



Review Article

Drip Marketing (A Powerful Marketing opportunity for Nurturing Customers)

Dr. Vijay Prakash Gupta
Assistant Professor,
I.T.S. Mohan Nagar, Ghaziabad

Abstract

The name drip marketing originated from drip irrigation wherever small amounts of water area unit discharged over time to nourish the plants or crops. Just like the drip irrigation system that is best water and nutrient delivery system for growing crops. It delivers water and nutrients on to the plant's roots zone, within the right amounts, at the correct time, thus every plant gets specifically what it needs, when it need it, to grow optimally.

Keywords: Drip marketing concept, automation, AIDA Model.

Copyright©2020 Dr. Vijay Prakash Gupta This is an open access article for the issue release and distributed under the NRJP Journals License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Introduction

Drip marketing is also a tool to remain in touch with prospects and is also called by the term "nurture marketing". Drip marketing is similar but instead of water, we release small units of marketing messages at the right time intervals.

Traditional Marketing Concepts V/S Drip Marketing:

It is very frequent experience of senior sales executives that a blitz of one time mailers or client contacts has very poor rate of return. In experience of the author, emails evoke very low response, may be to the order of 3-5% and the Snail mail or post mail may evoke response not more than 7-10 % at its best. The reason is simple to understand. First time the customer may simply ignore that communication or may not even notice it. Even in traditional theory of advertising the exposure required are suggested as 2+1 or 1+2 whatever way you look at it.

Then, in direct marketing one can't expect results better than even well designed TV

advertisements. Can we? The answer is in negative. A number of software programs are now available that automate the direct marketing messages dispatch and tracking of customer responses.

Learn this from estate agents. How by repeated contacts and mailers followed by phone calls, they manage to develop familiarity and eventually get the customer (Prospect) make up his/her mind to deal.

Most agents expect a single mass mailing to produce results. It almost never does. Instead, drip marketing (i.e. repeated contacts over an extended period of time), followed up with personal contact produces the best results.

What Is A Drip Email Campaign?:

Drip email campaign has many names such as automated email campaign, auto responders, lifecycle emails and marketing automation but it only has a common factor- marketing emails that are sent automatically following a set schedule.

The Basics of Email Drip Marketing Campaigns:

The Basics of Email Drip Marketing Campaigns are email drip campaigns an integral part of your organization's email-marketing efforts? If not, you're missing out on one of the most effective and cost-efficient ways to improve sales conversions by educating prospects and customers and connecting them to your organization's products/services.

Types Of Drip Marketing:

For the longest time, drip marketing has been almost exclusively associated with "email marketing", largely because most of the companies that use drip campaigns opt to deliver their marketing messages via email. However, marketers have come to realize that other modes and means of communication may also be used. The messaging tools often used in drip marketing nowadays are:

- The marketing messages are crafted in an email format, usually through the use of automated services, and are sent to the prospects' email addresses.
- **Social media.** Status updates, tweets and other posts on various social media platforms are also used widely in drip marketing. These social media posts are usually published in a regular but well-timed and paced manner.
- **Web insights or web presence.** Many marketers also make use of drip programs that direct prospects to relevant landing pages and engaging blog posts or other similar content online.
- **Phone calls.** Large companies acquire the services of third-party call center service providers to execute their phone call drip campaign, personally phoning the prospects according to a planned schedule to deliver the relevant marketing messages.

- **Postcards, flyers and brochures.** These promotional materials may also form part of a drip campaign, distributing them to the prospects over a certain period of time, with the messages showing a progression mirroring the prospect's buying process.
- **Newsletters and other printed publications.** Usually, these types of publications are released, following a specific schedule and pace. It could be weekly, bi-monthly, monthly or quarterly. This regularity works and fits in the overall concept of drip marketing, making these publications ideal as vehicles for delivering marketing messages to prospects.

