CISCO EMAIL DRIP CAMPAIGN

INSTRUCTIONS AND BEST PRACTICES



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# WHAT IS INCLUDED IN THE CISCO VIRTUAL MARKETING ZIP PACKAGE

1. Instructions
2. Copies of the communication series (Identified by subject line) for easy viewing
3. HTML for Cisco Drip Campaign word doc
   1. Includes Subject lines and HTML for each communication in the series.
4. Co-Brandable Banner FILES (all of these are the same picture, just different formats for easy editing in your solutions –
   1. EPS
   2. JPG
   3. PNG
5. Co-Brandable social icon FILES (all of these are the same picture, just different formats for easy editing in your solutions –
   1. EPS
   2. JPG
   3. PNG
6. Cisco plain text communications
   1. Use these communications to follow-up with your prospects after an outbound call.

# EMAIL UPLOAD INTRUCTIONS

1. Update the highlighted areas in the HTML portion of each communication outlined in the “**HTML for Cisco Drip Campaign**” word doc. The highlighted areas identify customizable areas in your personal contact information and footer.
2. Go to your email marketing solution and find the area to add email HTML to
   1. Copy the HTML section of Communication #1this area will start with <br>.
   2. Paste the HTML into your marketing automation solution
   3. SAVE and review in the front-end viewer
   4. Make updates in the front-end view as needed
3. There is a space in the email banner on your communication for a logo to be added. To add your logo to the banner you will need to use your own software. There are several different file formats saved in the ZIP file for your easy use.
   1. Add your logo using your own system to the banner on the right-hand side. Save as a PNG or JPG file.
   2. Using the front-end loader in your marketing automation solution delete rthe banner currently in your communication and then upload the co-branded banner into the communication.
4. Repeat steps 1-3 for each communication in your drip campaign
5. NOTE: Each marketing automation solution is different. If you have any questions on how to do this, please use the “help” function within your marketing automation tool.

# BEST PRACTICES

1. **IN WHAT ORDER SHOULD I SEND OUT THE COMMUNICATIONS?** 
   1. SUBJECT LINE: Convert Old Phones into A Cutting-Edge Solution
   2. SUBJECT LINE: Moving to the Cloud
   3. SUBJECT LINE: Saving Money in the Cloud
   4. SUBJECT LINE: Skype for Business or Cisco?
   5. SUBJECT LINE: Cisco, Microsoft or Broadsoft
   6. SUBJECT LINE: Time Savings
   7. SUBJECT LINE: What Would Happen
2. **WHO SHOULD THE EMAIL COME FROM?** Send communication from a person instead of info@ or marketing@ email addresses. Emails from a specific person have a better chance of not spamming.
3. **HOW OFTEN DO I SEND OUT A COMMUNICATION**? Send 1 communication per week. When you send them any earlier, you run a higher risk of the recipient opting out of email
4. **WHAT DAY AND TIME IS BEST?** For best open rates, send communications out on Tuesday or Wednesday morning between 930am-1030am.
5. **WHEN SHOULD I CALL OUT?** Thursday’s are great days to call out to prospects. The best opportunity to engage in active communication is when the prospect has been receiving communications and being called out to. Always follow-up on each dial out with a personal email from the caller. We have included some examples of follow-up dial emails in the package.