



# Marketing Automation



TAMSAAN 

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1. About TAMSAN
2. What is “Marketing Automation”?
3. About mautic (Overview and functions)
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# About TAMSAN

## ■ About us



TAMSAN is a **Partner Style**  
Web production company

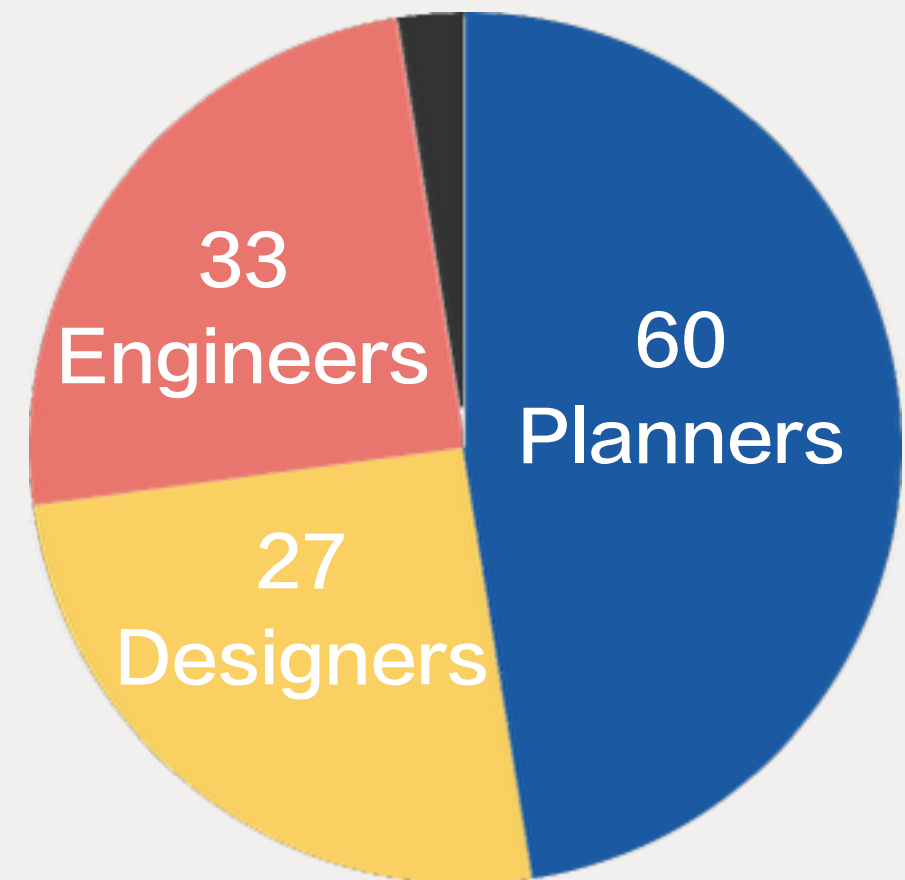
Singapore  
4 Staff

Japan(Osaka)  
70 Staff

San Francisco  
1 Staff

Japan(Tokyo)  
48 Staff

24 Years  
4 Branches  
123 Stuff



## ■ Our Services

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### STRATEGIC PLANNING

Online strategy, User experience, Brand discovery, Website analytics, Web development

### DIGITAL MARKETING

E-commerce web solutions, Content development, Search engine optimization (SEO), Responsive Web Design, Content management systems (CMS), Hosting solutions

### CREATIVE & DESIGN

Brand Identity Systems, Information Architecture, Visual Website Design

## ■ Some of our clients

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Nestlé



DENON



SHARP



TEIJIN





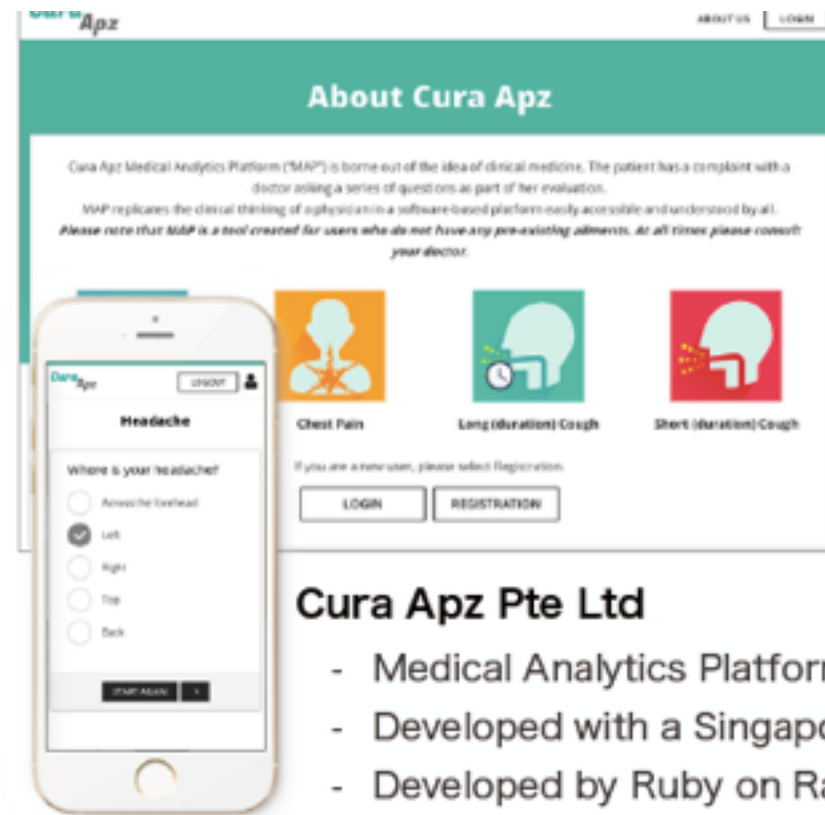
## ■ Some of our work (1/2)



### ANA Campaign website

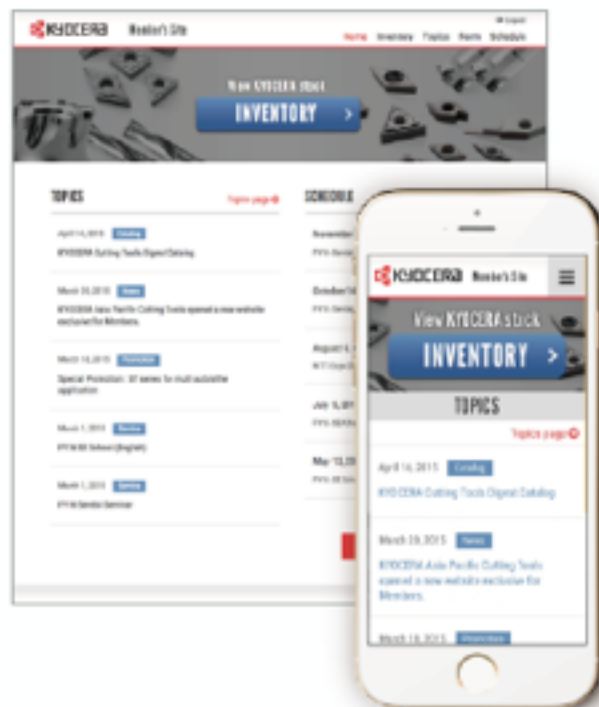
- Released 10 countries and 4 languages at the same time
- Tracking users by Salesforce and Pardot

<https://www.ana-campaign.com/ninjawifi/english-po/>



### Cura Apz Pte Ltd

- Medical Analytics Platform
- Developed with a Singaporean medical doctor
- Developed by Ruby on Rails



### KYOCERA Asia Pacific Member website

- Salesforce integration
- Front-end is developed on Heroku
- Used by more than 20 countries distributors



### Good Job Creations

- Website connected with Salesforce.com
- \* Position contents is developed on Visualforce
- \* Applied information, enquiry information is insert to the respective object

<http://www.goodjobcreations.com.sg/en/>

## ■ Our Works (2/2)



### OISHII -Japanese food & culture information website

<https://www.oishii.sg/>

- WordPress, AWS, Salesforce.com
- Member information is managed on Salesforce



### IKINA PTE. LTD.

- Fashion SNS apps (Startup)
- iOS/Android
- Member, Chat, Log, Reservation
- ...

