

E-Mail Marketing Webinar

Moderator:

Joshua Daly joshuadaly@uri.edu
RI Small Business Development Center
Director, Southern Region

Presentation by:
Julie Loffredi



We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND



What Is Email Marketing

Turning leads into customers and turning customers into repeat buyers.



E-Mail Is Powerful

Email marketing is up to 40 times more effective than social media, according to a study done by McKinsey & Company. The same study also shows that the buying process happens 3 times faster than in social media.

Statistically, there are indicators that show the growing potential of **email marketing**.

(Source: Digital Agency Network)

Getting Started With A Strategy

How often will I send out emails to my customers? (How much time a week or month can you spend?)

How will I get customers to opt-in? (We will go over this)

What platform will I use? (Basic Gmail, MailChimp, ConstantContact, ActiveCampaign or via Website)

What kind of content will I share? (We will go over this)

How can I make the content within my brand? (Colors, fonts, tone of language)

What's the call to action? (What do I want my audience to do after reading the email?)

Will I share the same content on my social media? (Think about your entire marketing strategy and how emails fit in)

Start Growing Your Email List

Easy:

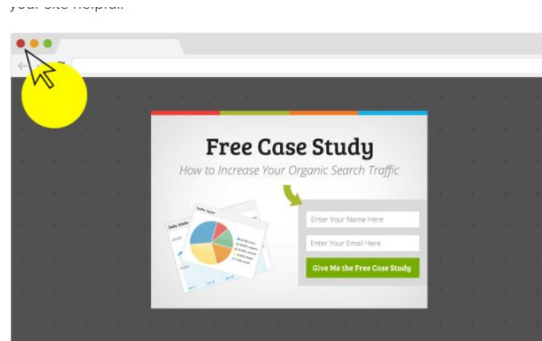
- Ask customers to join your email list
- Collecting current emails
- Add place for email on receipts, etc.

Medium:

- Pop up on your website
- Form on your website/blog

Harder:

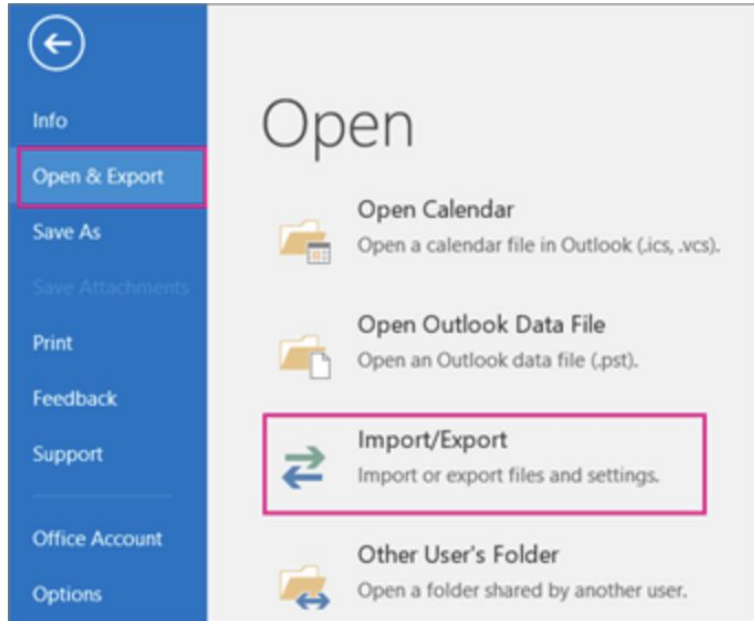
- Ads to collect emails
- Landing pages, drip and automated campaigns



Example: pop up on website to ask users for email

Start Growing Your Email List

2. Choose **Open & Export** > **Import/Export**.



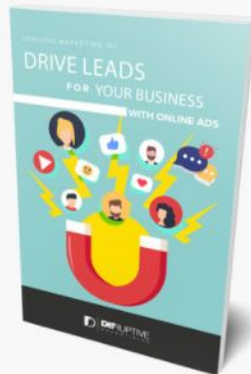
Start Growing Your Email List

NEED MORE LEADS?

Driving leads online is hard. This guide makes it easier.
Start getting the results you need TODAY!

[GET THE GUIDE](#)

[Nah, I have too many leads already...](#)



gn >

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[Try it free](#) ▶

[Product Blog](#) [Inside ActiveCampaign](#)

Email Address

[Get blog updates](#)

Important: Privacy, Opt-In

The 3 Essential Steps for Getting a Body You LOVE without Dieting

Enter your email for your FREE video and learn how to:

- ▶ **Avoid the most common mistake** everyone makes when trying to lose weight
- ▶ **Get off the dieting rollercoaster** and lose weight eating what you love
- ▶ **Burn thousands of extra calories per week** without breaking a sweat
- ▶ Get healthy for life **without any gimmicks, tricks or ridiculous diet rules**

"Getting healthy shouldn't be a struggle, it should make your life awesome." -Darya Rose, Ph.D



Darya Rose, Ph.D

Join Over 100,000 of your Peers!

