

Ticketsolving:

The World of Email Automation



Using email automation as part of your digital marketing strategy to increase customers satisfaction, loyalty and revenue generation.



Automation is a real buzzword at the moment and depending on who you listen to, it will change the way we work forevermore. Moreover, marketing automation is experiencing rapid acceptance across a variety of industries, becoming a central part of many organisations' marketing strategies. For the arts, automation presents a huge - largely untapped - opportunity. To take advantage of email automation, it's important that your box office system has a full ecommerce integration with your email marketing service.

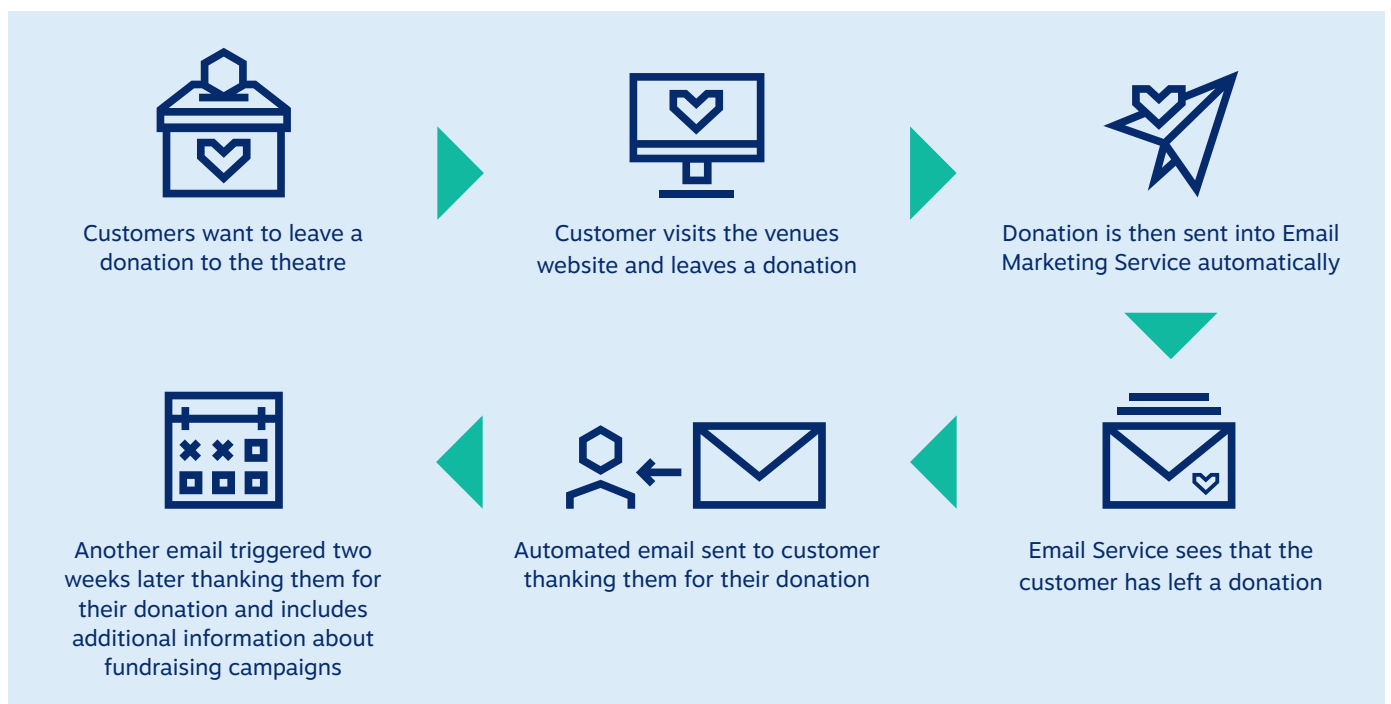


So What is Automation Really About?

Automated emails deliver information to your patrons right when they need it, in a way that's efficient for you and your team. You can send a series of emails to introduce your new patrons to your venue/festival, share show/product recommendations based on what your customers have purchased in the past and more.

Over the last 18 months, we have worked to fully integrate Ticketsolve with **Mailchimp's** powerful email automation tools. If your box office system has an ecommerce integration with your email marketing system, you will also be able to take advantage of automation.

