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Complex email marketing automation and
communications for events



Ryan Phelan

CEO
RPE Origin Email Agency

Ryan Phelan is the CEO of RPE Origin, the only vendor agnostic, email centric agency in the space. Ryan leads a brilliant group of SME's in spearheading innovative marketing strategies, operations and platform migrations Enterprise companies. He's also an in-demand global keynote speaker and thought leader spanning the last **25 years** in email and digital marketing. He's worked for clients such as Skype, HP-Global, TJX, Zappos, Visa and hundreds more.

Ryan is the recipient of the 2023 **Thought Leader of the Year** Award from the ANA.



We are marketing evolutionists.

Empowering amazing customer experiences.

For over 25 years, our teams have pioneered the highest levels of email strategy and worked at the ground level needed to implement effective programs for thousands of companies.

We're the only vendor agnostic, end-to-end email agency in the space serving Mid-Market and Enterprise companies with class and precision.

Our values remain the same to be an **indispensable partner** to marketers that rely on email for success and help them replace the simple with the sophisticated with people that **care** about their aspirations.

Some of our great stories



Listen to the **full episode**

- Listen to the full podcast with Viivika on YouTube
- Over an hour of tips, tricks and thoughts on marketing automation



The Email Marketing Chronicles: Email marketing for events with Ryan Phelan



60%

Revenue

4%

Volume

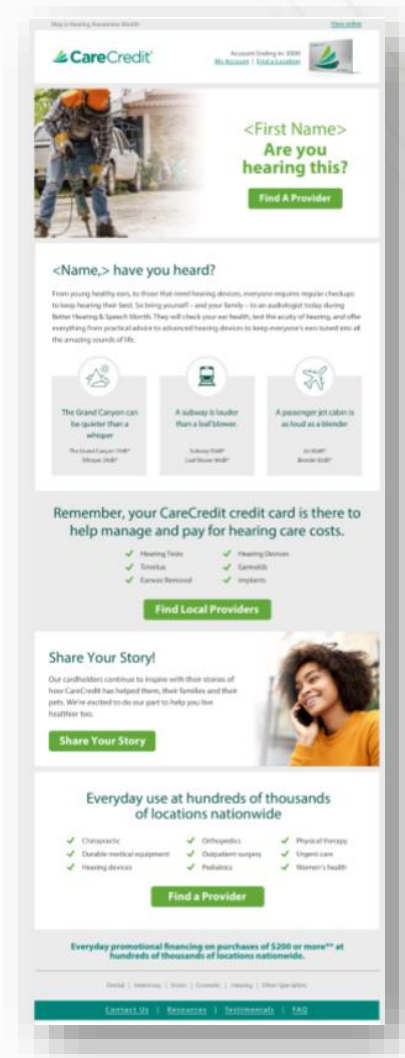
On the B2B side, marketing automation is **critical to success**