Get daily articles and news delivered to your email inbox and get CMI's exclusive e-book

Launch Your Own Content Marketing Program FREE!

Important: Include Unsubscribe Tab

Learn more about our response to COVID-19 [here](#).



APPLY FOR AN ALL REWARDS CREDIT CARD

[CUSTOMER SERVICE](#) [ALL REWARDS](#) [PRIVACY](#) [UNSUBSCRIBE](#)

‡Offer valid only on standard U.S. domestic orders placed on [anntaylor.com](#). Free shipping offer excludes Alaska, Hawaii, and Puerto Rico. Additional fees apply for expedited shipping, multiple shipping destinations, and shipments to Alaska, Hawaii, Puerto Rico, or outside of the United States. Free shipping will be applied automatically at checkout; no promotional code is needed. Not valid for cash. No adjustments to prior purchases. Offer is subject to change and/or end without notice.

*Offer valid at [anntaylor.com](#) for orders shipped within the U.S. Thursday, 04/23/2020 at 12:00 AM ET until Monday, 04/27/2020 at

Note: Many tools automatically include this feature and will “delete” that user from your database

Avoiding Spam Tips

- Opted-in, easy way to Opt-out of your emails
- Send emails through verified domains (no pretend emails), good IP address
- Use merge tags to personalize the “To:” field of your email campaign.
- Ask subscribers how to whitelist your emails, and ask them to add you to their address book.
- Avoid excessive use of “salesy” language
- Don’t “bait-and-switch” by using deceptive subject lines.
- Include your location

Pick An Email Tool

Resource: <https://hostingfacts.com/best-email-marketing-services/>

Constant Contact (0-500 subscribers \$20/month)

SendInBlue

GetResponse

MailChimp

ConvertKit

And Many Others...