<https://itunes.apple.com/DE/app/id902394897>



### Janus Academy

- Learning Management System Development
- Moodle customization
- Development on the AWS



### Pentel Singapore

- Facebook application
- Campaign apps connected with Salesforce.com

<https://www.facebook.com/pentelsingapore/>



# What is “Marketing Automation”?

### ■ What is Marketing Automation (MA)

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Marketing automation is a category of technology that allows companies to streamline, automate, and measure marketing tasks and workflows, so they can increase operational efficiency and grow revenue faster.

### ■ Difference with other tools

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#### ▼ MA vs CRM

< Good to find quality potential customers,

Good to nurture potential customers. >

#### ■ Marketing Automation

- Get potential customers
- Nurtures potential customers

#### ■ CRM

- Support Customers (Customers DB)

#### ▼ Analytics tool

MA

Analyze based on **USERS**



Analytics

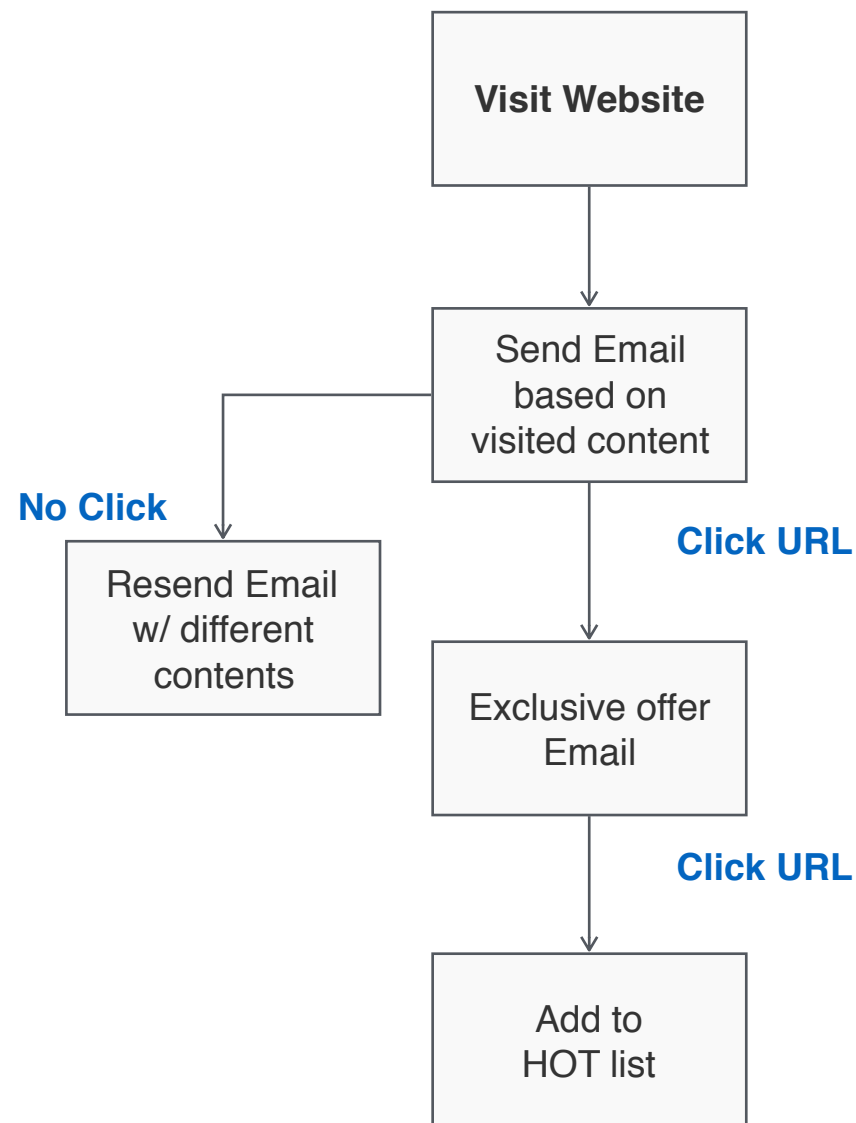
Analyze based on **PAGES**

### ■ WHAT MA CAN DO 1: Send emails to leads which have high scores

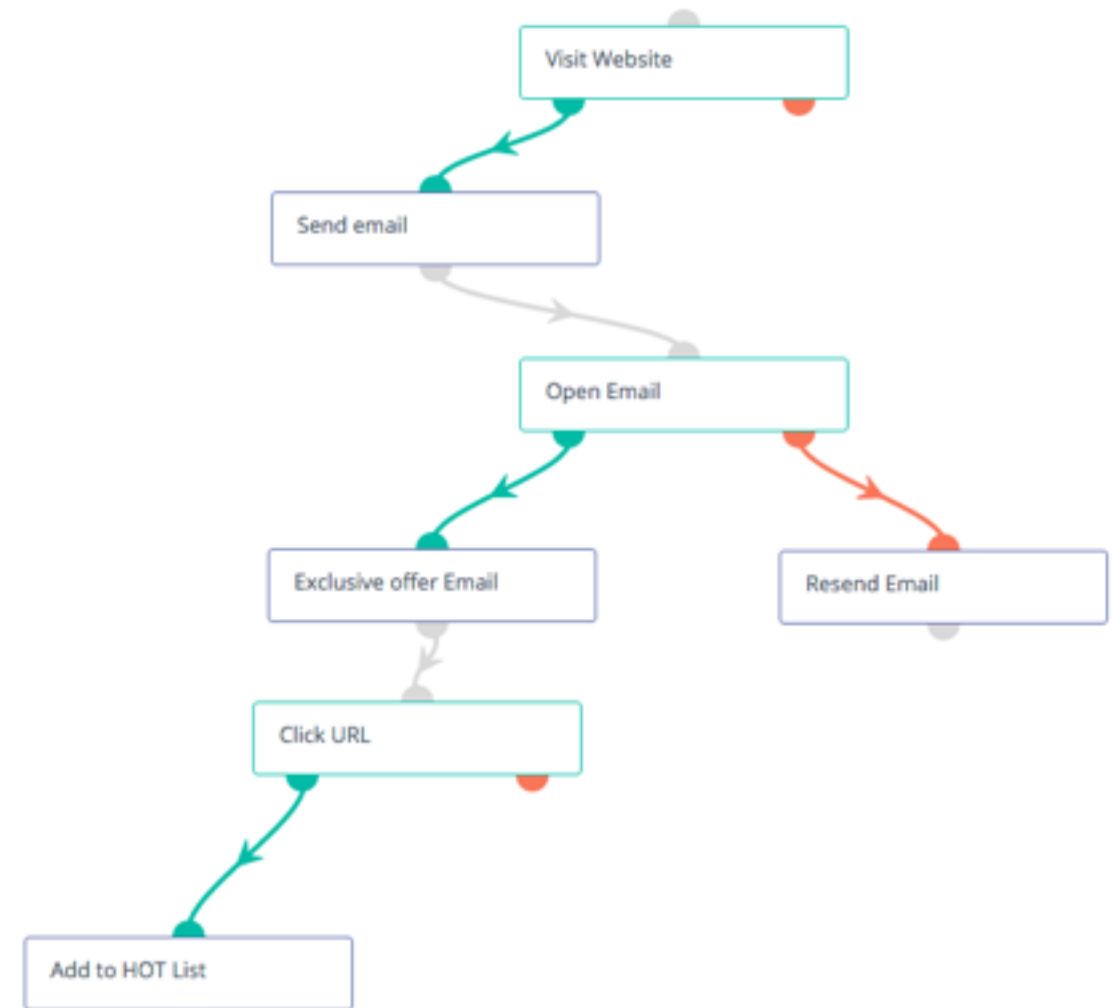
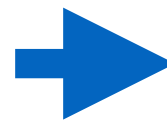
#### <Automate email marketing>

