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# How Marketing Automation Can Save Your Sanity



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# Who am I and why am I here?

- The American Inns of Court promotes professionalism, ethics, civility, and excellence in the legal profession. We have 30,000 members and nearly 370 Inns or chapters in the United States, Guam and Tokyo.
- Our membership ranges from members of the judiciary and lawyers in all phases of their career, to law school professors, and third-year law school students.
- The American Inns of Court is a **small staff association**.
- I wear a lot of hats and am basically a **one-woman publications, communications, and marketing department**
- Marketing automation has saved my sanity!



# **The Challenge:** Promote a series of Leadership Summits held in 15 different locations



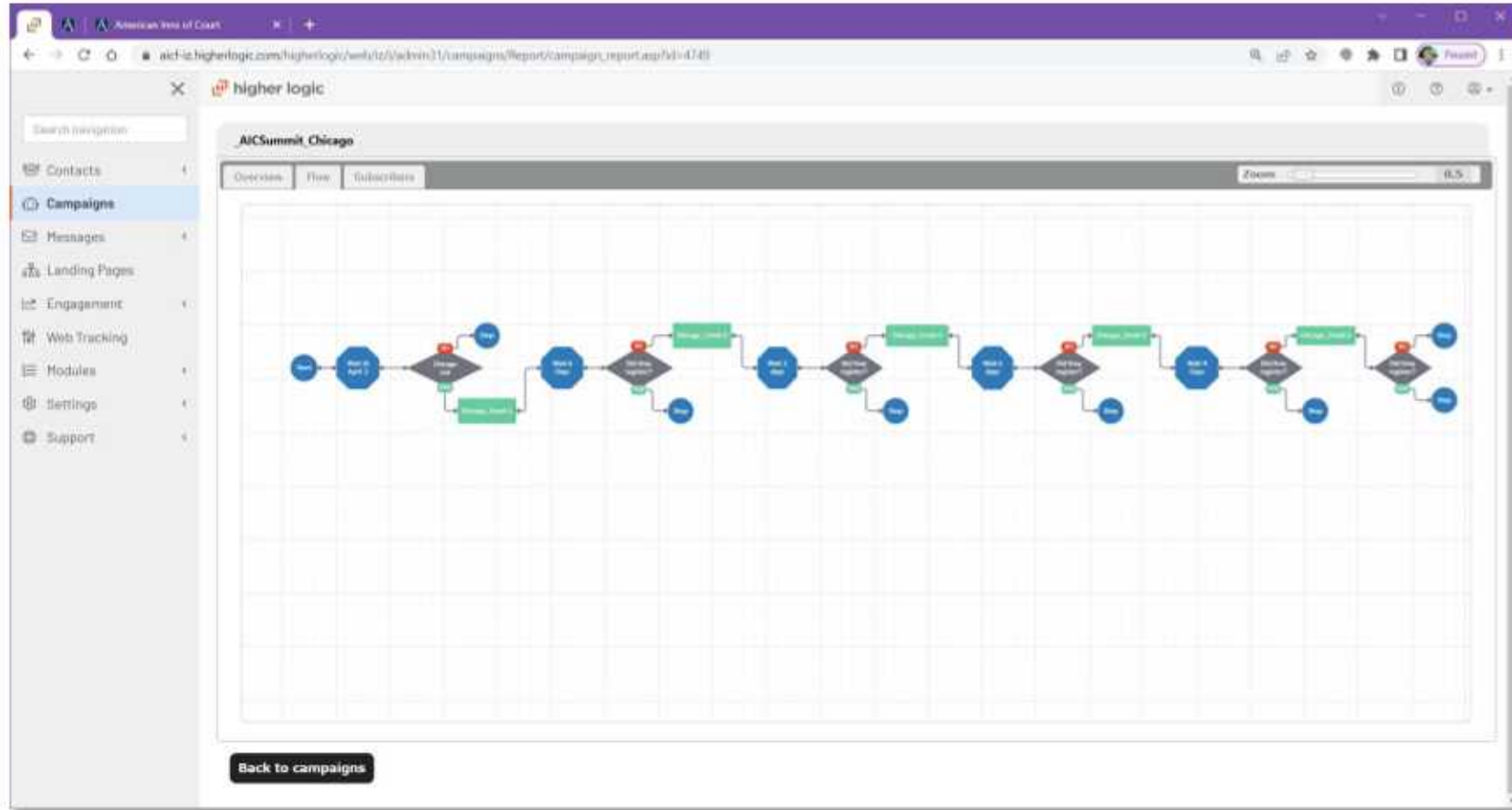
# The Tipping Point

- 75 location specific emails
  - 8 emails for blog updates
  - 4 mass emails to all members
  - 1 email to past attendees
  - 15 post-summit evaluation emails
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- **103 individual emails sent**





