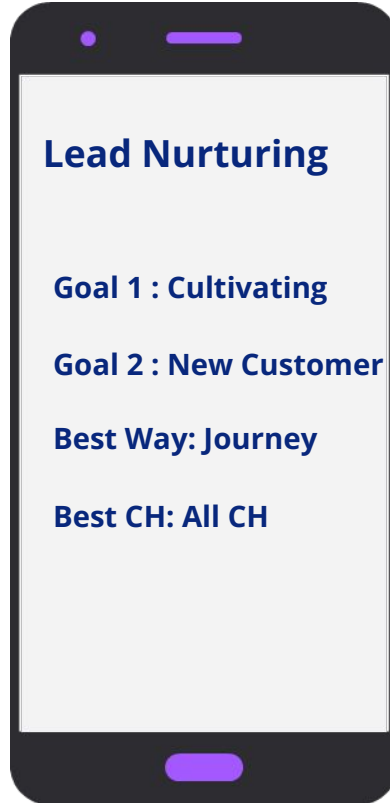
استراتژی‌های مارکتینگ اتومیشن



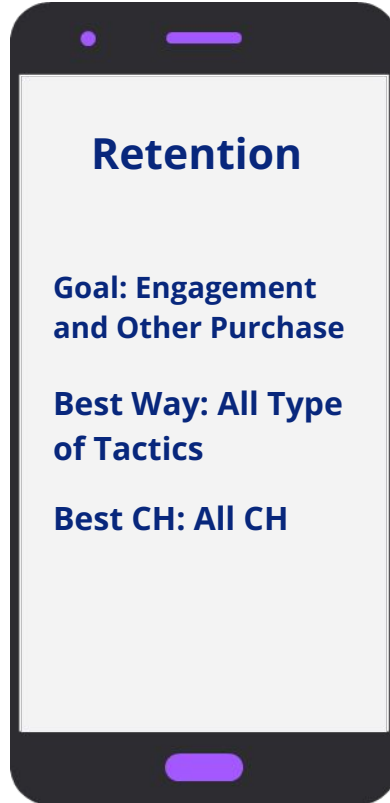
استراتژی‌های مارکتینگ اتومیشن



استراتژی‌های مارکتینگ اتومیشن



استراتژی‌های مارکتینگ اتومیشن



استراتژی‌های مارکتینگ اتومیشن

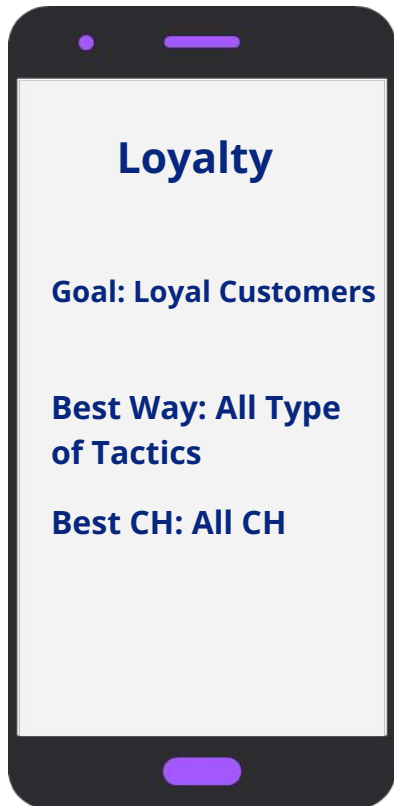
Event Based

Goal: Recognition and Engagement

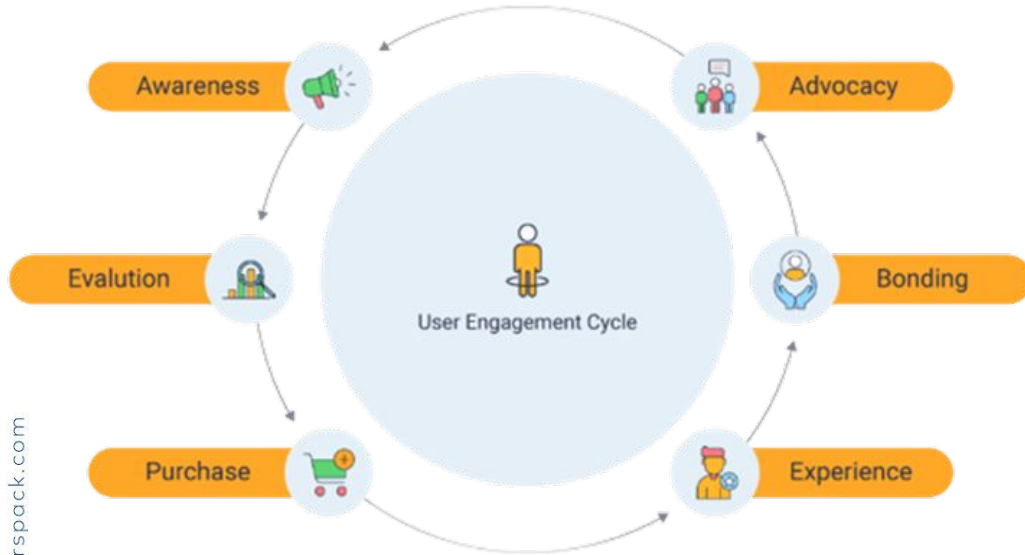
Best Way: All Type of Tactics

Best CH: All CH

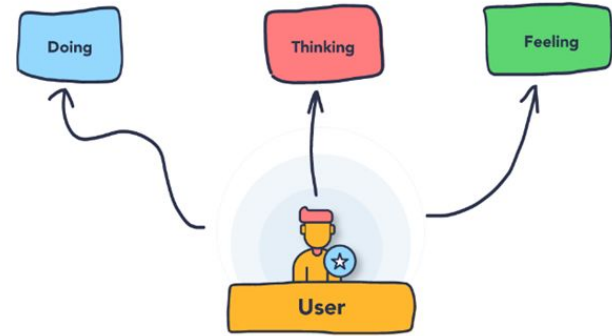
استراتژی‌های مارکتینگ اتومیشن



استراتژی‌های مارکتینگ اتومیشن



A Marketer's Empathy Model



Stages of Engagement	Doing	Thinking	Feeling
Awareness	<ul style="list-style-type: none"><li data-bbox="334 295 739 394">▶ Browsing through the internet. 🔍<li data-bbox="334 459 763 503">▶ Reading blog posts. 📖<li data-bbox="334 568 716 612">▶ Watching videos. 👁️<li data-bbox="334 678 780 721">▶ Listening to podcasts. 🎧	<ul style="list-style-type: none"><li data-bbox="937 377 1315 476">▶ This looks like something I can use! 😸<li data-bbox="937 541 1331 639">▶ I wonder what others think of this product. 😐	<ul style="list-style-type: none"><li data-bbox="1404 295 1866 394">▶ Excited to discover a new product. 😄<li data-bbox="1404 459 1823 558">▶ Not sure if it's the best option out there. 🙄<li data-bbox="1404 623 1846 721">▶ Interested in knowing more about the product. 🤔
Evaluation	<ul style="list-style-type: none"><li data-bbox="334 820 830 918">▶ Reading reviews by existing customers. 📖<li data-bbox="334 983 853 1027">▶ Watching product videos. 👁️	<ul style="list-style-type: none"><li data-bbox="937 765 1309 863">▶ Who offers the best price? 😊<li data-bbox="937 929 1271 1076">▶ Who's the most trusted vendor in the market? 📦	<ul style="list-style-type: none"><li data-bbox="1404 874 1885 972">▶ Need some reassurance to go ahead with my decision. 🛑

Purchase

- ▶ Searching for a product. 🔍
- ▶ Scanning through product details. 😊
- ▶ Adding product to cart. 🛒
- ▶ Purchasing the product. 💰