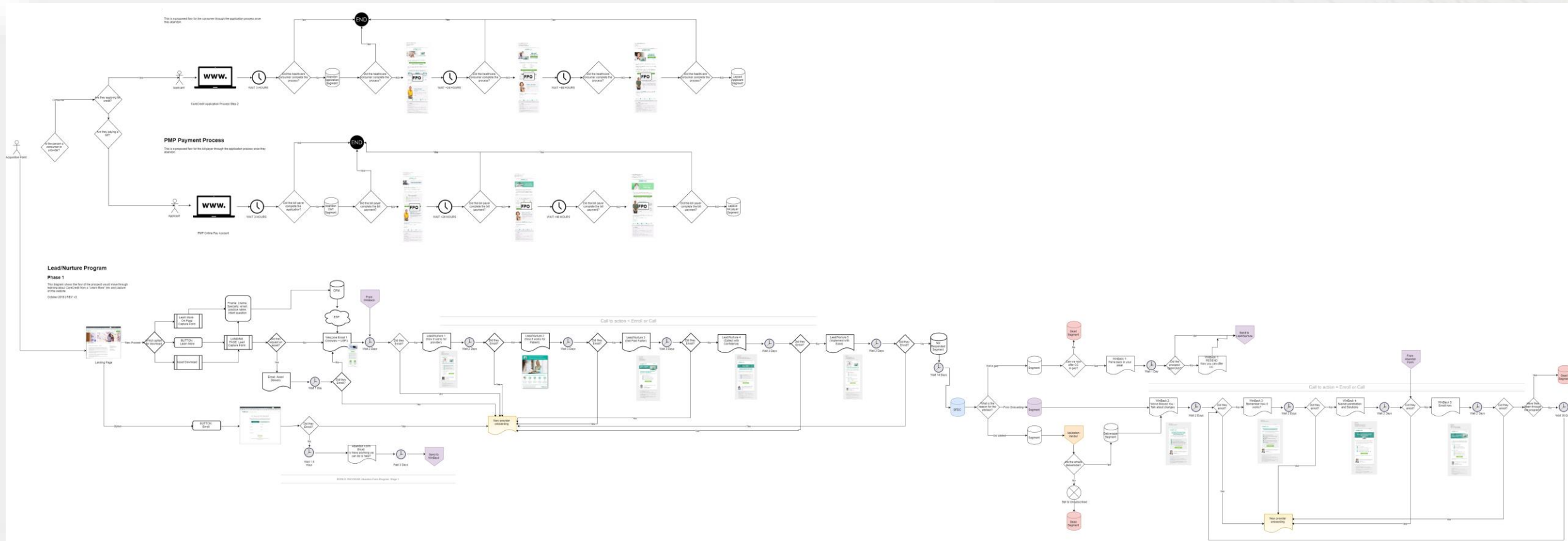
Creating marketing automation from BAU

If we fill the void with more engagement AND act upon intent, we create a stickiness in our comms

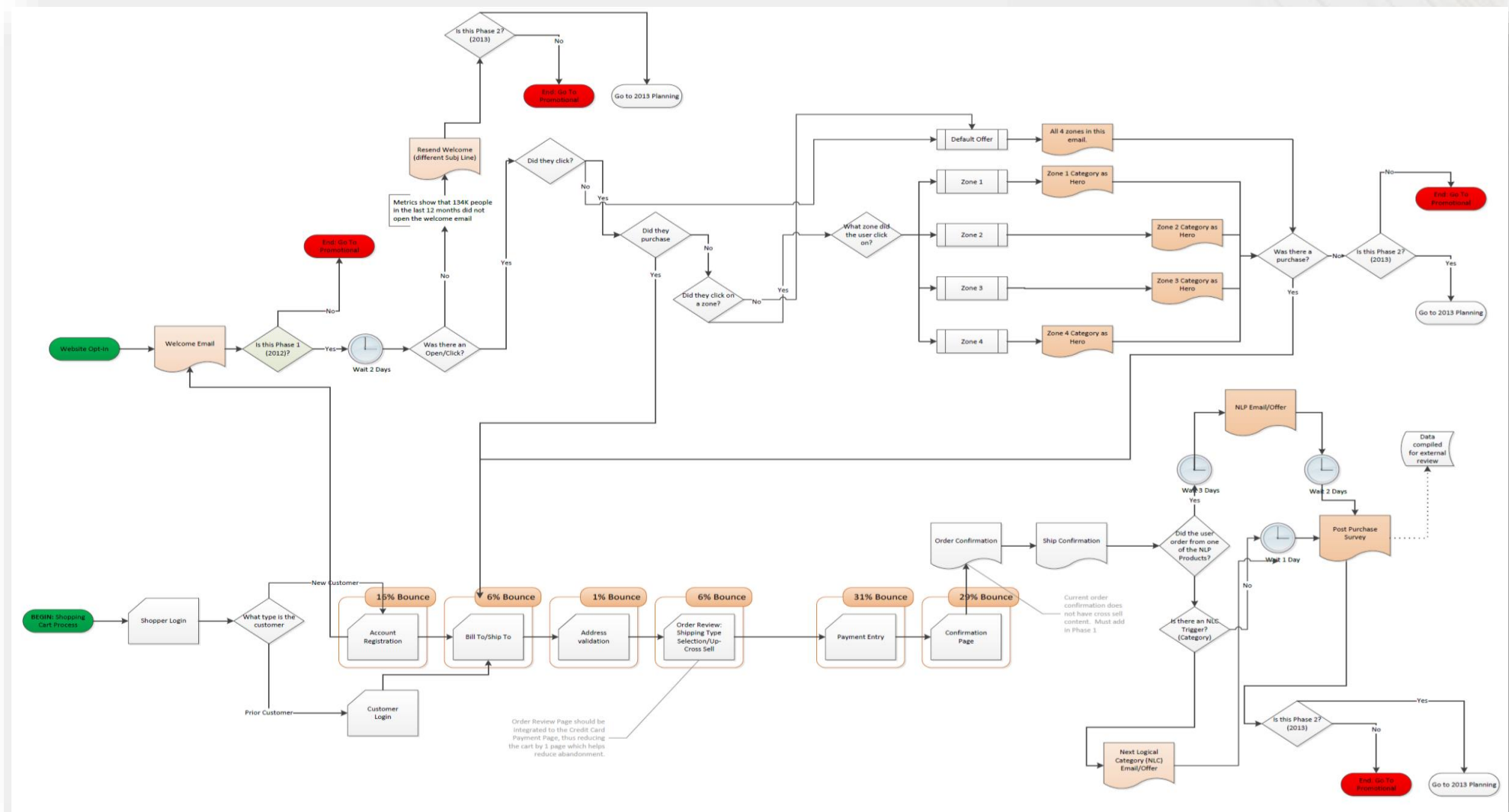
How do we take the static, and make it more robust?