Send email automatically based on viewed pages from users to give them more attentions

- Give more interests to potential customers not using “people” resources.
- Keep in touch with many potential customers concurrently



#### <Planning>



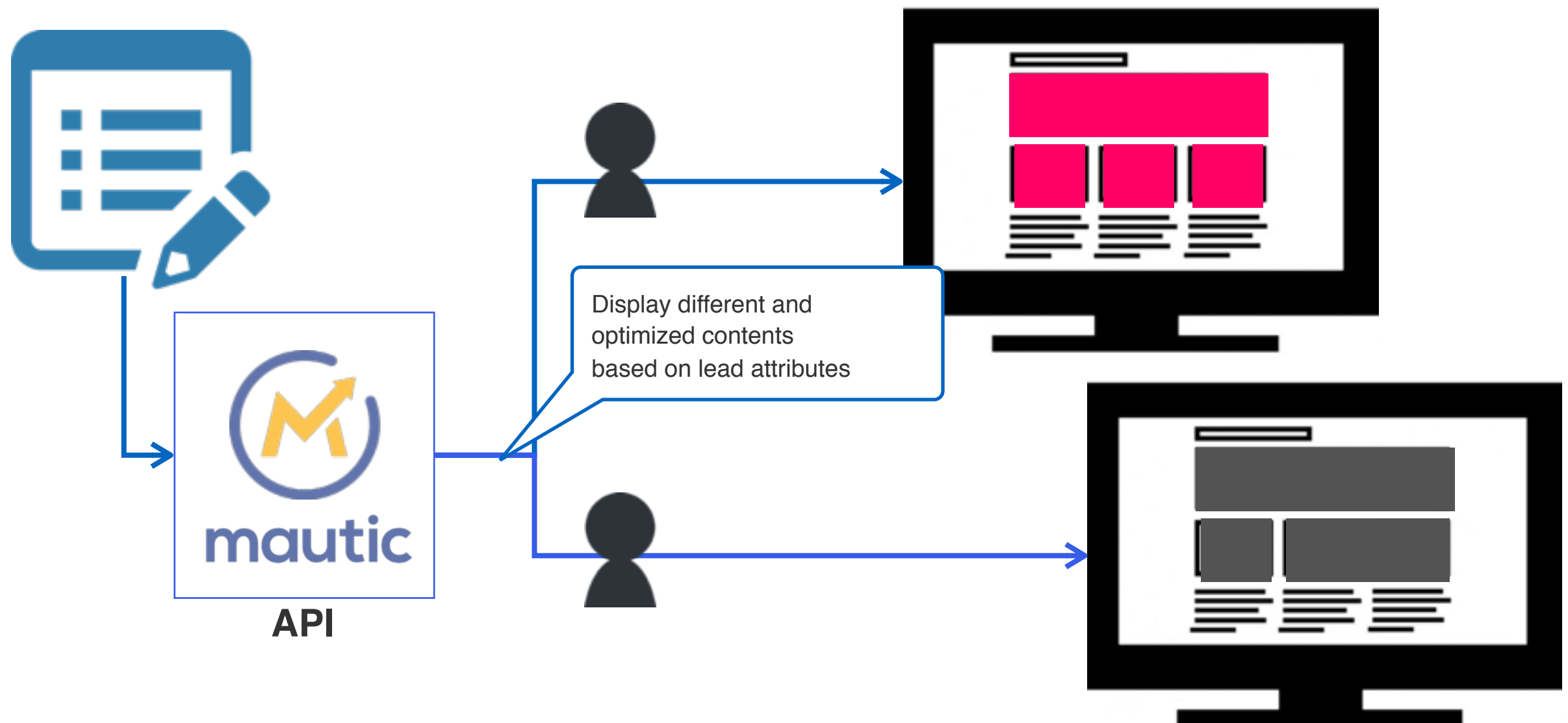
#### <Scenario Setting>

### ■ WHAT MA CAN DO 2: Display different contents depending on the lead

#### < Change web contents based on lead attributes >

Display different and optimized contents based on lead attributes from data in MA

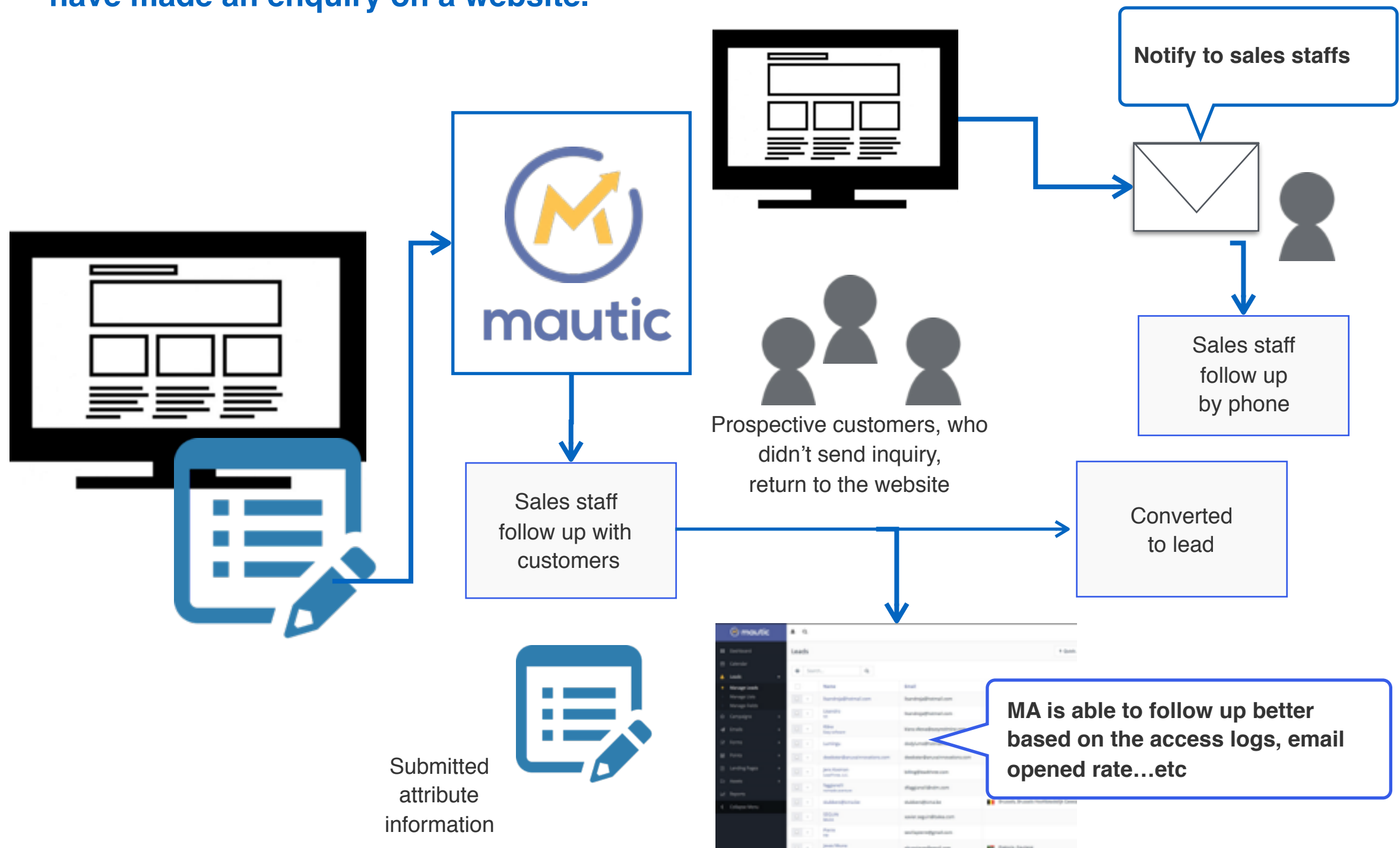
→ Contents which enhances customer loyalty, and increases interest from potential customers