Below shows a very simple example of how you could implement an easy automation within your organisation...

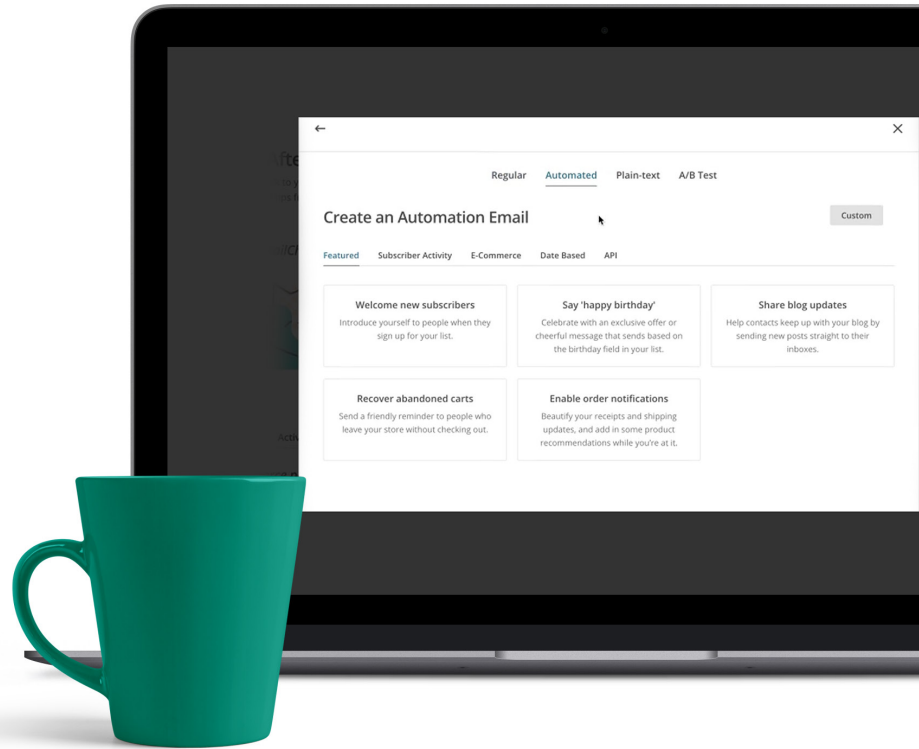




Triggers and Workflows

Workflows are basically a series of emails that you can set up within the email system to be ready to go once a customer is ready to receive them. Most workflows may only have one email but they can include more.

Triggers are what sends the workflow to the customers. A trigger can be an **open** or **click** in one of your campaigns, a **ticket purchase**, or an **action** that's combined with one of your email system's other features. Some email clients have created a series of workflows with pre-built triggers to help you get started. If any of the pre-built workflows don't fit your needs, you can also create a custom workflow of your own.



Building Your Workflow

This part is very simple. Your email client have workflows that operate on conditional logic: **if A happens, then B will happen**. This means that when you're setting up your workflow, you're creating specific conditions for emails to send. There are two types of triggers you can choose from to create the conditions for your emails:



1

Campaign Based

Did the customer open your email or click on a specific link in the email.



2

Activity Based

Did the customer buy a ticket for a specific show, or did they leave a donation.

Within the two types above, there are many different workflows from which you can choose, from **lapsed customer workflow** to **best customer workflow** and everything in between. Once you decide which workflows to build you can add triggers to them such as; **trigger this email within the workflow 4 days after a customer purchases a ticket for La Boheme**. Each workflow can have many different triggers added to it and customers will only receive those emails once the triggers have been met by the customer actions.



When To Use Email Automation

An automation workflow is great when you have content you want to automatically deliver to your patrons at a specific time or based on a certain trigger. As part of Ticketsolve's consultancy service, we work with our customers to fully understand their goals and explore how Mailchimp automation can help. Below are some common scenarios available which our customers have implemented with excellent results.