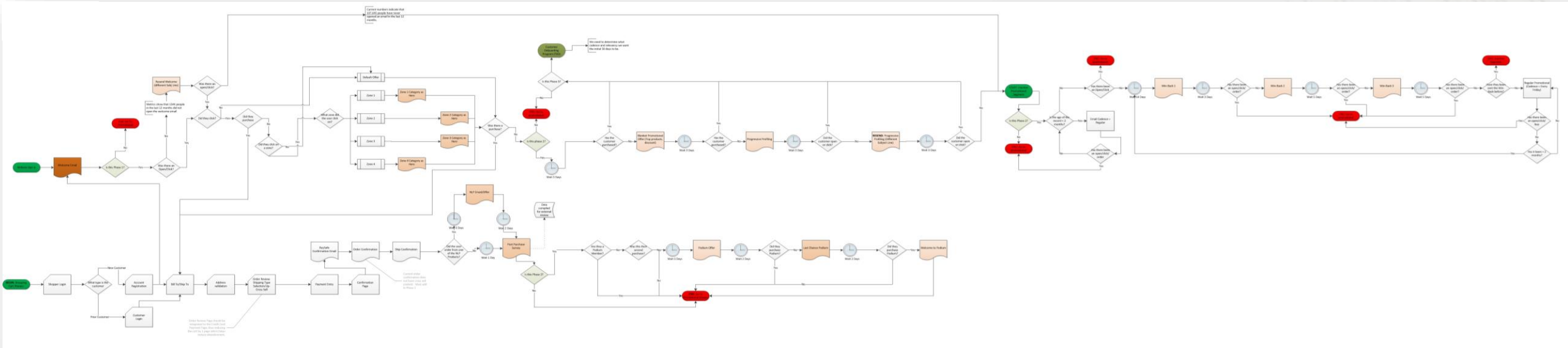
Sophistication is possible with hard work



Sophistication is possible with hard work



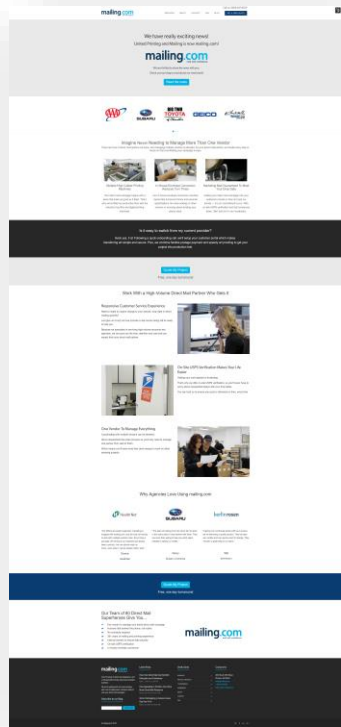
Sophistication is possible **with hard work**



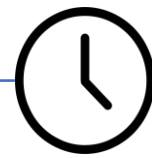
Incremental Innovation with the **right strategy** makes automation at scale do-able