### ■ WHAT MA CAN DO 3: Follow up users individually

<Web enquiry and follow up>

Easy and effective follow up using users' histories and future movement after they have made an enquiry on a website.



# About mautic

## Overview and functions



## ■ About mautic



- Marketing automation platform made by PHP
- Mautic is the brainchild of David Hurley, a Joomla core developer.
- Mautic was released in 2015

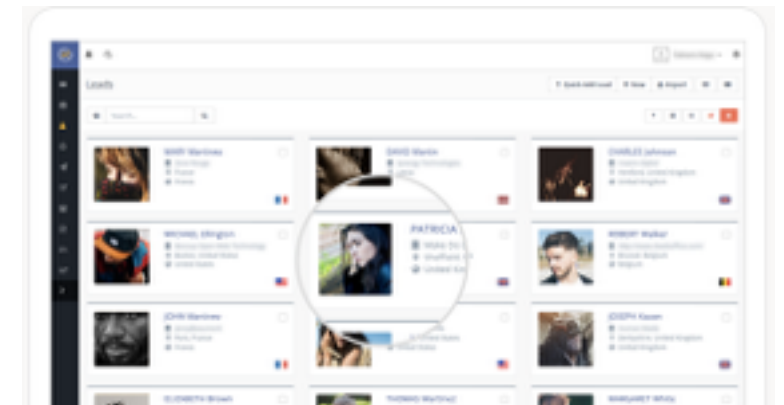
The only **open source (free)** marketing automation software

## ■ Features

<https://www.mautic.org/tour/>

### ① Beautiful & Powerful User Interface

Ready-to-use platform prepared for everything (lead nurturing, tracking, scoring and etc)



### ② Open Source & Custom, Integrate with Everything

Mautic is GPL, fully customizable and integrates with hundreds of solutions. There is an active developer community. We expect as more people use mautic, the integration with third-party software will improve.

### ③ On-premises or Cloud

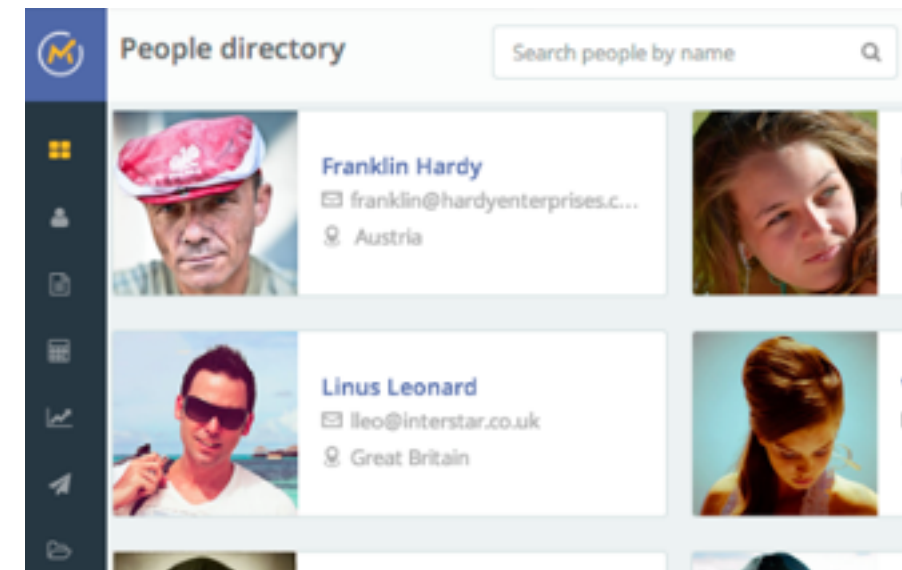
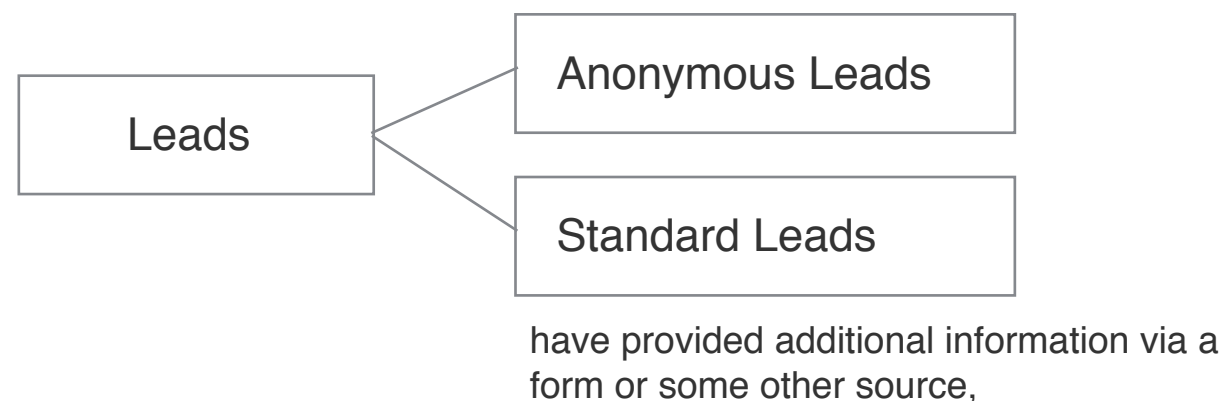
Host your own Mautic or get free hosting.

Applicable either on-premiss or cloud based on your requirements.

## ■ Function①

### ①Manage leads (Create leads and tracking)

- Users who visit a website with a mautic tracking tag are automatically recorded as an anonymous lead.
- Track history (visited pages) and email open rate for each user



- Manage Lists : Filter by attribute and actions of leads
- Manage Fields : You can create additional custom fields and define the data type you want that field to hold.

