Firespring®

Your Marketing, Made Easier.

Learn how nonprofits and small businesses are experiencing the benefits of Omnichannel Marketing Automation.

Certified
B
Corporation

What is Omnichannel Marketing Automation?

Omnichannel Marketing Automation (OCMA) is a cutting-edge approach that marries traditional marketing methods with modern technology, allowing nonprofits and businesses to achieve better results with less time and effort.

Let's break down the term:

→ **Omnichannel** means the ability to reach your audience across multiple communications channels such as email, print and social media.

→ **Automation** refers to the fact that with OCMA, much of the campaign legwork happens automatically following an initial setup.
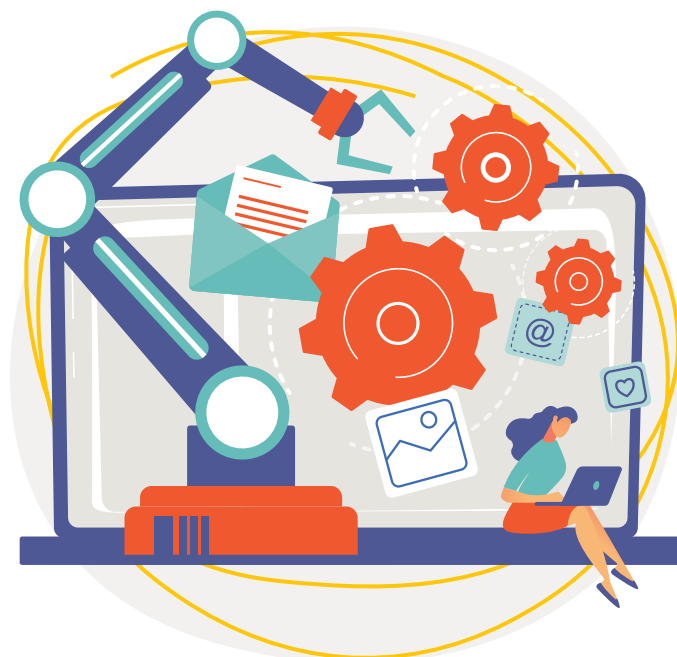
Why Should You Use Omnichannel Marketing Automation?

By combining time-tested marketing tactics with present-day tech, OCMA provides tangible, real-world advantages like improved campaign performance, a better ROI and more efficient resource use.

Spark engagement.

Remember the Rule of 7? A marketing message must reach its intended audience at least seven times in order to be effective. OCMA harnesses multiple channels—resulting in more touch points—in a manner *customized to your audience*. For example, an OCMA campaign might send your target a reminder email if they haven't donated to a fundraiser they typically support, then direct them to a landing page customized with their name and a success story related to their last donation.

Boost performance.

OCMA's ability to direct highly personalized messages across multiple platforms—and to guide target audiences "down the funnel" toward a desired outcome—creates more opportunity for conversions, often resulting in increased sales and donations. As you'll see in our case study on page 5, by combining direct mail and email with personalized landing pages and a promotional discount offer, our client, Top of the Mornin' Coffee, realized $8,000 in sales directly related to campaign conversions in only four weeks.

Top of the Mornin' Coffee achieved $8,000 in sales in only four weeks!

Save time (while getting more done).