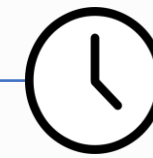
Case Study: The beginning automation



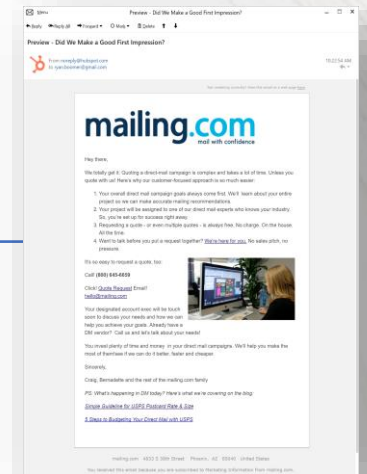
3 Days



3 Days



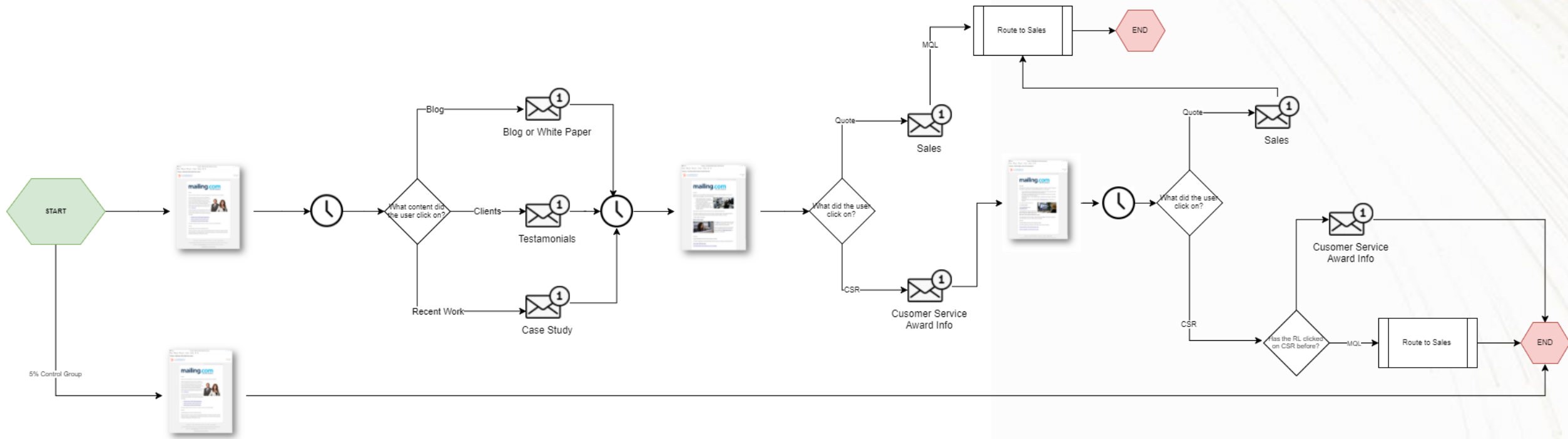
3 Days



They started simple to get a read on how this would perform. They started with agreeing that it was important, and what we needed to prioritize!



Case Study: The Incremental Innovation Continues



Adding in more automation and intent based tracking.
7 new emails feeding off of the existing 3.



RPE
ORIGIN

Marketing Automation at Scale

Example for Events

How do we transform events?



When our home office looks like this?



My Reality



Disclaimer, my office does not look like that



They're everywhere

Events drive brand awareness, connection and opportunities for growth, but how do we elevate our practice?

Where do we start?

The screenshot shows a web browser displaying the ANA Driving Growth website. The page is for a webinar titled "2024 Email Delivery Spotlight: The Impact & Opportunity from Gmail & Yahoo Changes and Other Key Updates (Email Series)". The URL is https://www.ana.net/webinars/show/id/EEC-240403. The page includes a navigation bar with links for Membership, Events, Resources, Committees, Training, and Leadership. A user profile for Ryan Phelan is visible in the top right. The main content area features the webinar title, a description, a list of topics, and a "WHEN" section indicating the start and end times. A "REGISTRATION PRICING" table is also present. On the right side, there is a "REGISTER NOW" button and a list of "Upcoming Events".