Pick An Email Tool



Feature overview

Find out why creators choose
ConvertKit



Sign up forms

Turn readers into subscribers



Automations

Build a path for your subscribers



Landing pages

Get your next creative project live



Email designer

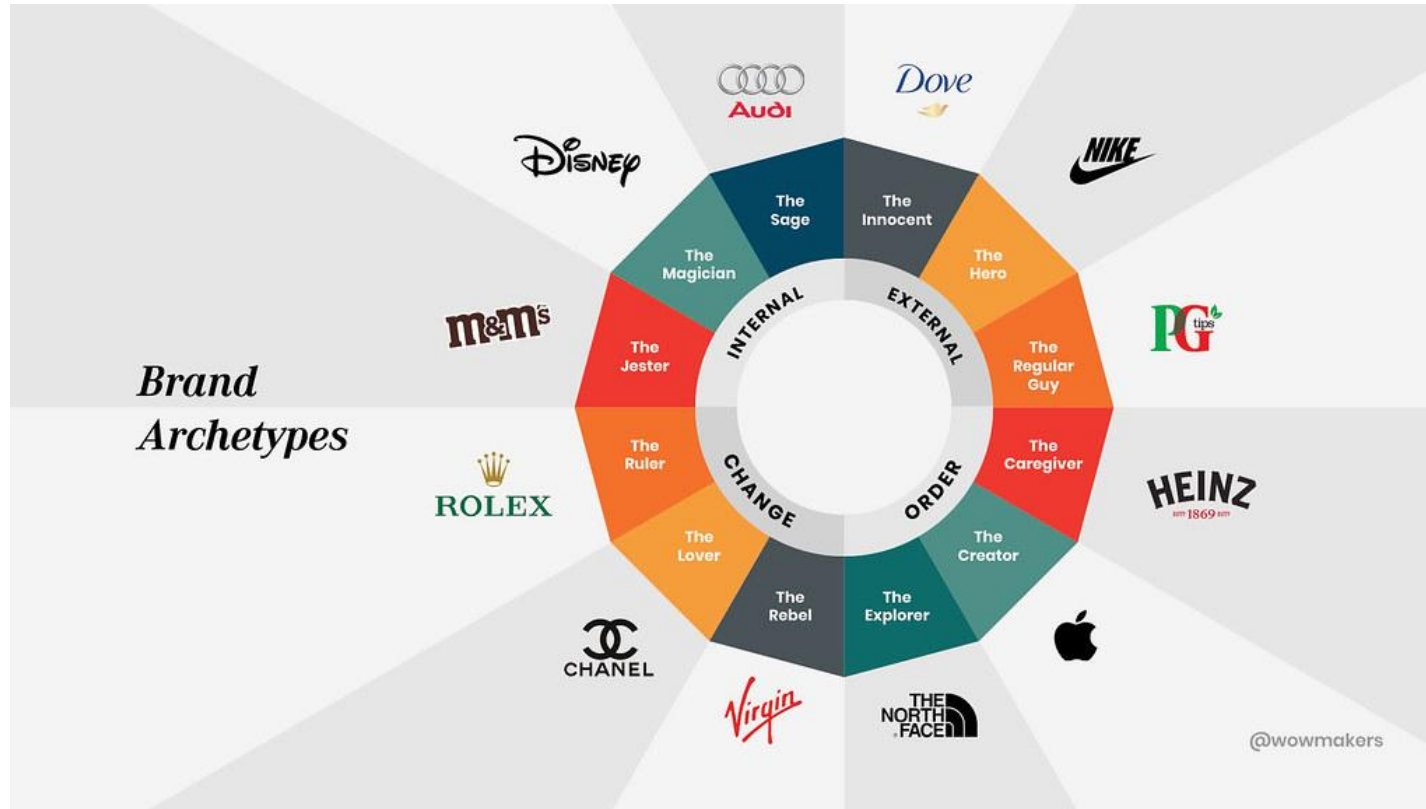
Write simple, beautiful emails



Integrations

Connect to your favorite tools

Understand Your Brand



- **New subscribers:** send new subscribers a welcome email or a welcome series.
- **Preferences:** subscribers who want to hear about blog posts vs. those who only want sale notifications.
- **Interests:** subscribers who like classical music vs. those who like pop.
- **Location:** notify subscribers who live in the area about your local event.
- **Open rate:** reward your more engaged subscribers with a special offer just for them.
- **Inactivity:** remind subscribers who haven't engaged for a while of the next step you want them to take.
- **Lead magnet:** send targeted emails based on the topic of the lead magnet that they opted-in for.
- **Shopping Cart Abandonment:** remind subscribers who put items in their cart that they haven't checked out yet.

(Source: Optinmonster)

What Should You Send?

How Frequently?

What Does My Audience Want To
Know?

Planning

Target / Persona	Topic	Source
<i>High-level description of target audience</i>	<i>What angle needs to be addressed?</i>	<i>Where to find more info for content</i>

Month / Day			
Month	Send Date	Owner / Stakeholder	Status of Campaign
<i>Description</i>	<i>Delivery Date</i>	<i>Who is creating this email?</i>	<i>Ex: New, In Progress, Complete</i>
January			
Email 1			
Email 2			
Email 3			



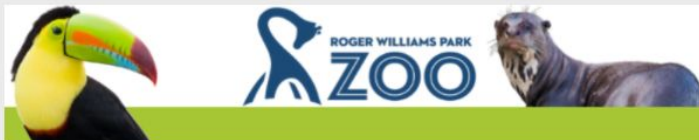
Authenticity

Reminder: The Animals Still Need YOU! > Inbox x



Brooke @ RWPZoo development@rwpzoo.org via auth.ccsend.com
to me ▾

Tue, Apr 14, 10:32 AM (6 days ago) ☆ ↶ ⋮



URGENT MESSAGE from your Zoo Family

Times are tough. The Zoo is no exception.

But, our animals offer hope.

Fiona the sloth is still expecting a baby this spring, the elephants - Alice, Kate, & Ginny - are still getting their daily baths, and the river otter family is still playing all the time.

Animals still need food, enrichment, love, and specialized care every single day. Even in the midst of an emergency.

If you and your family are able to **make a gift** to our emergency fund, the extra support will make such an important difference for our animals at this critical time.

With the Zoo closed as we enter our peak attendance season - a time that is vital to our operational budget - we know we will have additional challenges ahead.

Authenticity

Donate Now

Will you show up for them today with a [gift towards their care](#)?

Whether a [one-time gift](#) or a [monthly donation](#), our Zoo family really needs you now. It will give our animals everything they could ever need will make sure the Zoo is ready for you when we can open again.

If you're able, please [help](#). A gift of any size will make a difference.

Be safe and stay healthy,

Brooke Fairman
Director of Development

Donate Now

Call To Action

Roger Williams Park Zoo, 1000 Elmwood Avenue, Providence, RI 02907

[Unsubscribe](#)

[Update Profile](#) | [About Constant Contact](#)

Sent by development@rwpzoo.org in collaboration with

Constant Contact

Try email marketing for free today!

Add Option to
unsubscribe

May See Email Platform
Listed

Helping Your Community

The restaurants you love need your support > Inbox x



Tripadvisor <MemberUpdate@mp1.tripadvisor.com> [Unsubscribe](#)
to me ▾

Tue, Mar 31, 6:32 PM ☆ ↶ ⋮



Tip: Always use same colors and fonts. Keep pictures consistent.

Here's how you can help local restaurants

You've heard that local restaurants are really struggling during COVID-19. That's why Tripadvisor just made it easy to find nearby spots that offer gift cards. If you can help, buy one today — and show the places you love that you care about their future.



Education-focused



Insights, practical tips, and resources to take your social marketing, selling, and customer service to new levels.



How to get free Instagram followers: 27 tips that actually work

Sure, there are shortcuts you could take like buying followers or using bots. These shady tactics might boost your follower count for a short time, but they won't do you any favors long-term.

Here's how to grow a following of real people that actually care about and engage with your brand.