Monitoring all traffic on a website can be done by adding a single tracking pixel to the website.

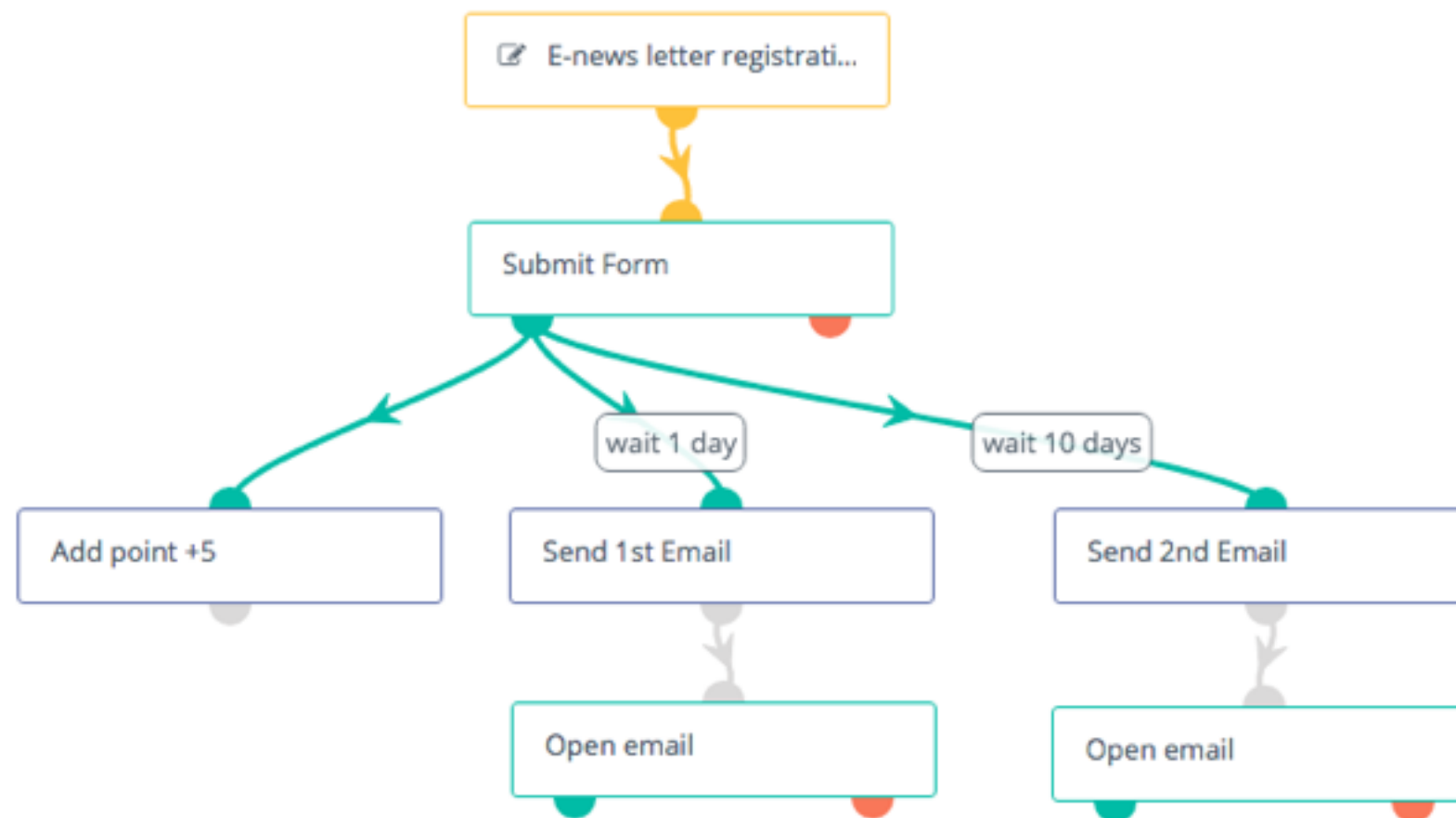
```

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## ■ Function②

### ②Campaigns = Scenario Setting

It has a "Campaign Builder" feature that allows you visually design everything that happens. You can use drag-and-drop to create marketing funnels. For example, if someone downloads a PDF you can send their details to Salesforce and/or add more points to the internal score.



## ■ Function③

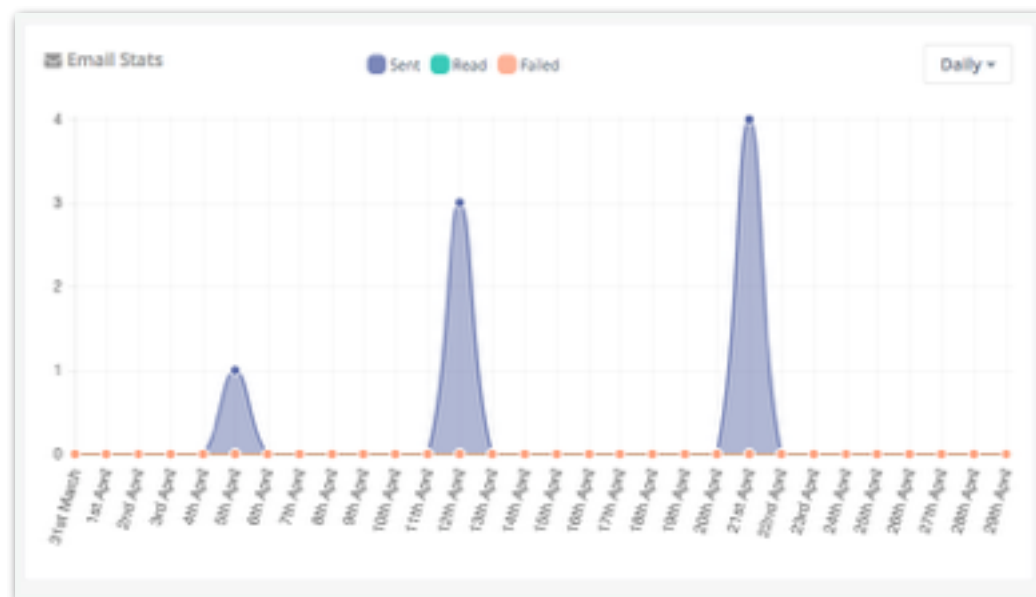
### ③Emails =follow up email, email marketing

- Emails provide a means for direct interaction with potential customers, clients, and leads.
- Able to check Email opening rate
- A/B Testing is built into Mautic's email system.

#### New Template Email



A template email is automatically sent by campaigns, forms, point triggers.



#### New List Email



A list email can be manually sent to selected lead lists



## ■ Function④

### ④Forms = Create form and/or form tags

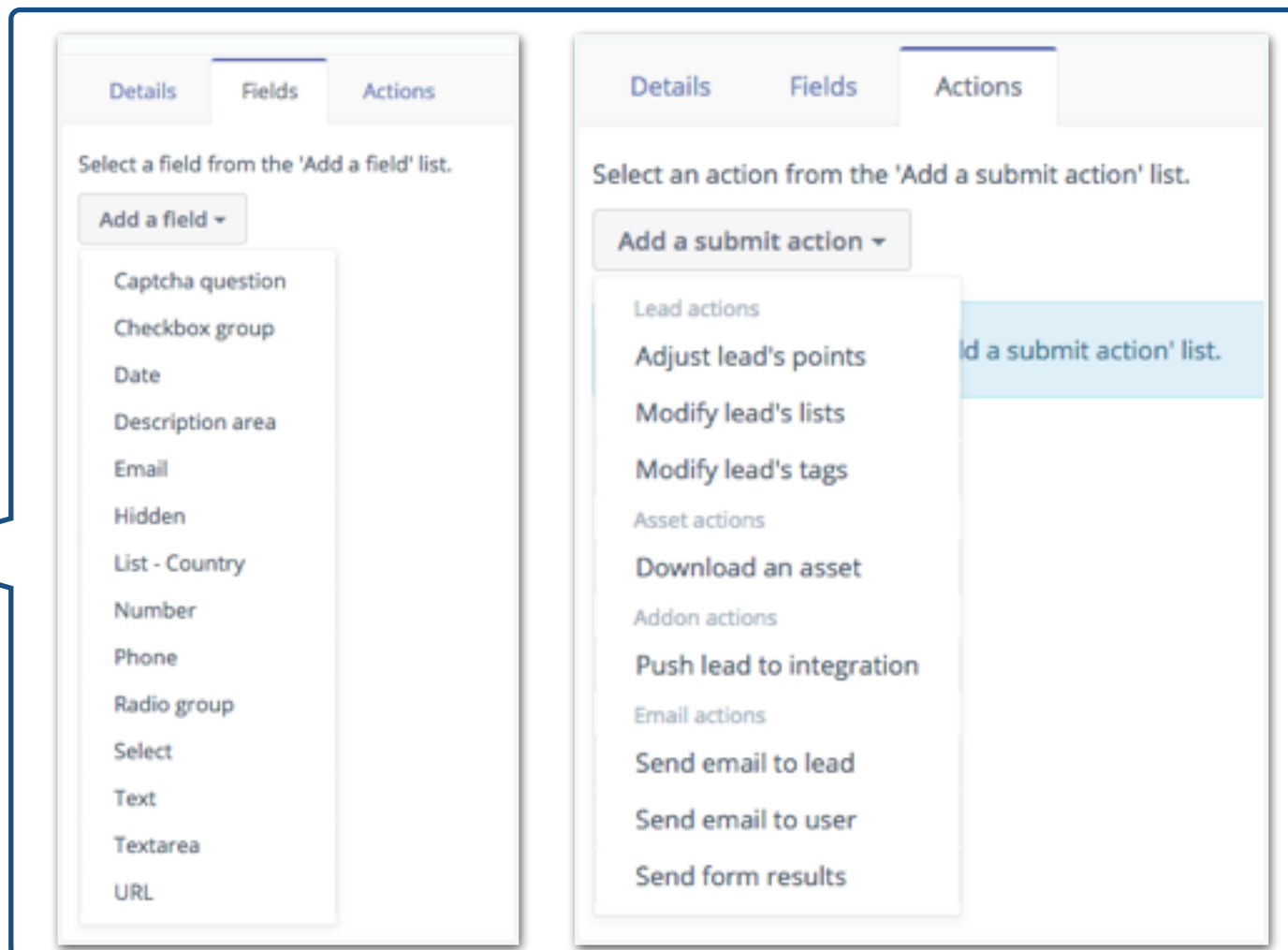
