

# ActiveCampaign >

## Email Drip Campaigns

**ActiveCampaign** provides software for small businesses to help them grow. Their product offerings include **email marketing, marketing automation, CRM, messaging and machine learning**. Their mission is to help growing businesses make meaningful connections with their customers. I picked this SaaS company since they offer scalable solutions for smaller companies, offer a free trial and affordable pricing plans. Their freemium model may be attractive to Boost My School to manage leads.

I designed three campaigns around the **awareness, consideration** and **decision** stages of the buyer's journey.

### Campaign 1: Awareness

The first campaign is designed for top of funnel leads who are aware they are spending valuable time on email marketing. Their business is growing and they are looking for a scalable solution to manage incoming leads and communicate efficiently. Marketing automation is not part of their toolbox and they know very little about the products that can help them.

The campaign's goal is to educate the prospect about marketing automation. Since ActiveCampaign offers a free trial, the first CTA is for prospects who are ready to jump right in because it's a free solution to their problem. The second CTA sends prospects to ActiveCampaign's marketing automation information page.

The success of this campaign can be measured by the open rate and the click rate. Once the prospect opens the email, they can convert by signing up for the service or visit the information page. For the purpose of this drip campaign, I will follow the path of the prospect that visited ActiveCampaign's marketing automation page but didn't take any further action.

### Campaign 2: Consideration

The second campaign offers information to prospects who have now identified a possible solution to their problem as marketing automation, but want to know how marketing automation works. During the consideration stage, they can benefit from a free training about marketing automation to assess if this is the right solution before making an investment.

ActiveCampaign offers live information sessions about marketing automation. This campaign is designed for prospects in the Boston area who showed interest in Campaign #1 by visiting the landing page. The conversion for this campaign is a sign-up for the session.

### Campaign 3: Decision

The prospect is now convinced that marketing automation is the solution to their problem and business's success. They attended ActiveCampaign's live training, but are also considering other solutions such as Hubspot and Ontraport. They are ready to make a decision. This is a great time for ActiveCampaign to retarget the training attendees with an offer for a product demo and pricing information. The success of this campaign will be measured by the demo sign-up. The prospects also have an option to convert by signing up for the free trial.

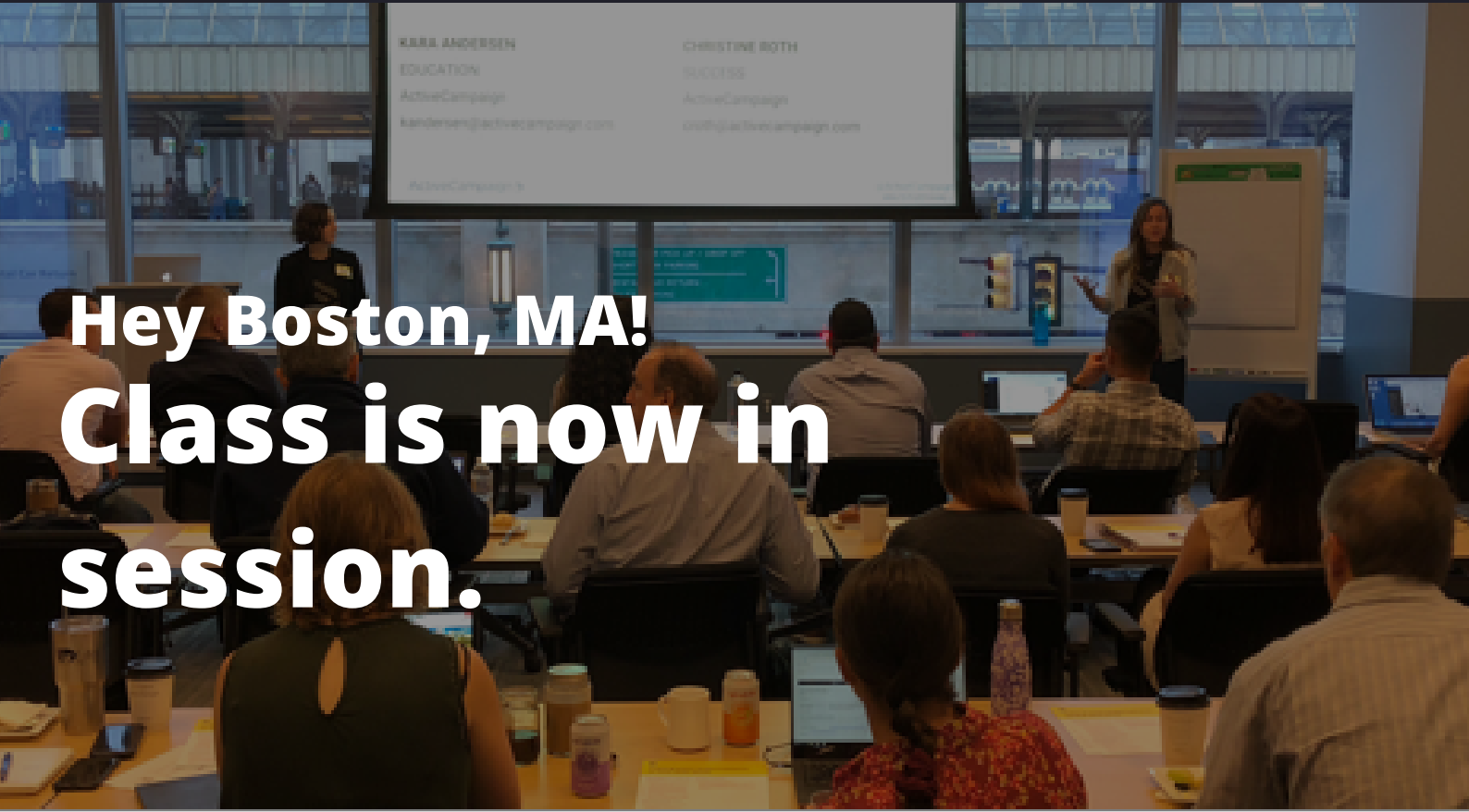
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