▶ Where can I call them if I have a query or a problem with the product? 📞

▶ What's their return policy? 📦

▶ Which shipping option should I choose? 😊

▶ Do I need to pay extra for shipping? 📦

▶ Do I really need to sign up or can I just purchase as a guest? 😊

▶ Unsure about divulging too many personal details. 🚫

▶ Sceptical of receiving promotional emails/ calls/ messages from other vendors. 📞

Experience

- ▶ Looking for a way to track the order. 🚚
- ▶ Tracking if it has been shipped. 📦
- ▶ Checking for delivery updates. 📦

▶ Can I track the order somewhere? 😊

▶ Will my order ship on time? ⌚

▶ How can I return it if I don't like it? 🔄

▶ Nervous if the product will actually arrive. 🚚

▶ I hope I don't miss the delivery. 🚩

▶ I hope it's exactly what the description & reviews say. 📦



<p>Bonding</p>	<ul style="list-style-type: none"> ▶ Interacting with emails, push notifications to discover new products on your platform. 📧 ▶ Exploring new products/ services/ features of your platform. 🔔 ▶ Enrolling for a loyalty program. ❤️ 	<ul style="list-style-type: none"> ▶ Do they have any other products or services that I can purchase? 🛒 👗 👠 ▶ Let me check if they have xyz product that I need. 🔍 	<ul style="list-style-type: none"> ▶ Interested in doing more business with you. 👥 ▶ Thrilled to have a good experience again & again. 🧑 ▶ Looking forward to premium offers & discounts. 🎟
<p>Advocacy</p>	<ul style="list-style-type: none"> ▶ Writing a positive review on your app/website. 💬 ▶ Recommending your app/website/product to their colleagues & friends. 👥 ▶ Interacting with you through social media platforms. 🗣️ 	<ul style="list-style-type: none"> ▶ I really like this brand, they understand my needs so well! 😊 ▶ I want more people to experience this. 👤 ▶ It's a nice offer/product, my friends could benefit from it! 👥 	<ul style="list-style-type: none"> ▶ Happy & content. 😄 ▶ Confident in the brand's ability to deliver great experiences to the people I have recommended it to. ✨