2024 Email Delivery Spotlight: The Impact & Opportunity from Gmail & Yahoo Changes and Other Key Updates (Email Series)

New requirements for emailing to Gmail and Yahoo accounts launched on February 1st. What does that mean for email marketers? During this webinar, we will break down the changes, explain what happened for those who haven't complied, and help you understand the evolution to come. We will dive into a panel discussion with email deliverability experts. You'll learn:

- Key updates from Yahoo and Gmail and the implications of where we are with the implementation
- Mastering email authentication and understanding the relevant authentication protocols at play to ensure deliverability
- The critical importance of the unsubscribe and ethical, effective opt-in data management
- Best practices for a healthy, engaged subscriber file and new subscriber data collection

Our expert speaker Matt Vernhout and our panel of industry leaders will share real-world examples, case studies, and practical tips to empower your marketing team to maximize your email marketing while navigating the recently announced Gmail and Yahoo accounts' new requirements. Don't miss this opportunity to learn how you and your team can make the most out of these changes as we move into 2024.

WHEN

Start: Wednesday, April 3, 2024 at 3:00pm
End: Wednesday, April 3, 2024 at 4:00pm

*** NOTE ALL WEBINARS ARE EASTERN TIME ***

REGISTRATION PRICING

Client-Side Tier	Platinum Tier	Gold Tier	Silver Tier	Individual	Nonmember

Upcoming Events

Industry	
JAN 01	2024 Conference Annual Pass (location pending) 12:00am
APR 08	2024 ANA AI for Marketers Conference presented by Resonate Hollywood, FL 1:00pm
APR 15	2024 ANA Brand Masters Conference Carlsbad, CA 1:00pm
MAY 02	ANA/SeeHer 2-Day Gender Equality Conference New York, NY 2:00pm
MAY 05	2024 ANA Advertising Financial Management Conference Orlando, FL

[View All Events](#)

Find What You're Looking For

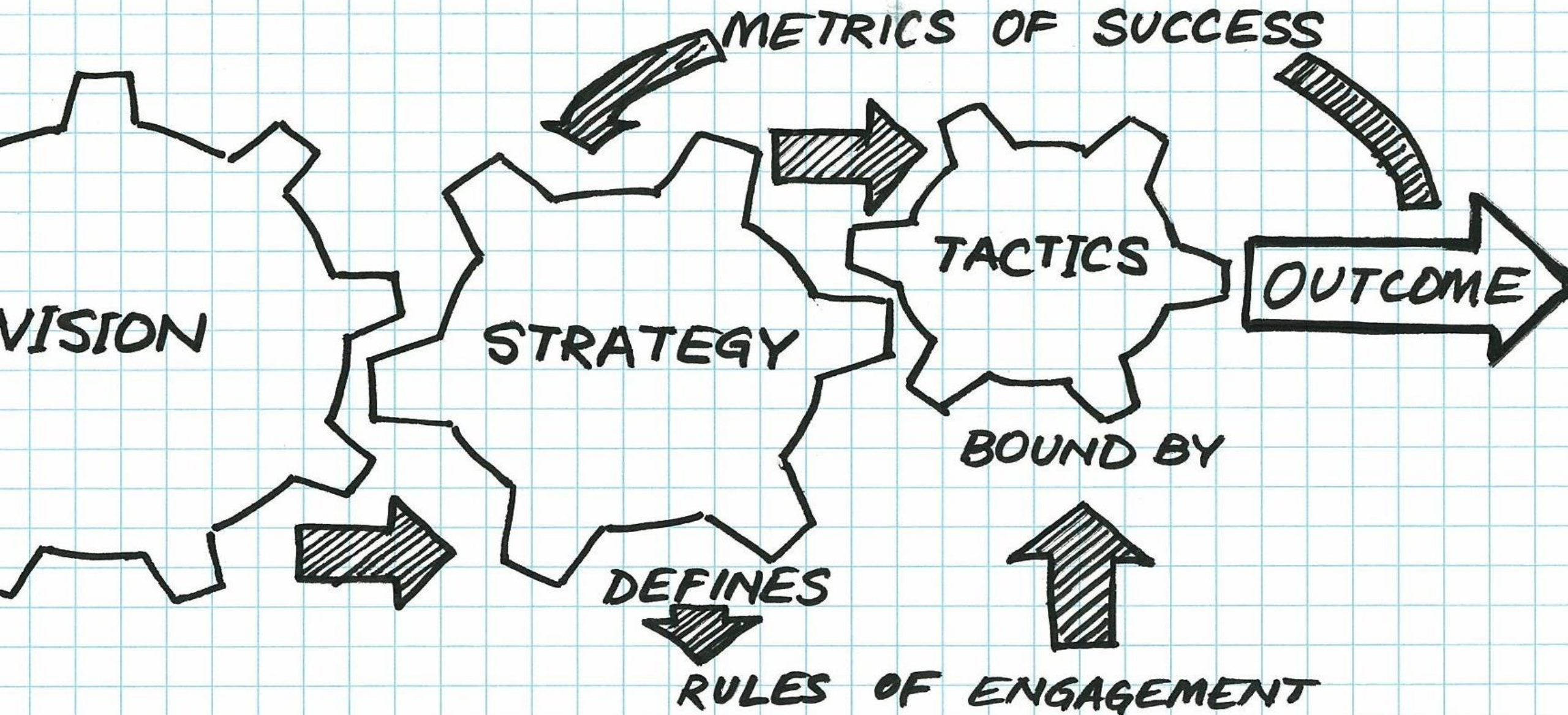
Our member-exclusive online content portfolio of best practices, case studies, and research connects you to the knowledge and resources you need to become a smarter, more capable marketer.

