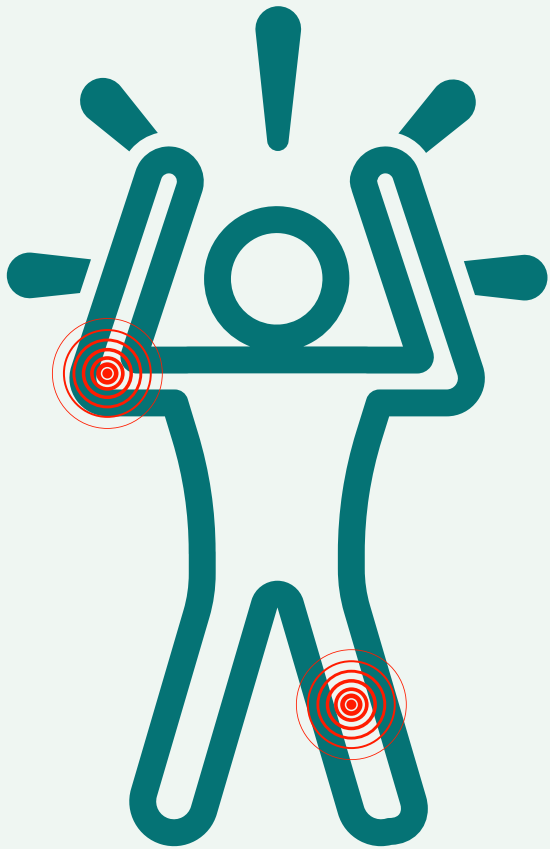


The Key to Improving and Streamlining **Constituent Engagement**



NuGrowth's
***Marketing
Automation***
is the Solution

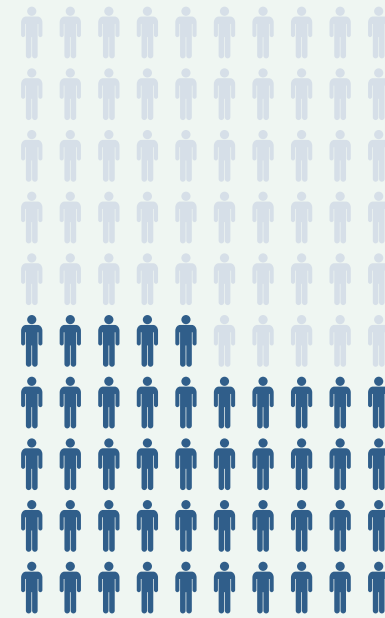


Consistent, engaging, and relevant constituent engagement is the **#1 pain point for associations and organizations**

INBOX (68)
DRAFT
SENT MAIL
SPAM (221)
TRASH



Almost 25% of nonprofit emails **go to spam**



The average **member retention rate** for non-profits is **less than 45%**

Close to 95% of people stopped engaging with an organization due to receiving **irrelevant information**



Sources:
<https://afpglobal.org/FundraisingEffectivenessProject>
<https://go.oracle.com/LP=63689>
<https://go.everyaction.com/WC-2018-05-Email-Deliverability-Study.html>

Traditional Email Marketing Platforms

Constant Contact, Mail Chimp, Hubspot, Campaign Monitor

What organizations like:

- + Provides moderate reporting data on email engagement
- + Offers enticing initial cost
- + Some scheduling and segmentation capability
- + Basic integrations with other sales and marketing platforms
- + Email builders tools require limited coding knowledge

What organizations miss:

- Reporting is limited to email engagement, not campaign outcomes (donations, renewals, event sign-ups)
- Can have rapid cost increases as contacts or list segments grow
- Limited support: May not have staff or expertise to manage efficiently
- Deliverability (spam placement) challenges, with no easy resolution
- A highly manual process with limited template options for scalability or automation

The Facts

Marketing Automation

Monitors all digital interactions across platforms (social media, email, website, etc.)