[Read now](#)

Speak From The Heart

Seeing green.  [Inbox x](#)



Rothy's <hello@rothys.com> [Unsubscribe](#)
to me ▾

12:11 PM (55 minutes ago) ☆ ↶ ⋮

We are grateful to our community for coming together during this time. As we work to help support COVID-19 relief efforts, we want to keep you updated. Stay in the loop [here](#).

ROTHY'S



Top of Mind Emails

Keep your travel dreams within reach Σ Inbox x



Hilton Honors <honors@h1.hilton.com> [Unsubscribe](#)
to WEGOTNEWS@GMAIL.COM ▾

Thu, Apr 16, 8:41 AM (4 days ago)



Sign-in



Honors #: 1130792318

Turn Your Daydreams into Future Travel Experiences

We're right there with you, Julie - daydreaming of traveling, connecting with people, and experiencing something new. And while the world isn't ready for us just yet, we want you to be ready to go when it is.

**Make your future travels more
accessible with *more* Points:**

Basic Service Promotion

Get groceries delivered from BJ's Wholesale Club! 🥕

Inbox x



Instacart <no-reply@customers.instacartemail.com>
to me ▾

Sun, Apr 19, 11:31 AM (1 day ago)



Save time with grocery delivery

Whether it was a short week or a long one, we bet you could use a break. Skip the line, save time, and get your groceries delivered directly to your door.

[Get groceries delivered](#)

Food: Promoting Engagement with Recipes

[Why You Should Be Buying, Prepping & Freezing >](#)

WHOLE FOODS MARKET

It's still easy *eating* ~~being~~ greens

We're in need of some real feel-good food, and we bet you are, too. Look no further than the leafy stuff. Whether you store them to use now or freeze for later, nutrient-packed greens are ready for just about anything. Now that's comforting.




Add some green
to comfort
food classics.

Grilled cheese gets a little more virtuous with a hearty dose of greens. Swap in dairy-free cheese if that's your style. The leafy stuff is nonnegotiable.

[Get the recipe](#)

Shop Now






Save time with grocery delivery

Whether it was a short week or a long one, we bet you could use a break. Skip the line, save time, and get your groceries delivered directly to your door.

[Get groceries delivered](#)

Browse grocery aisles from **BJ's**

Shop Produce

 <p>\$6.99 Wellsley Farms Oranges, 8 lbs.</p> <p>Shop Now</p>	 <p>\$6.99 SEEDLESS GREEN GRAPES 3 1/2 R.</p> <p>Shop Now</p>	 <p>\$2.99 Strawberries</p> <p>Shop Now</p>
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[View more from Produce »](#)

Shop Deli

Plus, more great deals – [Shop Now](#) | [View email with images](#)

WILLIAMS SONOMA
CALIFORNIA

SHOP | NEW | SALE | FIND A STORE

Take Your Pantry to the Next Level

Round out the basics with a few of our favorite staples – from savory starters to customized coffee capsules.

[SHOP NOW](#)



5 PAIRINGS FOR THE PANTRY

GAP

WOMEN MATERNITY MEN GIRLS BOYS TODDLER BABY

FLASH SALE ENDS IN

00 : 00 : 00
HH MM SS

Online Only



24-Hour Flash Sale


50% off
All Jeans
Code DENIM

40% Off Everything Else
Code TREAT


[SHOP DENIM](#)

Simple Shopping


Zulily NEW TODAY | ENDS SOON




STARTING AT \$7.99
Discover Puzzles by Age



UP TO 55% OFF
KEEN: Shop All



STARTING AT \$9.99
Cover Your Face



STARTING AT \$5.99
Uplift With Christian Books & Gifts

A welcome email campaign should be sent immediately after users subscribe

Order confirmation emails should be sent immediately after purchasing and a second email should be sent after the order has been sent

You can send an initial follow up the day users are expected to get the product with more information about how to use or care for it

Request reviews several days-to-a week after the customer is expected to have received the product, giving them enough time to have used it, but while it's still fresh in their memories

Send retargeting campaigns based on site views or abandoned carts within 24 or 48 hours of the action being triggered

Promote Brand

New LEGO® products available now in our online store! >> [Inbox x](#)



LEGOLAND® Florida Resort <florida@email.legoland.com> [Unsubscribe](#)
to me ▾

Thu, Apr 16, 3:48 PM (4 days ago)



Bring the LEGOLAND fun home!
Can't see the images? [View in browser](#)

The advertisement features a yellow header with the LEGO logo and 'LEGOLAND FLORIDA RESORT' text. Below the header is a red diagonal banner that reads 'DEAL OF THE WEEK!' and 'LIMITED TIME: \$10 OFF'. The main image shows the LEGO City Space Shuttle set (set number 60227) in its box, which is labeled 'LEGO CITY' and '6+'. Below the box is a photograph of the assembled set, including the shuttle, a launch pad, and several minifigures.