استفاده از مارکتینگ اتومیشن برای بخش‌های مختلف

استفاده از مارکتینگ اتومیشن برای بخش‌های مختلف

One-time



Send the campaign only once at a specified date and time

[Learn more](#)

Triggered



Send the campaign on the occurrence of a custom event

[Learn more](#)

Recurring



Schedule the campaign to be sent at regular intervals

[Learn more](#)

Transactional



Send critical messages through our transactional API

[Learn more](#)

استفاده از مارکتینگ اتومیشن برای بخش‌های مختلف



استفاده از مارکتینگ اتومیشن برای بخش‌های مختلف





مثالهایی از پیاده سازی مارکتینگ اتومیشن در بخشهای مختلف

مثالی از پیاده سازی مارکتینگ اتومیشن در بخش های مختلف

The image displays a screenshot of the Bajaj Finserv website. On the left, a prominent orange banner reads "APPLY ONLINE FOR LOAN" and "Get India's Lowest interest Rate" with a large "9.50%" and "APPLY NOW" button. A white arrow points from this banner to the "My Details" section of a loan application form on the right. The form includes fields for personal information, contact details, and employment status.

APPLY ONLINE FOR LOAN
Get India's Lowest interest Rate
9.50%
Terms & conditions apply

APPLY NOW

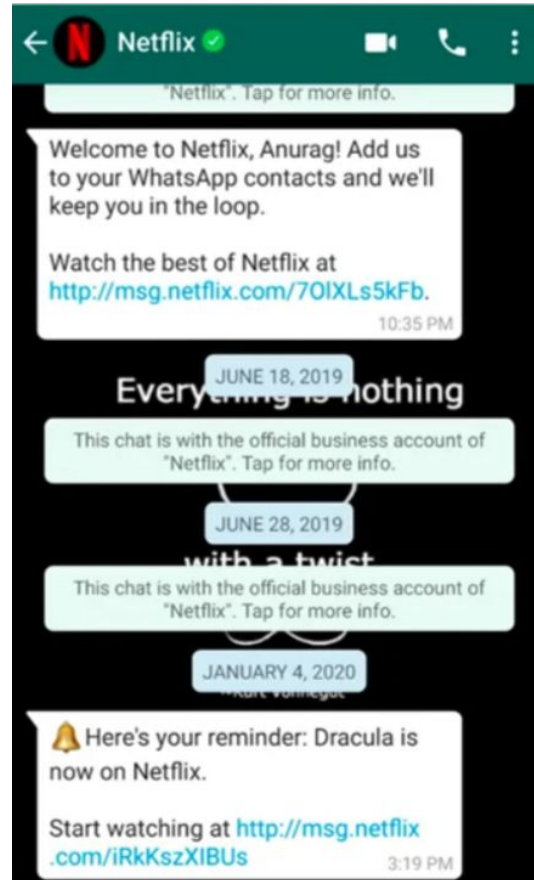
BAJAJ FINSERV
Track application | Resume a previously saved form | Need help?

My Details

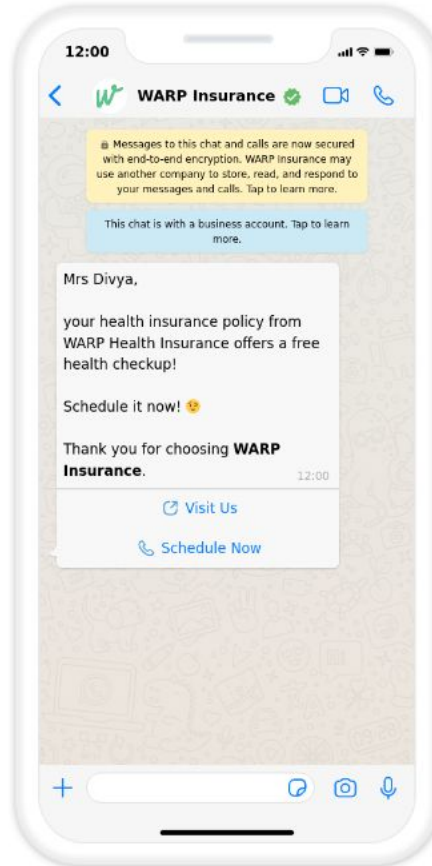
First Name* Middle Name Last Name*
Gender Male Female Date of Birth* DD / MM / YYYY
Mobile No.*
Office Email ID* PAN Card*
Select City* Select State* Residence pincode*
Current Employer*
Latest Net Salary Month 1* Latest Net Salary Month 2*
Submit