Automatically optimizes messages based on real-time data (i.e. changing send dates/times)



Provides high volumes of data, allowing segmentation down to the individual level



Allows drip campaigns to send messages to segments based on engagement with any level of marketing (email, website, social media)



Can create/manage SEO optimized landing pages, social media, email all in one place



Produces "trigger" messages to send when an individual engages with specified actions (i.e., fills out a contact form, views a video)



Comes with **highly customizable** content

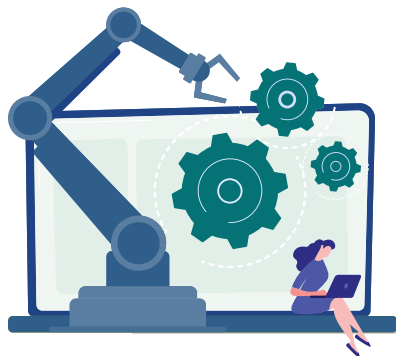


Delivers targeted data that can link marketing actions directly to member engagement



Email Marketing Automation

The long-term solution



51%
of companies use
marketing automation



One of the
fastest-growing
software
industries

63%
of marketers plan to **increase**
marketing automation
budgets this year



76% of companies that
implement marketing
automation generate a **return on**
their investment within the
first year



Sources:

<https://99firms.com/blog/marketing-automation-statistics/#gref>

<https://startupbonsai.com/marketing-automation-statistics/>

<https://blog.marketo.com/2012/10/the-roi-of-marketing-automation.html>

Marketing automation comes with specialized integrations, making it more robust and customizable than other single-channel email platforms.

Email Rendering and Spam Testing

- Comprehensive, flexible email pre-deployment
- Allows to check emails on different platforms, saving time and money on email deliverability
- Check URLs, spelling errors, image sizing, spam blockers
- Ensures your messages are optimized and error-free, improving brand reputation and readability

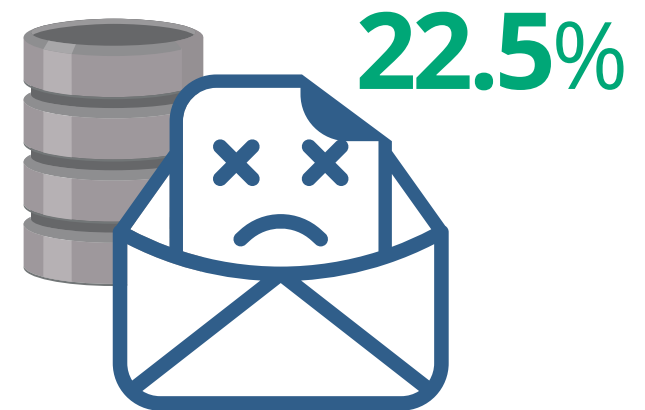


Nearly 85% of all emails are—*correctly or incorrectly*—**marked as spam**

Source:
<https://dataprot.net/statistics/spam-statistics/>

Email List Cleansing

- Verifies email addresses, aids in targeting audiences and qualifying leads
 - Identifies risky and invalid addresses
 - Flags spam traps
- Ensures you're sending to a clean list of the right people
 - Improves engagement with less bounces and better targeted messaging



Email databases decay at an average rate of **22.5%** per year

Source:
<https://webbula.com/email-appending-services>

Inbox Placement Optimization

- Performs email analytics to aid in deliverability
 - Includes insights on inbox performance, sender reputation, fraud protection, design rendering, consumer engagement
- Makes your emails matter more, showing they're safe to recipients
 - Increases your deliverability and improves your reputation



An average of over **125**
business emails are sent per
day—don't let yours get lost

Source:

<https://www.radicati.com/wp/wp-content/uploads/2017/12/Email-Statistics-Report-2018-2022-Executive-Summary.pdf>

Email Reply Management

- Sophisticated reply engagement
 - When someone visits your site after getting an email from you, they get a personalized message to start a conversation
- Makes the connection element instant
 - Don't lose time between recipient getting interested and taking action
 - Leads to higher conversions and engagement

Organizations that respond in **5 minutes or less** are

100x more likely to get a conversation

Source:

<https://hbr.org/2011/03/the-short-life-of-online-sales-leads>

The NuGrowth Difference



Organizations shy away from marketing automation **due to cost**



Almost 50% of businesses don't use marketing automation due to a **lack of expertise**



Perceived **lack of customization** can turn organizations away

NuGrowth offers proprietary pricing with **less upfront costs and higher ROI**

NuGrowth experts come fully-trained and can **implement changes on day one**

NuGrowth's long-standing relationship with one of the best-in-business platforms means **customizations and tailored solutions in less time than the average customer**

Make Your Automation Work for You

Increase engagement and improve your communications today.

Get in touch at **800.966.3051** or **www.nugrowthcommunities.com**.

Source:
<https://99firms.com/blog/marketing-automation-statistics/#gref>