Addressing Consumer Pain Points

Avoiding the grocery store? >> Inbox x



Trifecta Nutrition <info@trifectanutrition.com> [Unsubscribe](#)
to me ▾

Sun, Apr 19, 6:19 AM (1 day ago) ☆ ↶ ⋮



SHOP MEALS | SHOP MEAL PREP

Hey there,

If you've been to the grocery store in the last couple of weeks, you know just how crazy things have gotten. We've all heard about soup and toilet paper shortages, but if you made your way to the meat counter, you've seen that shelves are empty of fresh, healthy proteins as well.

Did you know that in addition to selling fully prepared meals, we also sell fully cooked **A La Carte proteins, carbs and veggies?** Things like chicken breast, flat iron stake, brown rice, and asparagus are sold in 16oz, fully cooked portions ready to heat and eat. Store them in the

Fun & Interactive

Julie, take our quiz to discover your contact lens personality >> Inbox x



1-800 Contacts <info@p.1800contacts.com> [Unsubscribe](#)
to me ▾

Thu, Apr 16, 12:11 PM (4 days ago)



What does your relationship with your contacts say about you

It's Get to Know Your Customers Day! Take this fun quiz to join the celebration!

1800 contacts

Take our contact lens quiz.

We'll tell you things about yourself even your own mother doesn't know.



Adjusting Tone COVID-19

— STAY AT HOME SPECIAL —



STOCK-UP SALE

PRE-PACKED & READY TO SHIP.

These freezer-filling packages deliver ALL your favorites and they're ready to go right away!

[SHOP NOW](#)

[Inbox](#) **Now taking reservations for Stock-Up Boxes** - Schedule your restock and shipping is

[Inbox](#) **Help someone be prepared.** - Fill a freezer of someone special and save big

[Inbox](#) **Last call on Free Shipping.** - Save BIG on all your grilling favorites

[Inbox](#) **Share your thoughts...** - and you could win a \$250 Omaha Steaks Gift Card + You'll also

[Inbox](#) **Comfort Food Classics Ship Free** - Fill your freezer with family-friendly meals

[Inbox](#) **Freezer full? Schedule your re-stock today!** - Get Free Shipping when you order Stock-

[Inbox](#) **Cold Hard Facts: Frozen is Fresher** - Fill your freezer & get Free Shipping

[Inbox](#) **Shop frozen & feel good.** - The highest quality & safety standards go into every order

[Inbox](#) **DIY Steakhouse at YOUR house** - Order now and get FREE SHIPPING

[Inbox](#) **Enjoy steakhouse classics at home!** - And get Free Shipping! Order today.

[Inbox](#) **Turn your house into a Steakhouse** - end steaks, sides & desserts shipped FREE to yo

[Inbox](#) Show you care by sending a care package - Help them stock up and stay prepared

Adjusting Tone COVID-19

3 Tips On Working From Home With Kids

from Rose & Rex



1

Find your very own “office”.

2

Take a family lunch break to connect and catch up.

- ☆ ▷ Ann Taylor **Inbox** So Cute. So Comfortable. (And A SALE!) - Ann Taylor The Tops & Sweaters You Want F
- ☆ ▷ Ann Taylor **Inbox** The Perfect WFH Cardigan (& It's 40% Off) - Ann Taylor We Love it <http://l.mail.annaylor.com>
- ☆ ▷ Ann Taylor **Inbox** 5 HOURS ONLY: Styles Starting At \$15 - Ann Taylor Wine, TV & You Time Starts Now h
- ☆ ▷ Ann Taylor **Inbox** New Arrivals Are Here - Ann Taylor This Will Brighten Your Day <http://l.mail.annaylor.com>
- ☆ ▷ Ann Taylor **Inbox** What You're Wearing At Home - Ann Taylor Plus, \$50 Off Every \$100 You Spend Ends S
- ☆ ▷ Ann Taylor **Inbox** A Little Sunshine For You... - Ann Taylor Don't Miss \$50 Off Every \$100 You Spend (EX
- ☆ ▷ Ann Taylor **Inbox** Want \$50 Off Every \$100 You Spend (Exclusions Apply)? - Ann Taylor Stay Comfy At H
- ☆ ▷ Ann Taylor **Inbox** We Miss You (And You're Missing Out) - Ann Taylor Come Back & Shop With This Spec
- ☆ ▷ Ann Taylor **Inbox** TODAY ONLY: 60-70% Off All Sale Styles - Ann Taylor And New Markdowns, Too <http://l.mail.annaylor.com>
- ☆ ▷ Ann Taylor **Inbox** This FLASH Ends Soon - Ann Taylor Spring Picks You Can't Miss <http://l.mail.annaylor.com>
- ☆ ▷ Ann Taylor **Inbox** Last Day! Extra 60% Off Sale & 60% Off Spring Picks - Ann Taylor Getting Dressed Is S
- ☆ ▷ Ann Taylor **Inbox** FLASH! Let's Do Some Shopping - Ann Taylor It's The 60/60 Sale <http://l.mail.annaylor.com>

Getting Advanced With Your Email Marketing

 **shopify** app store

Categories ▾ Collections ▾

 Search [Shopify.com](#) ▾

[Log in](#)

Top email marketing solutions

Send personalized marketing emails automatically to the right customers at the right time, and see how each message is driving sales.