PRIVACY
Bajaj Finserv is a source of information, as well as access to financial services provided by the Bajaj Finserv companies. © 2016 Bajaj Finance Limited

مثال‌هایی از پیاده سازی مارکتینگ اتومیشن در بخش‌های مختلف



مثال‌هایی از پیاده سازی مارکتینگ اتومیشن در بخش‌های مختلف





CRO & Marketing Automation

Control Group A/B Test



مثال‌هایی از پوش نوتیفیکیشن

مثال‌هایی از پوش نوتیفیکشن



Chrome www.cuttingboard.com

Get started with gourmet cooking
50+ recipes from 20 award-winning chefs



Get your free e-book

Chrome www.creativeheads.com

We want to serve you better
Your opinion means a lot!



Share feedback

Remind me later

مثال‌هایی از پوش نوتیفیکشن

🔔 Chrome www.fortyeighteast.com

15% Off On Every Pizza!

Special surprise for the first 10 orders.



Online Menu

🔔 Chrome www.fortyeighteast.com

It's Absolutely FREE!

Enjoy special offers on a meal for 5



Online Menu

مثال‌هایی از پوش نوتیفیکشن

 Chrome www.stalkbuylove.com

15% OFF Only For You!

Apply Coupon code AP-15, valid only till monday



Shop Now

مثال‌هایی از پوش نوتیفیکشن

Chrome www.tijori.com

Woohoo! You did it!

You have earned 1000 reward points!



Redeem Points

Chrome www.jabong.com

You've Unlocked Our Gold Membership!

Use points to shop now.



Avail Now

Know More

مثال‌هایی از پوش نوتیفیکشن

Chrome www.thatpersonal.com

Become the #1 Shopper

Get vouchers of your choice worth Rs.5000



Start Shopping

Know More

Chrome www.koovs.com

Clara Just Bought A Dress For You 10% Les:

See how you can too!



10% OFF
on Dresses



Avail The Offer

مثال‌هایی از پوش نوتیفیکشن

 Chrome www.azafashion.com

Get 40% Off On Your Next Purchase
if a referred friend places an order.

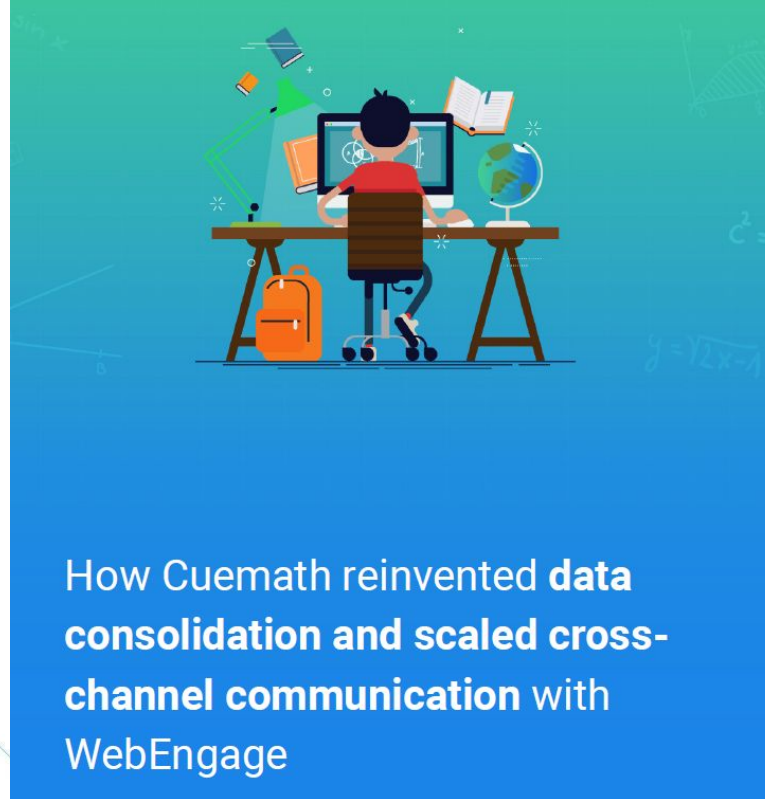


Refer Now



بررسی Case Study

بررسی کیس استادی



How Cuemath reinvented **data consolidation and scaled cross-channel communication** with WebEngage

***Be the change you wish to see in the
world***

تغییری باش که آرزو داری در جهان ببینی

ممنونم از توجه تون