**SCC Connect Brainstorm Meetings, 9/7/2010**

Judy, Kelly, Kim, Sandy, Jill

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Judy showed her own campaign pieces – “Put Pieces Together” sent out to remind contacts from an event about the coupon, and “Thank You” sent to new customers when receiving sales report – as an example of what can be done

**Campaign report**

Showed the *campaign report* that gives the results of her coupon reminder campaign [sent to 280 contacts, 136 opened (per Tim 48.6% is a very good open rate)] and *campaign history* shows the campaign action

*Contact report* option shows who actually opens the emails sent

Ability to compare % who open one campaign vs another – determine effectiveness of campaign (in past Judy sent out e-mail campaigns with very little feedback, was unable to determine whether it was effective or not … this report allows us to compare one with another to see what is effective

Judy and Kelly did coupon reminder campaigns July, SL did a reminder in August … keep an eye on the Marketing Email calendar (Wiki) to be certain that you aren’t piling your campaign in with Sonlight’s or we risk overloading the customer and reducing the effectiveness of the campaigns

Potential of pre-convention email campaign – could be added at different time than Sonlight sends (assuming that they continue to send it)

**Campaign ideas -** *Primarily focus on eGreetings pieces for campaigns sent via email*

**Everyday category:**

Congratulations – “Sunflower” piece would be great to send to first-time purchasers with “congratulations on making your first purchase and welcome to the Sonlight family” message

Encouragement – after Christmas campaign to encourage homeschoolers to “hang in there”

Reminder – “Don’t Forget” to send for event reminder

Thank You – choose a piece to send to your new customers

**Holiday category:**

Thanksgiving or Christmas greetings, Christmas sale reminder

February – winter will end, encouragement to finish strong

**Professional Greetings:**

“Weighing Your Options” – have requested modification showing books in scale pans – reminder for convention, reminder that you are available to consult, notify of drawings at event, encouragement to give Sonlight a try

“Look Me Up” – dictionary theme – to present self as a resource

“The Extra Mile” – use for invitation to workshop, offer of bonus benefits to customers, host a meet-up type meeting in March with offer of meeting at a coffee shop and viewing the catalog and hear about the new things that are coming (reviewing the Burst), host a midyear slump encouragement session to talk about what has worked/not worked and talk about progression (possibly incentivize bringing a friend)

“Put The Pieces Together” – Judy & Kelly used this to offer assistance in assembling order

“Count on Me” – presenting self as a resource

Referrals … “Send Them My Way”

**Custom category:**

Sonlight postcards in two sizes – if you are not looking for a graphic, or have more text than would fit on other graphic pieces, or use if you just want the Sonlight logo

**E-mail Template**

Sonlight is going to add a specific Sonlight header for the template – available for when you want to send a longer message

**Newsletter options**

Create your own newsletter, use your blog header, pulling a few articles from blog to add, plus some practical resources, a recipe or craft, reminder of events you will attend, more informative nature; would likely target current customers rather than whole contact list to give them special benefit

Potential that some of our contacts will pass them on to friends and our contact info will go wider

Build Your Own templates allow flexibility in # of articles and formatting, also the capability to upload to your website

**Additional ideas for campaigns:**

Invitation to visit website or contact SCC for drawing entry

**NOTES:**

All campaign pieces have an unsubscribe link – campaign report shows how many unsubscribed, and their account will be marked so that they don’t receive any more

Send self the campaign first – to verify it works, then reset the campaign to send to the full group (include self in every group)