In traditional marketing, messages (hopefully!) reach their audience, have a seconds-long shot to drive a desired action, then require more work from the sender. OCMA extends the chain beyond the first link without additional steps, following a series of pre-planned workflows. For example, OCMA might involve sending a direct mail piece with a QR code to 1,000 recipients; those who use the QR code arrive at a personalized landing page; those who do not automatically receive an email two weeks later with a discount offer. This basic example illustrates how technology gives OCMA revolutionary advantages in efficiency compared to older marketing methods.
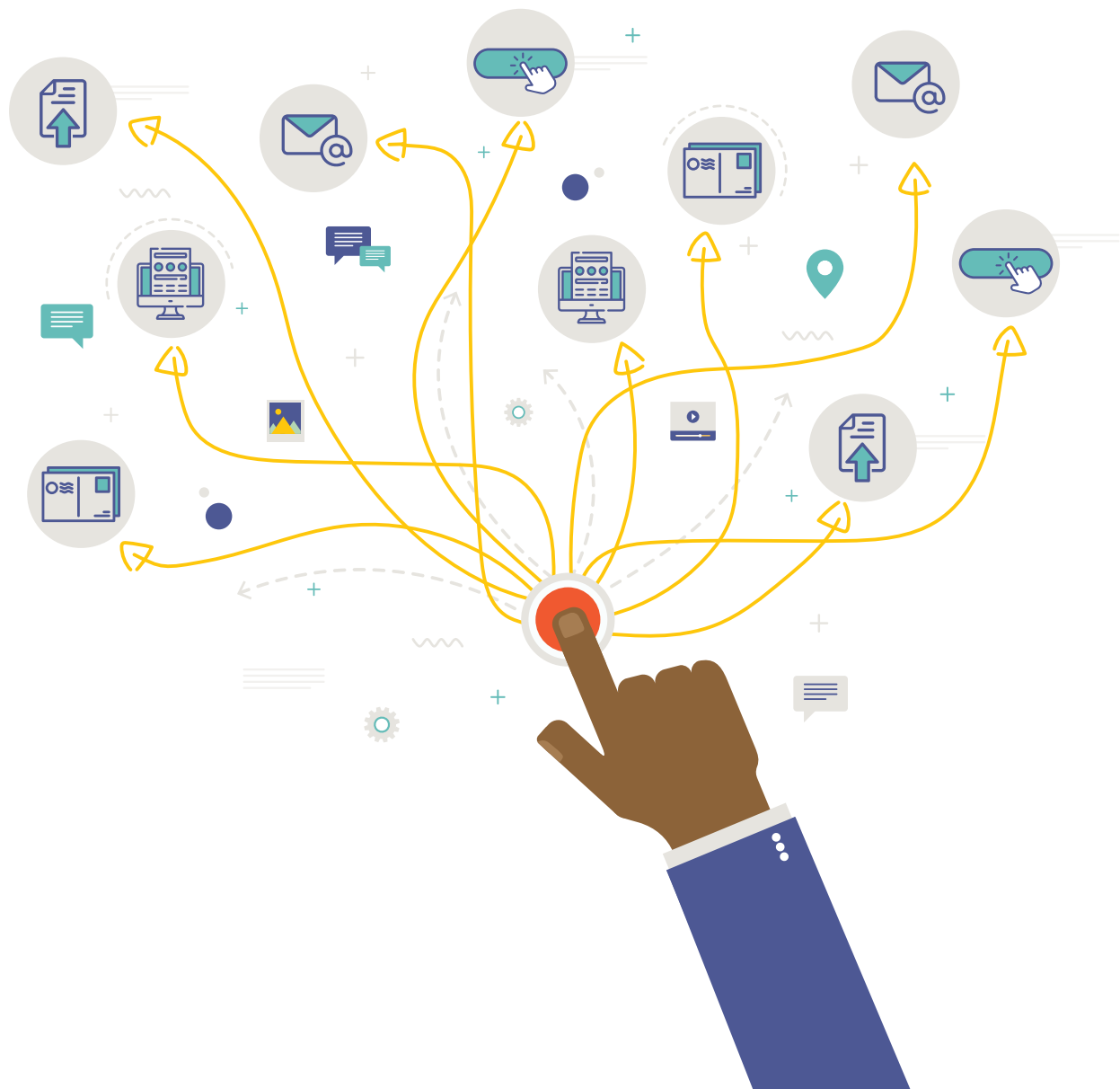
How Top of the Mornin' Coffee Got an Instant Jolt

Thousands of nonprofit and for-profit organizations are putting OCMA to work and seeing extraordinary ROIs. Here's how Firespring was able to help a highly-caffeinated small business generate buzz-worthy sales figures using OCMA.