Setting Up of Drip Marketing:

- **Goal-setting.** From the outset, you have to be clear on what you want to achieve with your drip marketing campaign. What is your end goal? Do you want to simply aid the lead nurturing activities of the marketing team? Is your focus on maintaining a strong relationship with your prospects? Or maybe your goal is to convince them to purchase your product or service.
- **Content creation.** Drip marketing puts emphasis on the "right information", which means you have to make sure that you will offer great content in the body of your marketing message. Never forget that the heart of your marketing message – and of your entire drip campaign – is the content that you will deliver. The content must be relevant and useful, meaning it should offer something of value to the prospect. After reading the information, the recipient should feel that he learned something new, something good, and something that will convince him to consider buying your product or paying for your service.

- **Identification and segmentation of audience.** Drip marketing also entails getting to know your target prospects, especially their buying decision-making process. After all, they are the target of your drip marketing. They are the recipients of the messages you will create, so you have to keep them in mind every step of the way. To facilitate the conduct of the drip campaign, segmentation of the audience, which is composed of qualified leads identified through lead nurturing, into smaller groups. Marketers make use of various parameters in their segmentation. Some may base segmentation on the needs and wants of the prospects.
- **Automation of drip campaign processes.** The messages in drip campaigns are pre-written, so all that is left will be sending them out. If we are talking about just ten to fifty prospects to target with your messages, manual execution of the campaign may be doable. But what if there are hundreds or even thousands of target prospects? It is certainly going to be a lot of work, and may even become chaotic. The solution is to automate how these messages will be sent. Normally, automation will focus on the timing and frequency of sending the messages. Some companies also opt to automate how they monitor responses to the sent messages.
- **Tracking and Monitoring.** You will never know whether your drip campaign is effective or not unless you have a tracking, measuring and monitoring plan in place. Some of the variables that are measured are the open rates of emails, the click-throughs made by the prospects, and the rate of clicks on links included in the message. These results must be analyzed and evaluated, and will serve as a guide in improving the drip campaign.

When to Use Drip Email Campaigns:

Email drip marketing may also be known as an email nurturing campaign because through each “drip” of information you give, your business stays connected, builds trust, and nurtures the relationship with your prospects and customers. By using email-marketing automation to send your drip campaigns, you can nurture leads more efficiently, as well as keep your current customers engaged and happy.

From the type of content to the number and timing of emails sent, effective email drip-marketing campaigns can be customized and personalized in limitless ways to meet your organization’s needs. The following are some examples of various types of email drip campaigns:

- **Educational Drip Campaigns** — Also commonly referred to as “lead-nurturing email campaigns,” this type of drip marketing helps provide prospects with the specific information that they need to know to convert.
- **Nurturing Drip Campaigns** — This tactic is vital when trying to capture not only the customer’s attention, but also build their interest in a product or service. Through email drip marketing, you can send potential leads different messages (tutorials, free trials, etc.) to help increase their engagement. Plus, you can use drip campaigns to send just the right amount of information to prospects and customers without bombarding them.
- **Welcome Drip Campaigns** — Once new prospective customers have joined your email list, it’s vital that you implement an effective welcome drip email campaign. In a welcome email study done by Experian, email open rates were higher when a welcome email is sent immediately (in “real time”) as a triggered email, compared to sending the welcome email at a later date (e.g., through batch recurrent campaigns): Welcome emails sent in

real time had an open rate of 88.3% versus 52.6% when sent later. Drip campaigns are an important way to help maintain high engagement with your newest customers.

- **Promotional Drip Campaigns** — This type of email drip marketing provides prospects and customers with a series of sales emails that include incentives to convert, such as coupons and special discounts.
- **Top-of-Mind Awareness Drip Campaigns** — The purpose of this type of email drip marketing is to help keep prospects engaged and thinking about your organization throughout the conversion process.
- **Shopping Cart-Recovery Drip Campaigns** — This type of email drip campaign is triggered when a prospective customer puts a product in an online shopping cart, but doesn't complete the purchase. These types of behavioral emails typically include reminders and, in some cases, additional incentives to help guide and encourage customers to take the actions needed to complete their transaction.
- **Confirmation/Renewal Drip Campaigns**—Drip emails can also be used in confirmation and renewal campaigns to again keep the customer engaged with your organization. Confirmation/renewal drip campaigns also provide both a way to say thank you and demonstrate the legitimacy of your organization. They can also introduce the benefits and features of the products/services customers recently purchased, as well as how to connect and find out more about your company and its products through hyperlinks to your website.
- **Reengagement Drip Campaigns**—Marketers use this type of drip campaign strategy to reignite interest

and engagement in their organization among prospects and customers who haven't interacted with an organization and its lifecycle emails for a certain period, such as six months. Drip emails are an outstanding way to not only pique customers' and prospects' interest in your products, but also help build a positive relationship with them now and in the future.