- Collects user information, often in exchange for providing access to a download, an event registration, or an email newsletter.  
(Anonymous leads become Standard leads)
- Automatically create HTML form

#### New Campaign Form

Campaign forms can be selected to be the source of leads when building a campaign.  
(Use for Campaign)

#### New Standalone Form

Standalone forms are not restrained to campaigns and can have post submit actions configured directly within the form.



The screenshot displays the Mautic form configuration interface, divided into two main sections: 'Fields' and 'Actions'.

**Fields Tab:** The 'Fields' tab is active, showing a list of fields to be added to the form. The list includes: Captcha question, Checkbox group, Date, Description area, Email, Hidden, List - Country, Number, Phone, Radio group, Select, Text, Textarea, and URL. A dropdown menu labeled 'Add a field' is open, displaying this list.

**Actions Tab:** The 'Actions' tab is also visible, showing a list of actions to be added to the form. The list includes: Lead actions (Adjust lead's points, Modify lead's lists, Modify lead's tags), Asset actions (Download an asset), Addon actions (Push lead to integration), Email actions (Send email to lead, Send email to user, Send form results), and a 'Send form results' action.

## ■ Function<sup>⑤</sup>

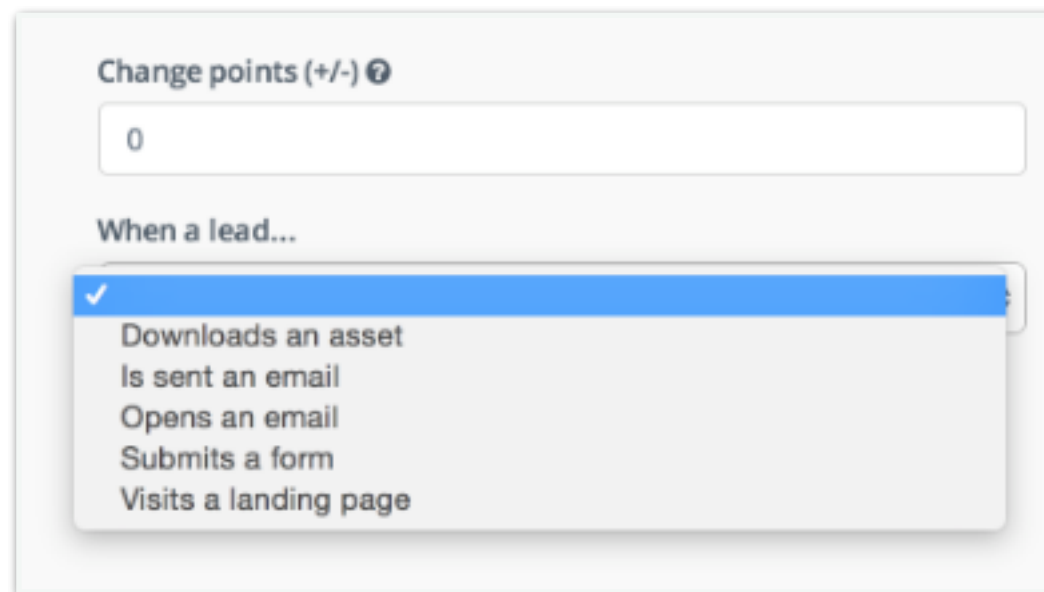
### ⑤ Points = Scoring

- Add points to leads who visit a website based on their actions
- Positive points (+) and Negative points (-)
- Points provide a way for leads to be properly weighted

#### Point Actions

Activities the lead might take based on some interaction with your website.

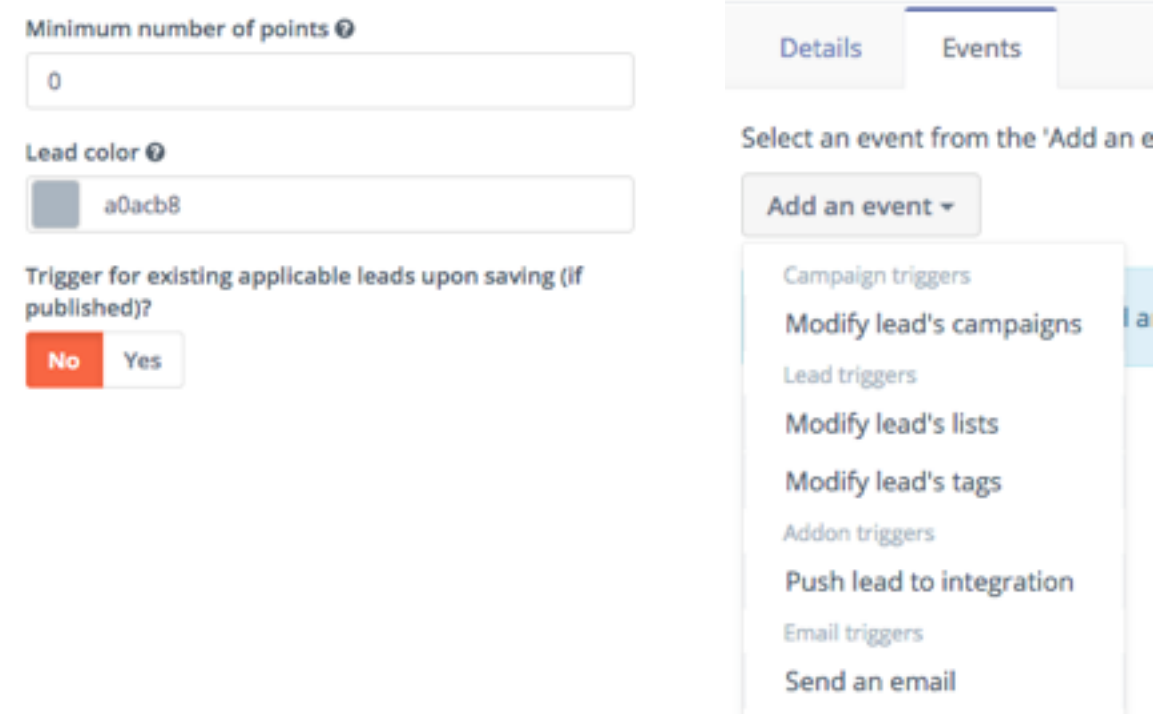
e.g. When an lead download an asset, add 50 points.



#### Point Triggers

These triggers are events you want to fire based on the point level of the leads

e.g. When a lead achieves 1000 points, send e-mail with a coupon.

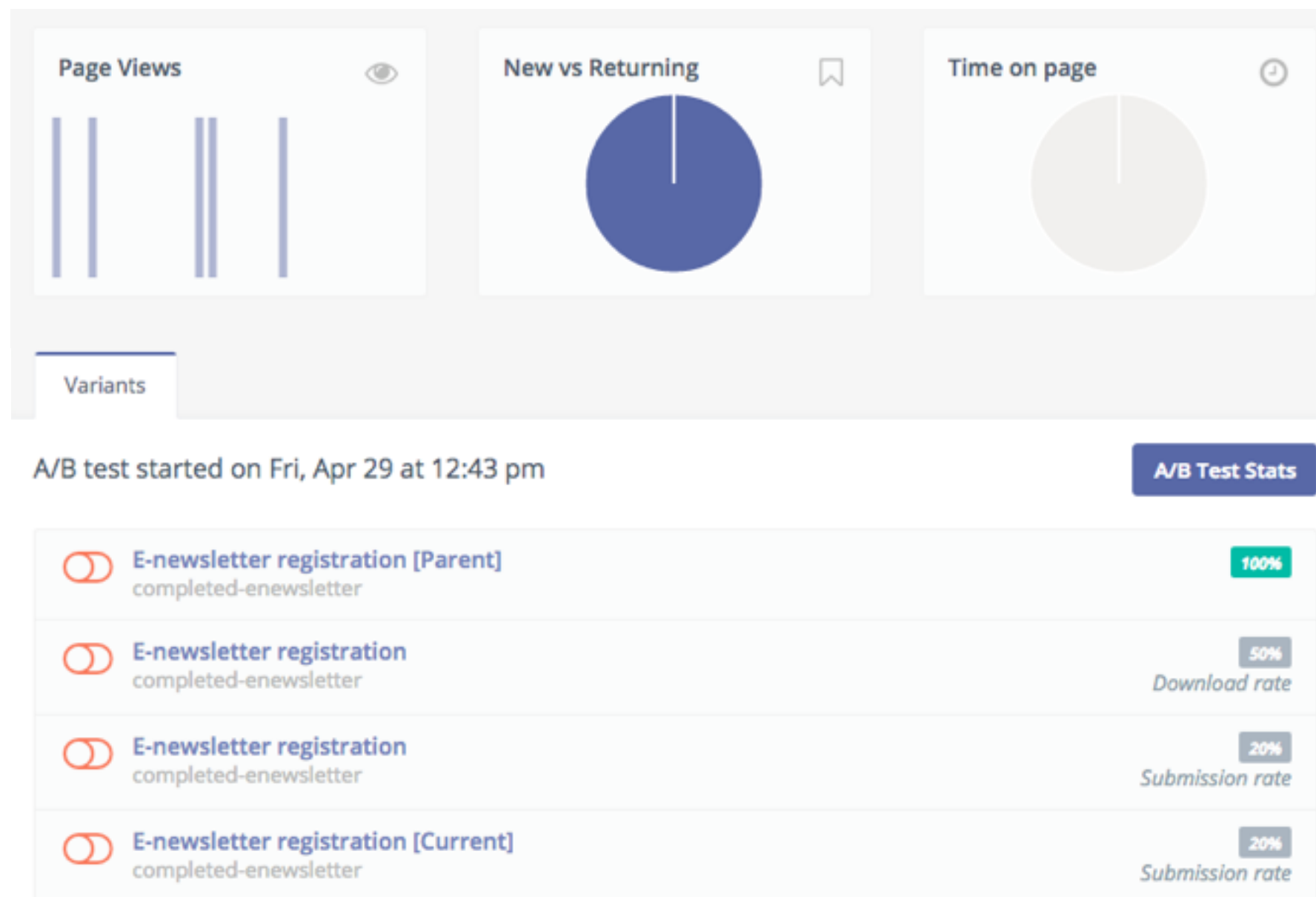




## ■ Function⑥

### ⑥Landing pages

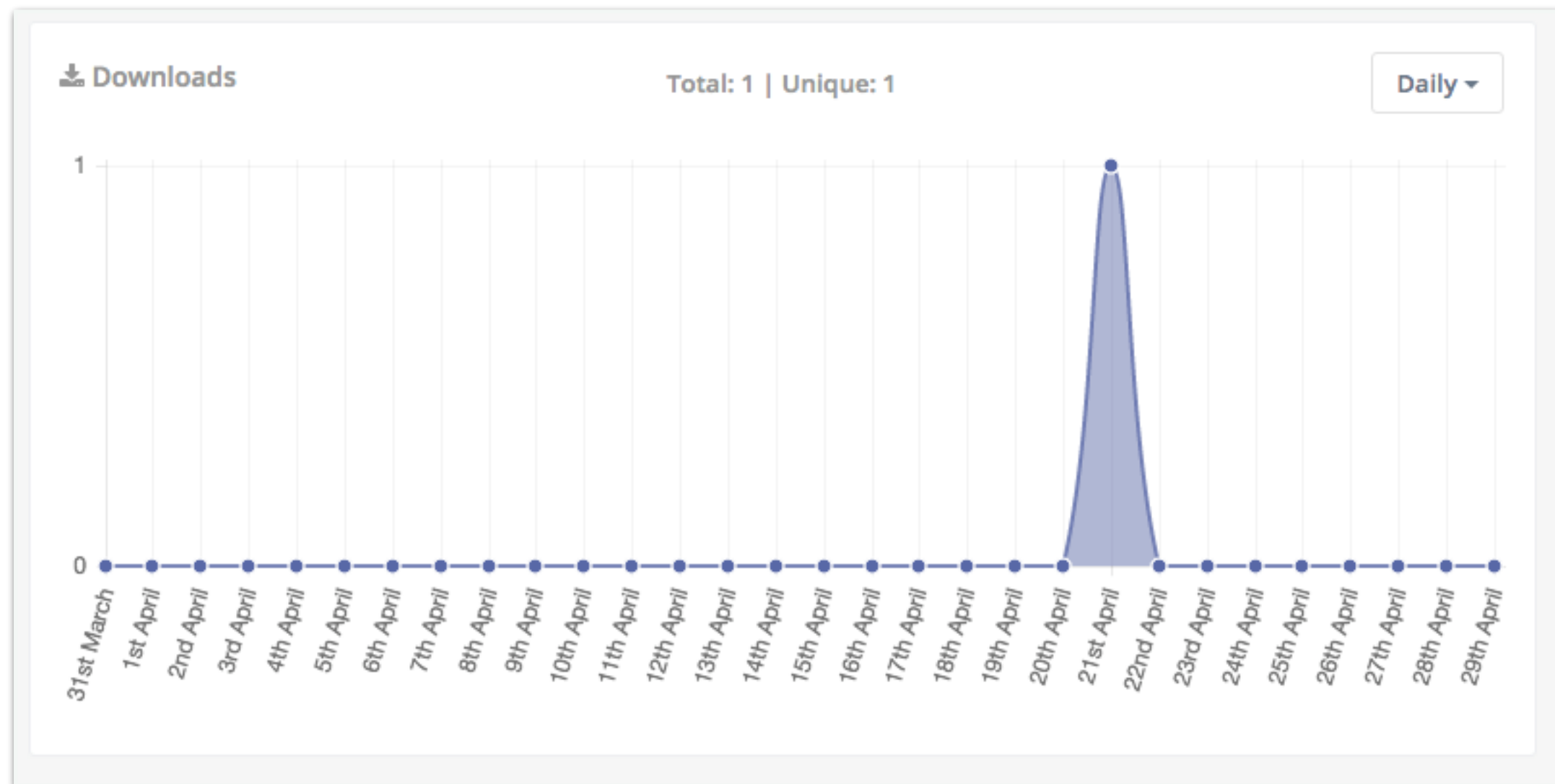