The Client

Top of the Mornin' Coffee is an online small business retailer of gourmet coffee, tea and specialty merchandise. YouTube influencer Séan McLoughlin, aka Jacksepticeye, who, as of 2023, has over 30 million YouTube subscribers, launched the company in partnership with Akira Coffee, a Nebraska-based coffee distributor and brand creator known for its collaboration with social media influencers.
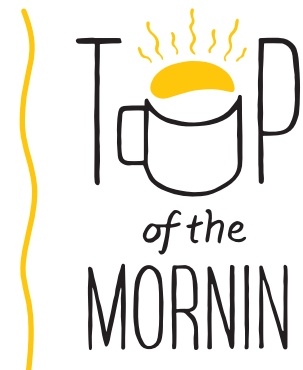
The Scoop

In 2022, Top of the Mornin' and Akira Coffee approached Firespring with multiple goals related to customer acquisition, new products and increased sales:

1. Energize (aka caffeinate) the existing customer base

2. Re-engage customers who had not purchased in more than three months

3. Increase sales of the limited edition Top of the Mornin' coffee mug

4. Launch a brand-new product line featuring chocolate-covered coffee beans

5. Gather data-driven insights to support future acquisition, retention and marketing efforts

The Power Button

Based on the client's objectives and budgetary considerations, Firespring determined Top of the Mornin' to be an ideal candidate for OCMA. We estimated this approach would produce a rapid return on investment while helping the client gain valuable insights into its consumer base and target audience.

Firespring subsequently developed an automated workflow featuring email, variable data direct mail, personalized landing pages, customer survey data collection and A/B campaign testing. The campaign proceeded as follows.

The Drip

Step 1: Each member of the client's list of 29,575 total contacts received a general brand awareness email.

Step 2: We divided the list into two groups. Group A received a direct mail postcard containing a discount offer redeemable through a QR code. Group B received another email also containing a discount offer redeemable by clicking on a personalized URL.
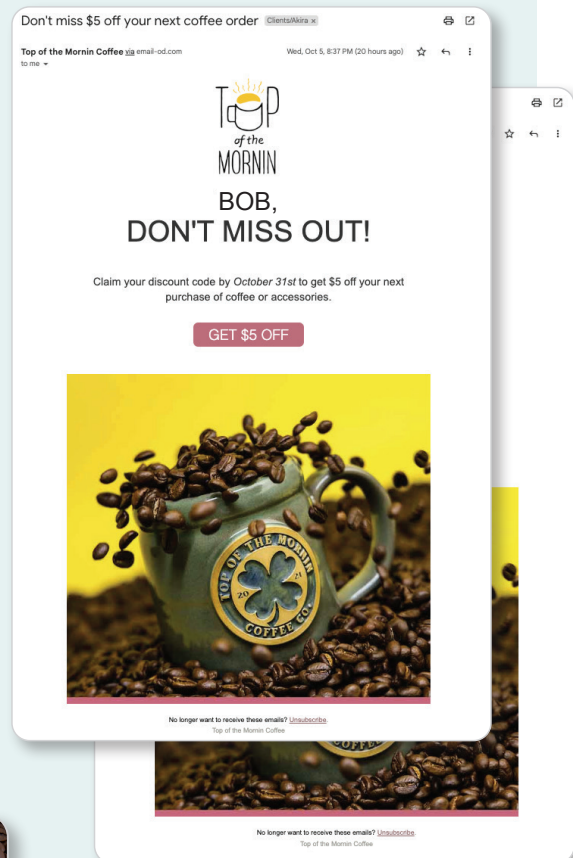
Step 3: Upon arriving at the landing page—which had been personalized using variable data—visitors were asked to fill out a quick survey form in order to redeem their discount.
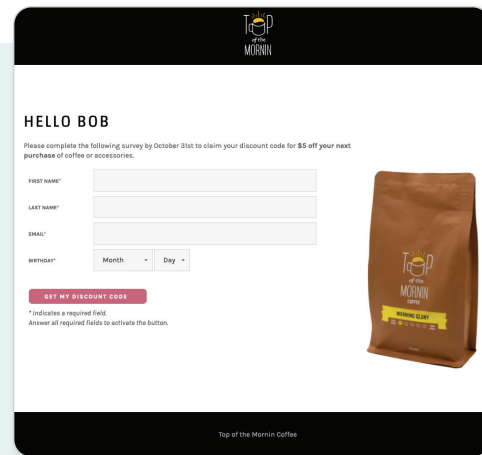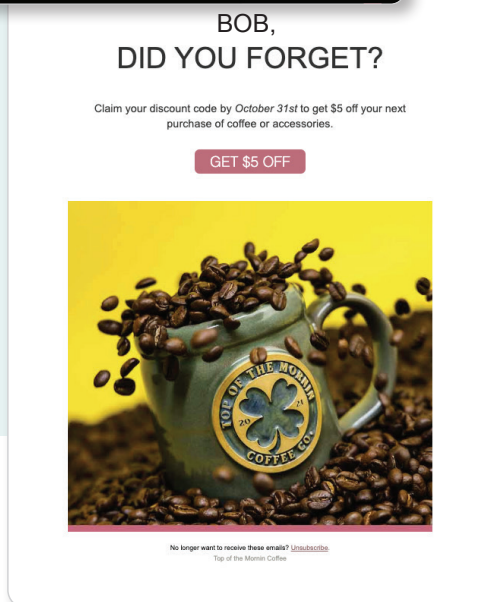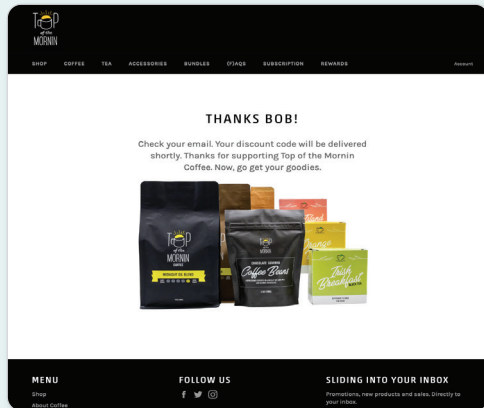
Step 4: Individuals who completed the survey received an automated email containing a redeemable offer code.