Shopify Email

Free to install
Email marketing made for commerce
★ 3.0 (26)



Klaviyo: Marketing Automation

Free to install
Marketing software built for your growth
★ 4.3 (860)



Seguno: Email Marketing

Free plan available
Email marketing in less time — right inside your shop's Admin
★ 4.7 (499)



Omnisend Email Marketing

Free to install
Top rated email marketing app with SMS, messengers, push
★ 4.8 (3513)



Drip Ecommerce CRM

14-day free trial
Personalize multi-channel customer journeys at scale
★ 4.5 (18)



Privy - Pop Ups, Email, & SMS

Free plan available
Exit Pop Ups, Email Marketing, Text, Upsell & Cart Recovery
★ 4.6 (24466)



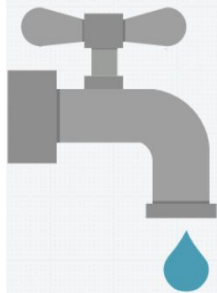
FAM: Fully Automated Marketing

Free to install
Free subscribe form, plus your Email Marketing done for you
★ 3.9 (20)



Supercharged Store Emails

Free plan available
Spently: Turn your store emails into marketing opportunities.
★ 4.8 (446)



THE BASICS OF DRIP CAMPAIGNS

BENEFITS, EXAMPLES, AND BEST PRACTICES FOR NURTURING YOUR LEADS



Drip nurturing is the process of automatically “dripping” relevant information, usually via email, to sales leads over a period of time, based either on user action or a predefined time interval.

BENEFITS OF DRIP CAMPAIGNS

TIMELY INFORMATION



BE RELEVANT

Deliver the right information, exactly when your users need it. The content delivered through drip programs is triggered by how a user is interacting with your brand and where they are in the sales cycle.

LEAD NURTURING



CREATE LEADS

Drip marketing nurtures early stage leads until they are sales ready. Drip campaigns can provide your sales team with a continuous supply of leads that are ready to close, maximizing marketing and sales effectiveness.

EASY AUTOMATION



WORK SMARTER

Automate the most tedious part of the sales process by allowing drip campaigns to educate and nurture your leads for you. Spend less time pitching your product and more time closing deals.

TYPES OF DRIP CAMPAIGNS



TOP-OF-MIND DRIPS

Top-of-Mind drips help keep your leads engaged with your company throughout the sales process.



EDUCATIONAL DRIPS

Educational drips provide relevant product information to prospects to prepare them for purchase.



RE-ENGAGEMENT DRIPS

Re-engagement drips are designed to win back the interest of your colder leads.



COMPETITIVE DRIPS

Competitive drips target your competitor's customers with the benefits of switching to your product.



PROMOTIONAL DRIPS

Promotional drips entice prospects with limited-run promotions and special pricing offers.