# The Solution: Create an Automated Campaign!



# Leadership Summit Sample Email



**The Result: My sanity was saved!**





# Other ways to use Automated Campaigns:

## eBencher Campaign

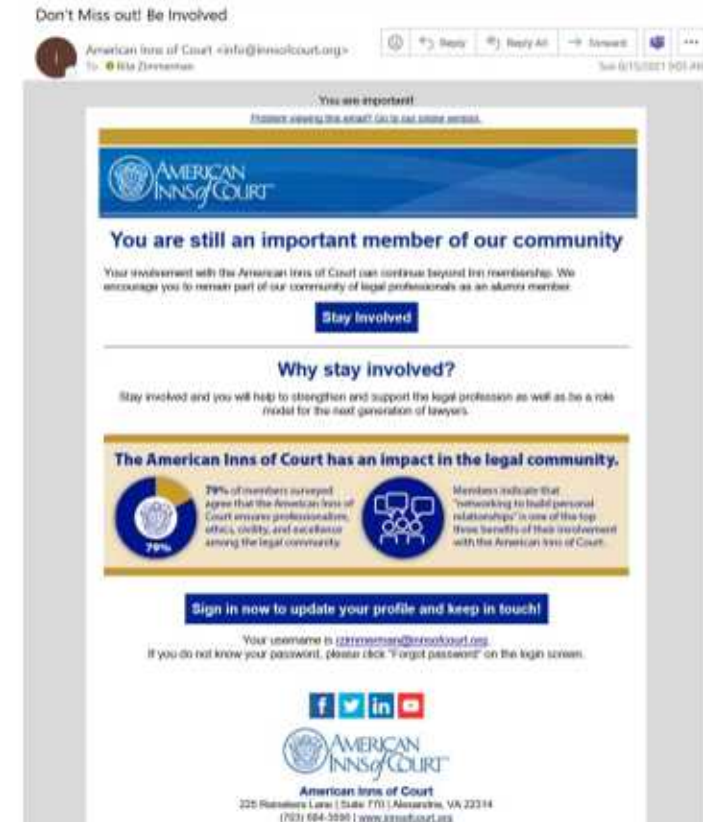
- Previously sent three individual emails
- Had to wait until each email sent to create a suppression list of anyone who had clicked the link to the magazine in the previous email.
- Now I have a campaign set up for each issue that allows me to send three emails automatically and define a suppression list in advance for anyone who clicked the link to the issue in the previous emails.
- Three emails are scheduled in advance:
  - First day of the month (Jan/Feb issue = Jan 1)
  - 7 days later (Jan 8)
  - First day of 2nd month (Jan/Feb issue = Feb 1)



# Other ways to use Automated Campaigns:

## Alumni Engagement Campaign

- Massive list of “Alumni” who are previous members
- Goal was to “clean” the list by separating “Engaged” and “Unengaged” alumni
- Sent a series of five emails to the list.
- If a recipient engaged with at least two of the emails by opening the email, they dropped into an Engaged Alumni Interest List. *(Pre-Apple issue)*
- If a recipient did not open at least two emails they dropped into an Unengaged Alumni Interest list that we do not send emails to anymore.
- Resulted in 10,000 Engaged Alumni **AND...**



# Award Winning Marketing Automation Campaign!





# Other ways to use Automated Campaigns:

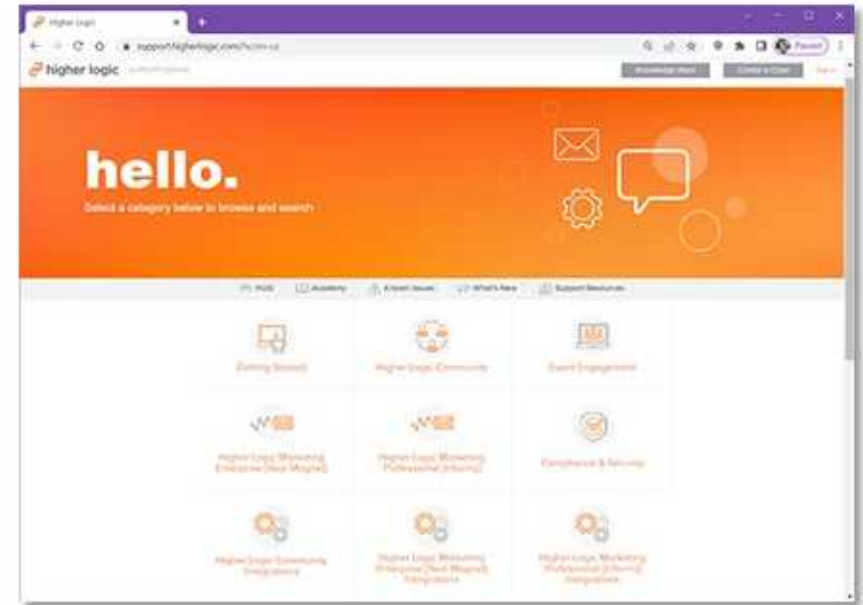
## Education Course Series Promo

- Initial campaign to encourage sign up and course package purchase
- Utilized a landing page for people to select one of three course packages.
- Campaigns then launched for each course pack to encourage participants to stay on track.
- Secondary promotion campaign to those who had not signed up in the initial campaign.



# Your sanity can be saved too!

- Visit the Higher Logic Support Center
- Learn through Higher Logic Academy
- Check out HUG! There are tons of HL users with campaign experience who are happy to answer questions and share how they use campaigns
- Use campaign templates to get started
- Email me at [rzimmerman@innsofcourt.org](mailto:rzimmerman@innsofcourt.org)
- Connect with me on HUG





**Thank you!**  
Questions?