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Strategic Goals



Things **have** changed

Since COVID,
events of all types
have changed.

- WFH has become a major factor in physical contact
 - This has created distraction environments that compete with content
- Virtual events increased and teams shifted to and from
 - This increased across the board for everyone
- Competition for eyeballs on screen for your content is substantially harder and “show rates” have become harder to achieve

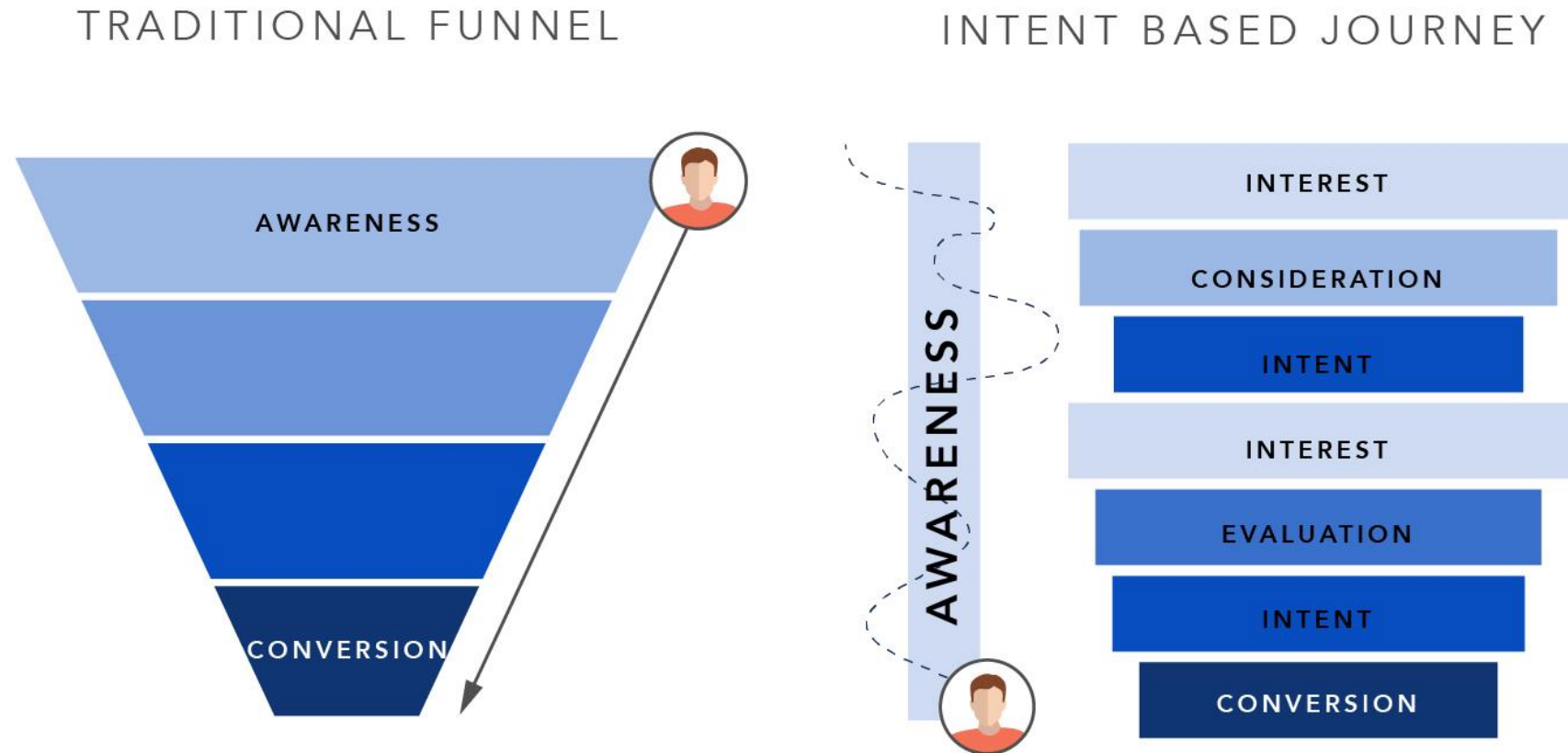


Your event is no longer a gift to the masses!

We need to move from
announcing to selling our
events and recognize the
competition for eyeballs!



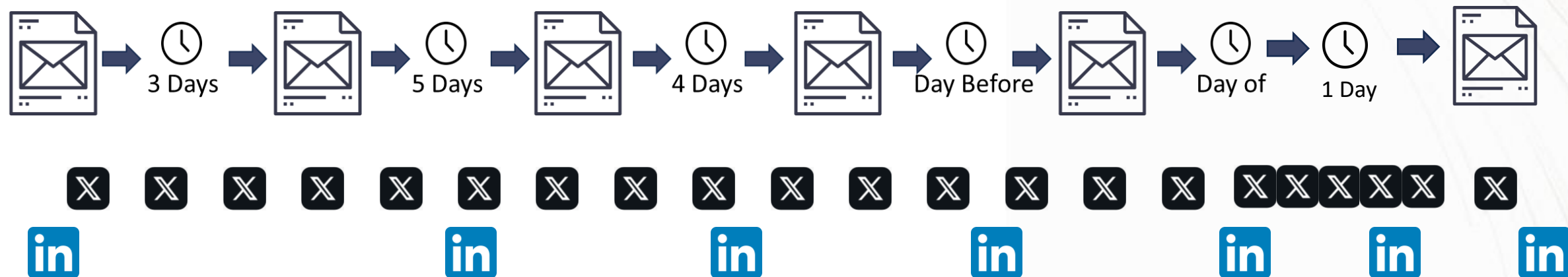
The Power of Segmentation



Intent transforms the funnel, and we need to capitalize on it



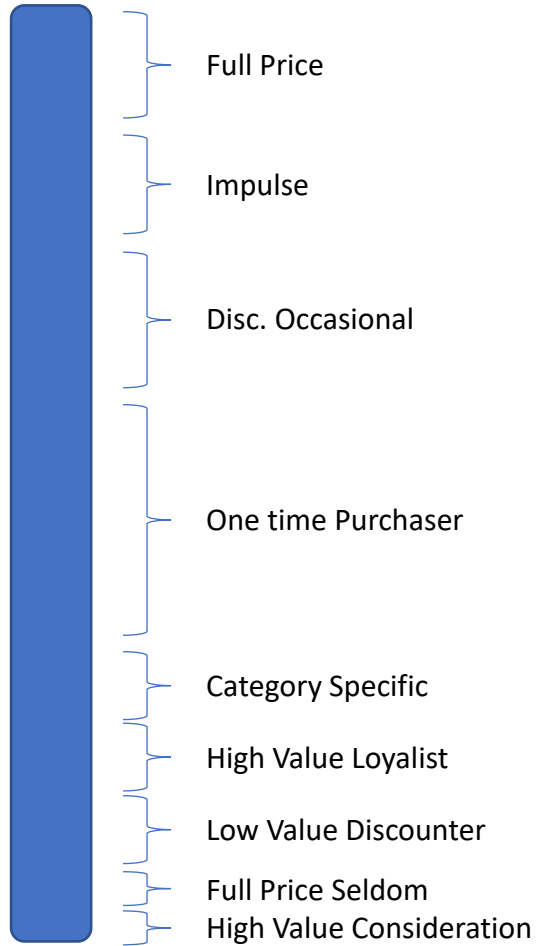
The Typical Process



The typical process has defined webinars for a significant time all while avoiding the reality of post-COVID behavior.