- Use pages for directing leads through a form or providing a way to download an asset
- Create an A/B testing environment, multilingual pages



## ■ Function⑦

### ⑦Assets

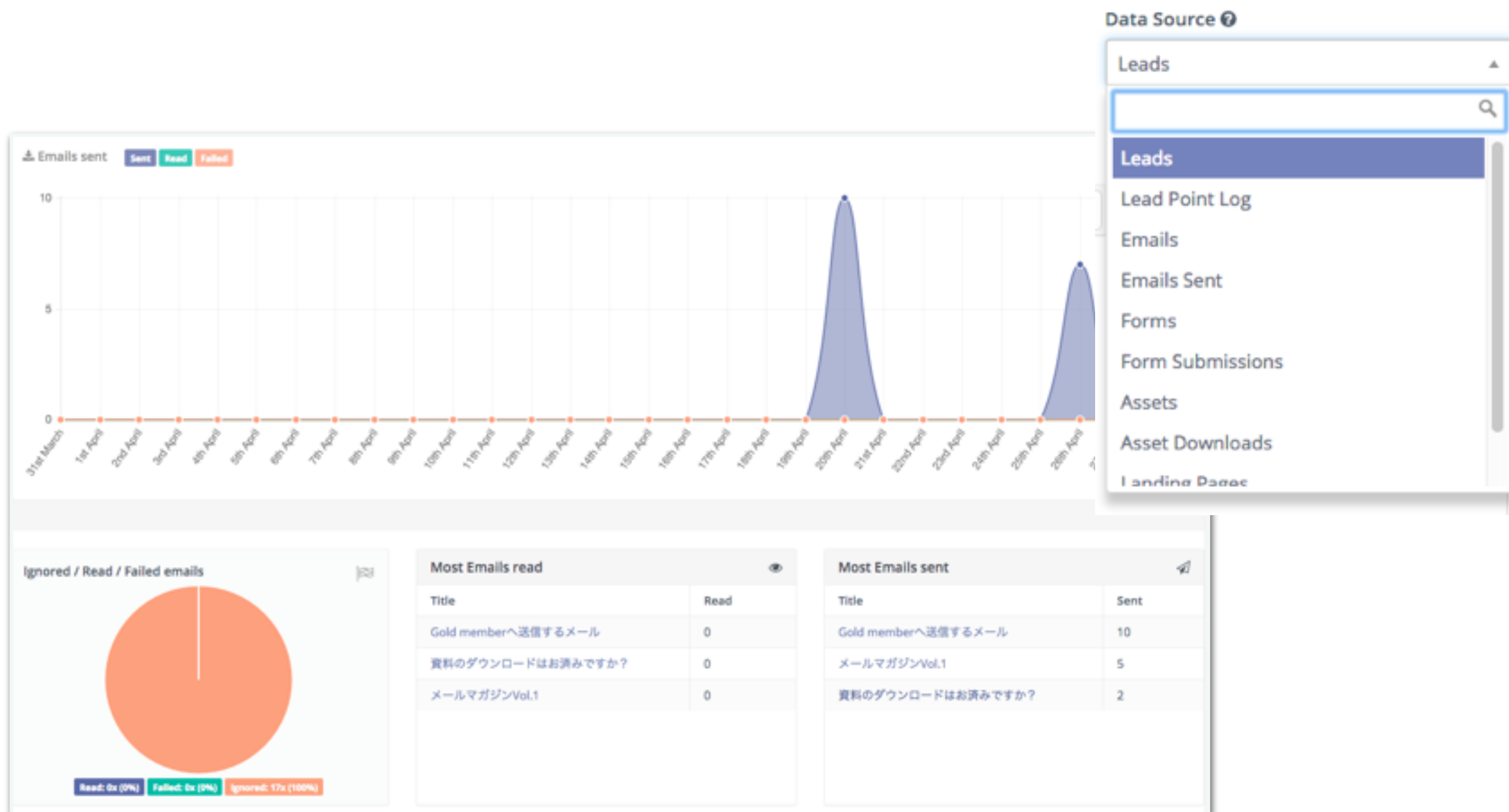
- Manage files for leads to download (PDF, Images, Videos , etc...)
- Trackable items which can carry their own point values, history, and tracking statistics.



## ■ Function⑧

### ⑧Reports

- Result of marketing automation
- Report: Page view, Email opening rate, Point history, Number of download assets, etc...



## ■ Demo

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### 1. Request a document to download

Request a document to download using a form



Completed = Download page

+2



Completed downloading a document ⇒ Send Thanks-email

+30



Not downloaded yet ⇒ Send follow-up Email after 1 day

### 2. Send E-newsletter

Send weekly E-newsletter



Open email

+20



Click URL in E-newsletter



Landing on a specific page



Stay 2 minutes on this page

+5

# END



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