- **Training Drip Campaigns**—Companies can use this type of drip campaign to show and tell newly based users through an email series how to use a product or service. For example, providing a six-week interactive course on how to effectively use your products is a great way to educate and help engage customers on a weekly basis. Through automated training drip emails, you can create a steady flow of relevant emails that deliver top quality content.

What Are the Benefits of Using Email Drip Campaigns?:

More and more marketers today are realizing the myriad benefits of email drip marketing and marketing automation, including being able to:

1. Send the right/relevant messages and data at the right time in automated drip emails to effectively lead prospects to the next step in the conversion funnel
2. Create and qualify more leads for your organization's sales team with a sales email sequence
3. Grow sales and generate more revenue
4. Get customers ready for an upcoming event, launch of a new product, or opening of a new store with a series of automated emails
5. Build long-term customer retention and improve lead nurturing

6. Save time and valuable resources by automatically educating and nurturing leads throughout the sales cycle
7. Use an automated drip email sequence to help prospects get the most out of a free trial period and close the deal at the end of the trial
8. Provide more opportunities for prospects and customers to share feedback.

Examples of Successful Email Drip Campaigns:

Here are some great drip-marketing examples that demonstrate the kind of success that can be achieved. Be sure to click on the links to learn more about the details of each email drip campaign.

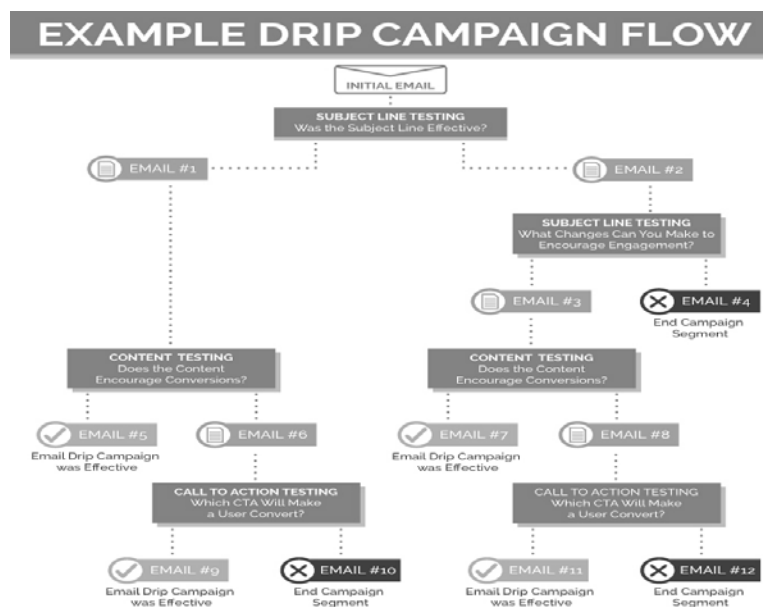
- A fitness gym and program developed an 11-email education drip campaign that was sent to its email list over a period of 11 days. Thanks to sending the effective email drip campaign,

this company achieved a 98% conversion rate of qualified leads.

- A customer service software company implemented lead-nurturing drip campaigns to guide prospects through the sales funnel. As a result, the company succeeded in increasing click-through rate and driving more engaged traffic to its website. For example, testing and tracking revealed that the average click-through rate of the drip emails was three times higher compared to the company's normal blast-email click-through rate.

- A website that sells cookies implemented a three-part drip campaign for prospective customers who abandoned their shopping carts. This resulted in 29% of the cart abandoners returning to the website and completing their purchases.

- Thanks to an 11-part drip campaign that was sent over a period of nine months, a search agency measured an increase in email campaign open rates from 12.9% to 17.9% and more than double the clicks.