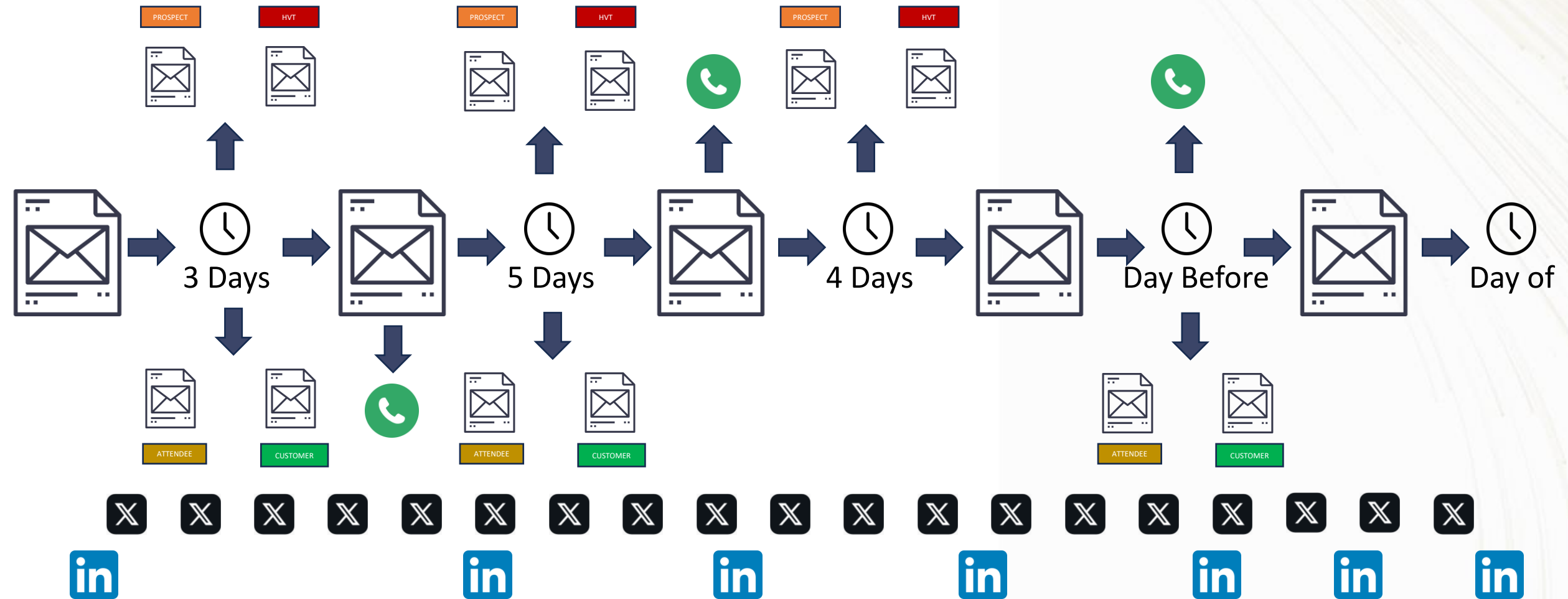
We do it in our practice



- Typical consumer segmentation takes into account all known data to derive a message.
- Do we carry this sophistication to our B2B practices?
- Event segments could include
 - High Value Targets (HVT)
 - Prospects
 - Customers
 - New Prospects
 - Past Attendees
 - Loyalists



What if we engaged this way?



Sophistication is needed to **recognize segments** and properly **sell** our events

Differentiation brings engagement



- Messaging
 - Separate tracks or dynamic messaging recognizing segment
 - HVT – offer a meet and greet
 - Prospects – talk about the linkage between your product/service and the topic
 - Customers – reinforce your thought leadership
 - Past Attendees (Non-Customers) – this is how we lead, FOMO
- Timing
 - 3 weeks lead-time vs 1 week? How does that change your outreach?
- Micro/Macro Conversions
 - Watching the attention of attendees during events can change our flow
 - What are the post event actions that you want?
- How fast do you capitalize on intent?
 - Post event communications should be immediate
 - Do we significantly segment based on attendance?
- Treating a webinar as an asset
 - Video clips, QBR, Prospect emails, 3-month social media

All this can be automated!!!



Wrapping up

- Marketing automation must grow in sophistication regardless of B2B/B2C
- Leverage the strategic step to differentiate between checking a box and accomplishing a goal
- You're competing for the attention of the masses
- Test, test, test
- Take everything you learned today, organize it, and enact it through incremental innovation!





Thank you for your time

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