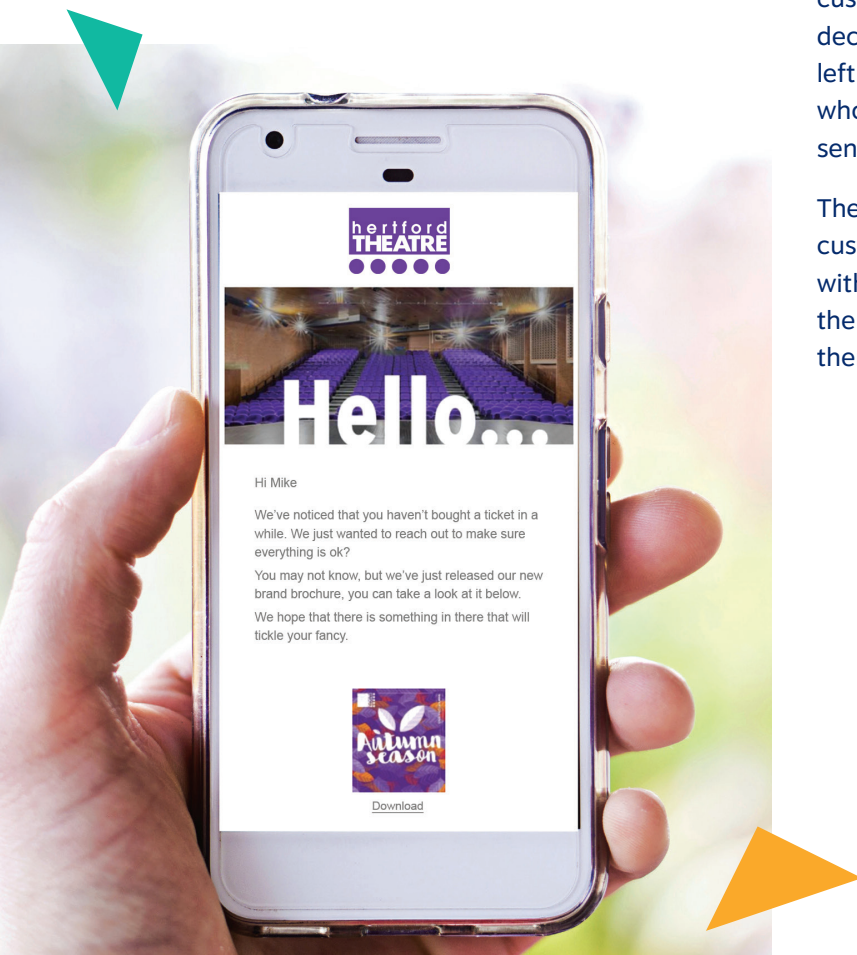
Instead of using the usual send a letter to the lapsed customers to try and entice them back, Hertford decided to use email automation.

Lapsed Customer Automation

We worked closely with the Hertford Theatre and identified lapsed customers as an area where automation could make a difference. After reviewing the data extensively we identified a segment of customers who hadn't attended for over 300 days. We agreed this would be the trigger for their automated win back campaigns.

Instead of using the usual send a letter to the lapsed customers to try and entice them back, Hertford decided to use email automation. Once set up, it can be left to continue to work in the background and anyone who has not purchased for more than 300 days will be sent a win back email.

The strategy around the automation was to send lapsed customers a friendly email, stating they missed them, with a link to the new brochure and a reminder about the cinema programme and how they would like to see them again. See the example below.





A staggering **287 customers** out of the **4,258 purchased a ticket** following the email they received.

The results were excellent. In the first month of testing the campaign, the email was sent to **4,528 customers** and the email received a **32.8% open rate** plus a **10.5% click-through rate**. However, the main KPI from this campaign was the number of customers who returned to Hertford Theatre after receiving the email. A staggering **287 customers** out of the 4,258 purchased a ticket following the email they received, it's quite a result considering these patrons were considered lost forever.

With this positive result, the team at Hertford are now going to refine the email and add incremental improvements to it over the coming months.



4528

Emails sent



32.8%

Open rate



10.5%

Click through rate



287

Customers returning to Hertford Theatre

Hertford Theatre, Hertford

Watermans Arts Centre also completed a lapsed customer automation. They triggered the email when a customer had not purchased in 500 days. Again, the results speak for themselves:



8942

Emails sent



28.8%

Open rate



6.6%

Click through rate



1,850

Customers returning to Watermans Arts Centre

Watermans Arts Centre, West London



Driving Loyalty with First Time Customers

Welcoming new customers to your organisation is essential if you want to make an excellent first impression and drive customer loyalty. By using email automation, emails are sent to each customer when they purchase a ticket for the first time for your venue.