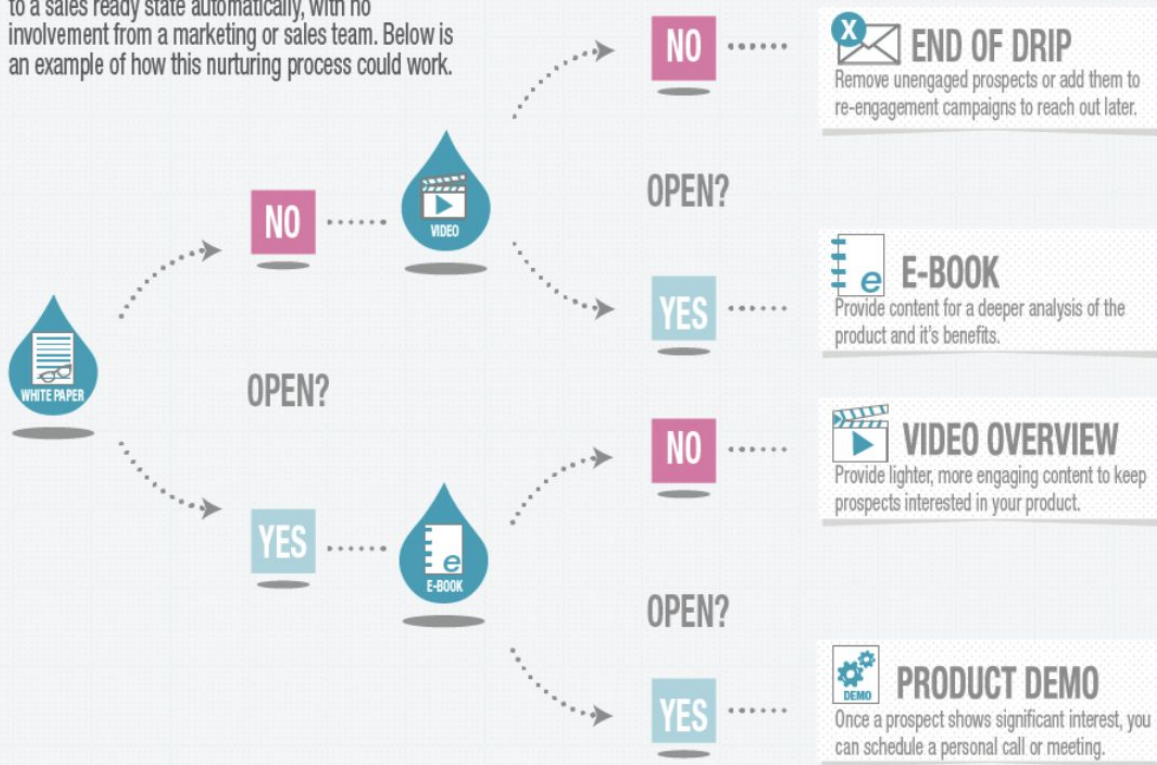
TRAINING DRIPS

Training drips can be used for new clients or internally use to move readers through a training program.

Drip programs can be customized and tailored to an infinite number of different uses. Marketers are only limited by their creativity!

EXAMPLE DRIP CAMPAIGN

Drip campaigns can be employed to nurture prospects to a sales ready state automatically, with no involvement from a marketing or sales team. Below is an example of how this nurturing process could work.



There are many different types of drip campaigns. The example above merely illustrates one way in which drip campaigns can be used to nurture prospects. Drip campaigns can be easily customized for any purpose.

BEST PRACTICES



TARGET YOUR CAMPAIGNS

Tailor your campaigns so that they target each segment of your prospect list with precise, personal messages. The deeper your segmentation, the more personal your messages can be.



DESIGN FOR YOUR AUDIENCE

Make it easy and painless for your prospects to express their preferences regarding frequency of messages, type of content they would like, and how they would like to receive that content.



TEST, TEST, AND TEST AGAIN

Test your campaigns' effectiveness and continually evaluate which aspects are working best. Review campaign goals, KPIs, and metrics like opens, click-throughs, and bounces.



UTILIZE YOUR TOOLS

Marketing automation tools also provide segmentation tools, social media connectors, analytics, and CRM integration that make using drip marketing campaigns even easier.

For more information about drip marketing, visit [Pardot.com](https://www.pardot.com)



Desktop Mobile

Dasher, <info@dasherplay.com> Collapse

Subject **Our latest arrivals are here!**
Preheader *Click your heels up with our summer favs.*

Our latest arrivals are here!

Settings & Default Styles



Intro



Are you loving it?

Based on your recent purchase, we thought you'd love these.