Step 5: After two weeks, those who completed the survey but did not redeem their discount received an automated reminder to claim their savings.

Step 6: Those who took no action received a second email in two weeks.

The Savory Finish

The results of this OCMA campaign exceeded expectations, with Top of the Mornin' **realizing $8,000 in sales** directly tied to campaign conversions within four weeks. Other remarkable achievements included:

The client's initial contact list consisted of 25% engaged customers (i.e., had ordered within three months or less) and 75% considered disengaged or lost. Overall campaign conversions included **55% engaged** and **45% formerly disengaged** customers.

Overall, 66% of campaign targets received email only, while 34% received a mix of direct mail and email. Of the conversions, **61% were tied to the recipients of both direct mail and email**. Notably, this corresponds with other marketing research, establishing the superiority of hybrid direct mail/email over digital-only approaches.

Meanwhile, the client considered survey data collected during the campaign to be invaluable toward informing future sales and marketing objectives.
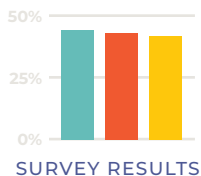
For example, the data showed that over 40% of customers would like to see Top of the Mornin' release **flavored coffee varieties**, followed closely by **coffee blends** and **chocolate items**.

Akira Coffee benefited from learning that **"love for Sean/Jacksepticeye"** nearly tied **product quality** in regards to producing customer loyalty—lending credence to the company's influencer-brand model.

Overwhelmingly—with survey results at 60%—the most common cause for customer disengagement or loss was not brand fatigue but simply, **"I forgot."** Leadership reported this revelation instilled new confidence to pursue existing brand strategies.

The Next Pot

Wondering how to get started? We're standing by to learn about your unique project needs and develop custom, automated workflows tailored to your goals.

Set up an OCMA consultation with one of our experts. **Let's connect** *(over coffee perhaps?).*

888.388.5778

> *Our agency and brand partner approached Firespring with a need for affordable, efficient solutions to boost sales and gain key insights into our consumer base. Since being introduced to omnichannel marketing automation, we have achieved sought-after KPIs and feel more equipped to launch impactful, cost-effective campaigns that move our target audience down the funnel and to our sales page.*
>
> **– DAVID SIEVERS, AKIRA COFFEE CO.**