Where to Start When Setting Up Email Drip Campaigns:

Here are some important initial steps to keep in mind when creating an effective email drip campaign strategy:

1. Determine your goals and the outcomes you would like to see with the drip email campaign. It work with

you to help pinpoint what you want to accomplish with email drip marketing, whether it's increasing consumer engagement, nurturing new leads, or training a consumer on a new product. The more specific the goal, the easier it is to create customized and effective email drip campaigns.

2. Define your target demographic. This is a key step as your drip email campaign tactics will revolve around targeting certain niches of your customers and clients. Develop personas that describe the attributes, values, and goals of your typical customers.
3. Create quality content. It's important that the content you create within each drip email is not only engaging, but also informative and worth the reader's time. Be sure the email is scannable, user-centric, and talks more about the benefits of your products and services rather than only the features. Keep your copy short and concise, providing links to your website and other content for additional information.

The (Drip) Marketing Funnel – Aida Model:

The AIDA model is very simple and extremely effective when you understand it. In this post, we are going to walk you through the funnel and show you how to apply it to your sales and marketing efforts.

What is the AIDA Model?:

The AIDA model implies that buyers move through a series of steps when making a purchasing decision. Businesses use this model to lead customers through the funnel from the first point of contact right through to the purchase. The sales funnel (sometimes called the purchase funnel) is divided into four simple steps, frequently referred to as the AIDA model: Awareness (or attention), Interest, Desire, and Action.



Source: /www.singlegrain.com

Stage 1 – Awareness:

The first stage is when the potential buyer becomes aware of your company, brand and offering. Brand Awareness is defined as the “extent to which a brand is recognised by potential customers and is correctly associated with a particular product.” The aim is to establish a presence in a very crowded marketplace, to build awareness of your company, product or service and to capture the attention of your target audience. We want people to start recognising your brand and have an idea of what you do. You are not selling anything at this stage.

Stage 2 – Interest:

This stage is going to separate the wheat from the chaff so to speak. The aim, therefore, is to generate sufficient interest

in the benefits of your product or service encouraging the potential buyer to research more. Igniting interest can be done through the creation of high-quality and relevant content that will add value to the lives of your prospective buyers. You can do this by writing blog posts for your website, posting videos on YouTube, then promoting those assets across your social networks and, if possible, on third-party websites. If you have the budget and know what you are doing, you can also promote your website and relevant blog posts through highly targeted Pay-Per-Click (PPC) advertising on Google and/or by boosting some posts on Facebook, for example.

Stage 3 – Desire:

Now that we have aroused curiosity and interest, it's time to start building a relationship with those people before they forget all about you. The key here is to offer something enticing that will help your prospects in one way or another. This could be a cheat sheet, a checklist, a discount, a recipe, an e-book, you get the idea. The goal is to capture the contact details of those who are genuinely interested in knowing more about your business and your offering so that you can begin to build a relationship with them. People are not going to give away their contact details without something of high value in return – so, you really need to think about what you can give your target audience in exchange for their email address. If you did your research properly in the first stage, you should know exactly what your target audience needs.

Stage 4 – Action:

Once you have email addresses it's time for you to get into action and start building a relationship with your prospects. Remember the key here is to eventually make a sale. This stage will take time, depending on the market you function in and the product or service you are selling. The more expensive the purchase, in general, the longer it will take the customer to make that decision to buy. So, be patient!

Conclusion:

Here is where email marketing plays a crucial role in developing that relationship, through the delivery of regular high-value information, that will help build authority and trust.

Remember, people buy from people so nurture that relationship by being helpful, giving as much information as you can, being proactive in answering any queries and of course not spamming people with pushy sales emails every other day. If you continue to nurture the relationship, with consistent and valuable communications, those who are genuinely interested will eventually trust you enough to make a purchase.

On an ending note, the relationship doesn't end with a sale. You then need to move on to another phase which we call the retention phase. This is all about customer service, continuing to nurture and strengthen the existing relationship and selling additional products or services down the line; i.e. upselling. Remember it's harder (and more expensive) to get a new customer than it is to retain an existing one.

References:

1. <https://startupmarketin>
2. <https://www.singlegrain.com/wp-content/uploads/2016/07/Single-Grain-Marketing-Funnel.jpggmentor.com/sales-funnel-understanding-aida/>