Image shows in preview

{{ product.title }}

{{ product.formatted_price }}

View Product



Image shows in preview

{{ product.title }}

{{ product.formatted_price }}

View Product



Image shows in preview

{{ product.title }}

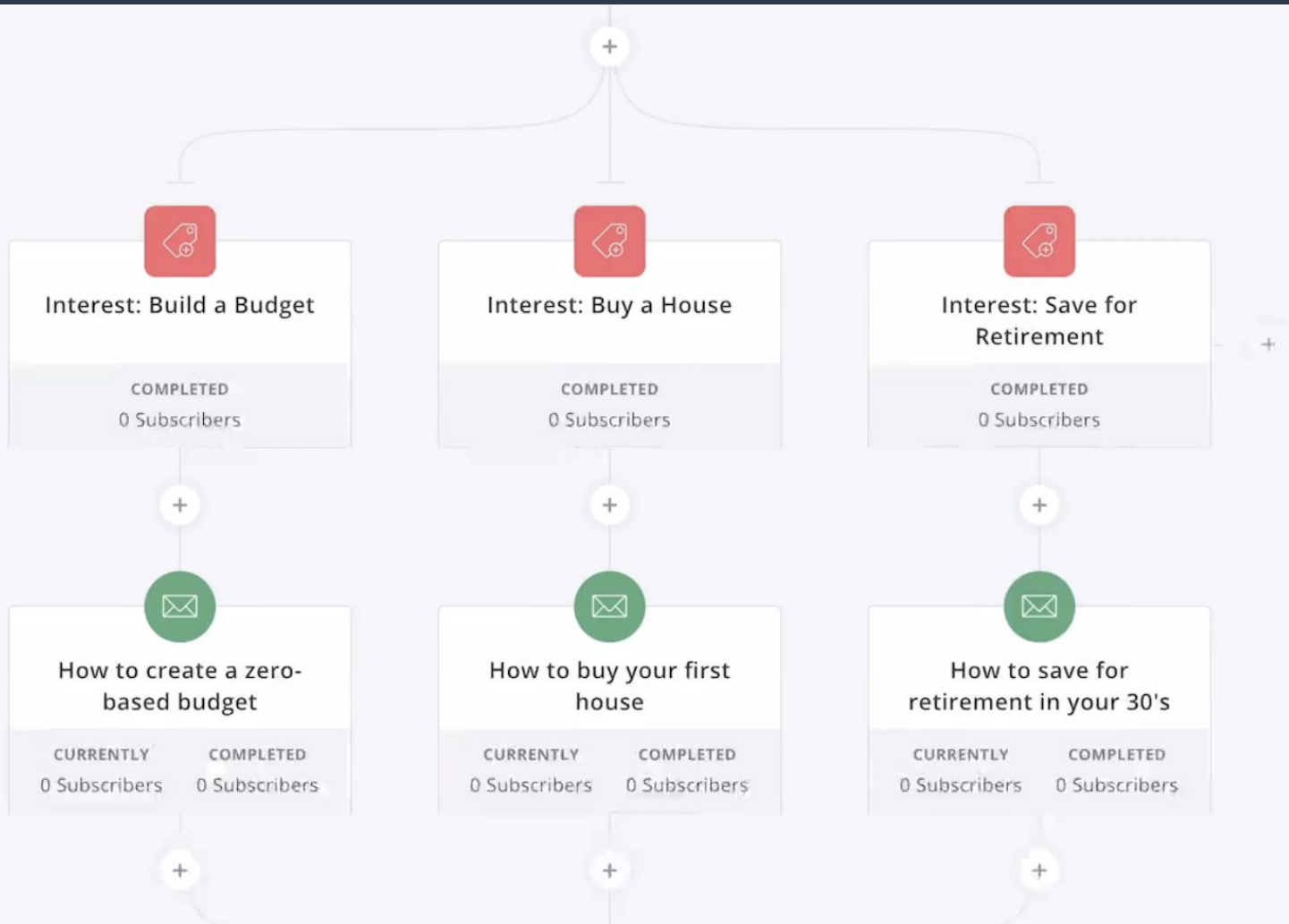
{{ product.formatted_price }}

View Product

Use your code

Section 2

Drip Support



< Get ready for fall with new arrivals.

This email was sent on
July 8, 2019
10:55am

[View Settings](#)

Lifetime Stats
87,959
People
[View Recipients](#)

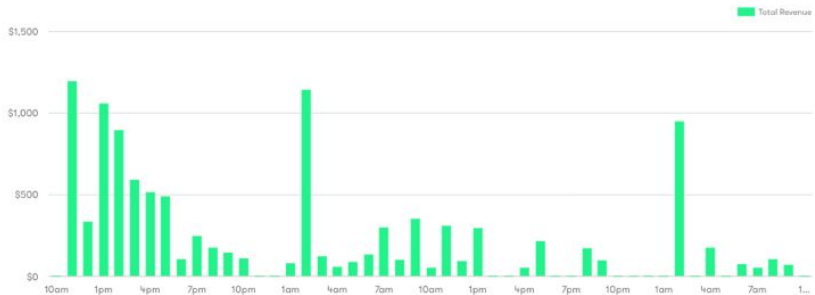
25.70%
Open Rate

2.12%
Click-Through Rate

0.32%
Unsubscribe Rate

Revenue

Showing performance **48 hours after send**



\$10,961.69

Revenue

\$0.13

Revenue per Person

\$96.16

Average Order Value

13,729

Opened

980

Clicked

277

Unsubscribed

Broadcast Dashboard

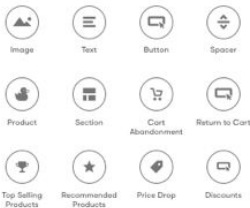
Keep an eye on revenue and engagement metrics for every broadcast email.

Back to Automation

Undo Redo 1m ago Preview

Our latest arrivals are here!

Settings & Default Styles



Dasher, <info@dasherplay.com> Collapse

Subject **Our latest arrivals are here!**
Preheader Kick your heels up with our summer favs.

Kick your heels up.

Take a peek at our new arrivals.

Click here

Intro

Section 2

Use your code

Drip Support

Visual Email Builder

Build beautiful on-brand emails that make it hard to resist what you're sellin'.



Revenue

Showing last 28 days by day

Total revenue \$780,200 Drip attributed \$296,278



Workflows & Campaigns

Showing data from the last 7 Days.

Welcome Series

Workflow

\$2,432

Revenue

734

People

\$121.61

Average Order Value

10h

Average Time to Purchase

Cart Abandonment

Campaign

\$2,432

Revenue

105

People

\$121.61

Average Order Value

2d 15h

Average Time to Purchase

Post-Purchase Follow-Up

Workflow

\$186

Revenue

1,774

People

\$26.64

Average Order Value

5d 7h

Average Time to Purchase

Account Dashboard

See how all your Drip marketing activities are performing with at-a-glance metrics.

Take this time to
better
communicate.



“

Rather than focusing on how bad it is, focus on how you can use this time to connect with your future customers.

MARK CUBAN

Billionaire entrepreneur

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

susandavis@uri.edu