Hertford Theatre decided to use email automation with first-time patrons with what is essentially a welcome email saying they were looking forward to seeing them, offering a few handy tips about the venue, and a reminder about their cafe. Again the results were excellent:



1062

Emails sent



48.4%

Open rate



5.3%

Click through rate

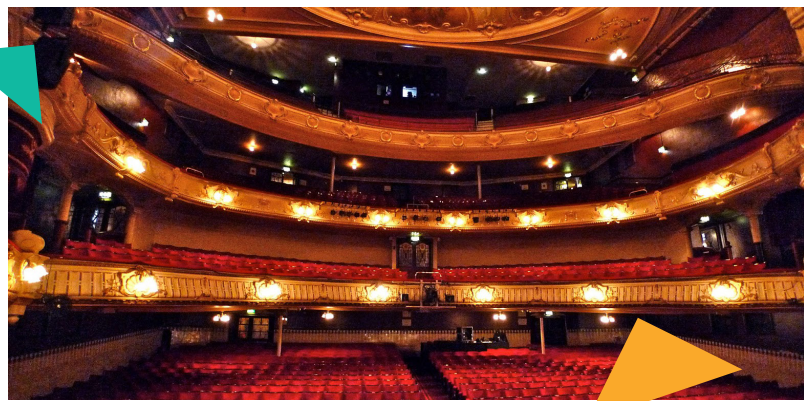


88

Customers purchased a second time

Hertford Theatre, Hertford

The Kings Theatre in Portsmouth also started a first-time customer email thanking them for their purchase. Again, using similar content to Hertford's email, thanking them for purchasing and giving them some pertinent information.



7294

Emails sent



61.1%

Open rate



13.3%

Click through rate



1,715

Customers purchased a second time

The Kings Theatre, Portsmouth



When a Subscriber Signs up for Your List

You don't need to have a full ecommerce integration for this one but it's a great example of how a simple automation can be effective. Welcome new subscribers with a single email —or a series— to help them get to know your organisation. Tell them what they can expect in the future, send a special ticket offer, or give them tips on how they can take advantage of everything you have programmed this season.

Watermans Arts Centre have implemented this and they send an email to customers who sign up for their newsletter. The email is a simple welcome-style email.



2311

Emails sent



51%

Open rate



13.2%

Click through rate



188

Customers purchased tickets

Watermans Arts Centre, West London

Entice Customers to Become a Member

Harlow Playhouse run a membership scheme within the venue. The content of the email was to thank them for being a good customer and that they could benefit from their membership scheme. Their criteria was to send an email to all customers who placed three or more orders within a year, but who do not have a membership.



538

Emails sent



22.9%

Open rate



2.2%

Click through rate



58

Customers have become members

Harlow Playhouse, Harlow



Tips and More Automation Ideas

- 1 When you have a series of emails**

Maybe you have educational content, like a workshop that needs to be sent out on a regular basis over a period of time. Break that information into a series of steps that can be sent over days, weeks, or months.
- 2 When you need to send an email once a year**

This might be for a patron's anniversary. Set the workflow to send annually, and the automation will take care of the rest.
- 3 Following up on website activity**

When a subscriber navigates to a specific link on your site from a newsletter/brochure, automatically send them follow-up information using a Goal. Help them make a purchase decision, or send a survey about their experience on your website.
- 4 When you want to thank your best patrons**

The patrons who purchase from you on a regular basis are important to your organisation, so let them know. Send a simple thank you, invite them to a special VIP membership program, or offer a discount.
- 5 Follow up after a purchase**

Send additional show/product recommendations or product care tips based on what your customers have purchased.
- 6 When you want to get feedback**

Use a survey to make your patrons feel valued and get important feedback about their shopping experience online and through your box office.
- 7 Hot automation tip**

Email Automation should only be used in tandem with your organisation's goals. Campaigns should be constantly monitored and tweaked as necessary. Constant reviews will ensure the campaign is working to its fullest potential.



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