

Save time with automation that focuses on your customers



Welcome emails, complicated campaigns and bespoke, well-timed messages are impossible to do well without automation. Coda can consult, setup and report on strategies to improve lead retention, focus on the individual and deliver high quality leads to your sales team through email.

Improve your email processes

- ✓ Automate your campaigns
- ✓ Maintain prospect engagement
- ✓ Understand lead behaviour

Improve your customer relationships

- ✓ Keep leads 'warm'
- ✓ Deliver bespoke content
- ✓ Focus on customer engagement

Better engagement = more leads. Contact us today.

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Our process

A trusted process, delivered on time - how we work on and what you can expect from your email campaign:

1 Review your campaigns

We work with you to understand the purpose of your email campaigns, how and when you contact your customers, and where automation could benefit your business.



2 Build the campaign

We set up automation rules and emails that help you achieve your goals and keep sales leads warm.



3 Testing

We test every aspect of the automation, ensuring data is correctly captured and reported, and that communications are triggered correctly.



4 Roll out the campaign

Once everything is in place, we'll activate the campaign. If you choose, we'll continue testing, and will monitor the results and make adjustments based on engagement levels.

5 Deploy, analyse, iterate with Coda website analytics; in-depth reporting and recommendations on your website that lead to improved performance.

Case study

Closing the sales gap

One of our process instrumentation clients wanted to bridge the gap between a lead being generated and the sales team getting in contact.

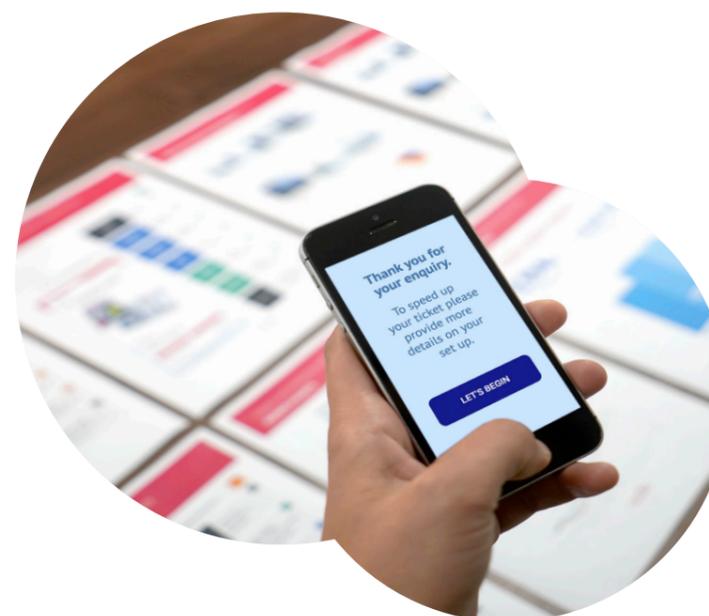


Content created

We designed an automated 'thank you' email that also asked customers for further information. This data helped the sales team to validate and engage with the lead more quickly.

Implementation

The email was integrated with Salesforce, set up to notify a sales person of additional information, and to adjust the lead score accordingly.



Automation deployed and monitored

Once the automated email system went live, we observed and improved it based on the level of engagement and feedback from sales.

Automation expanded

The email was a success and saw additional variants of the welcome email, segmented for location, market sector and language. This further improved lead processing times while keep leads warm.

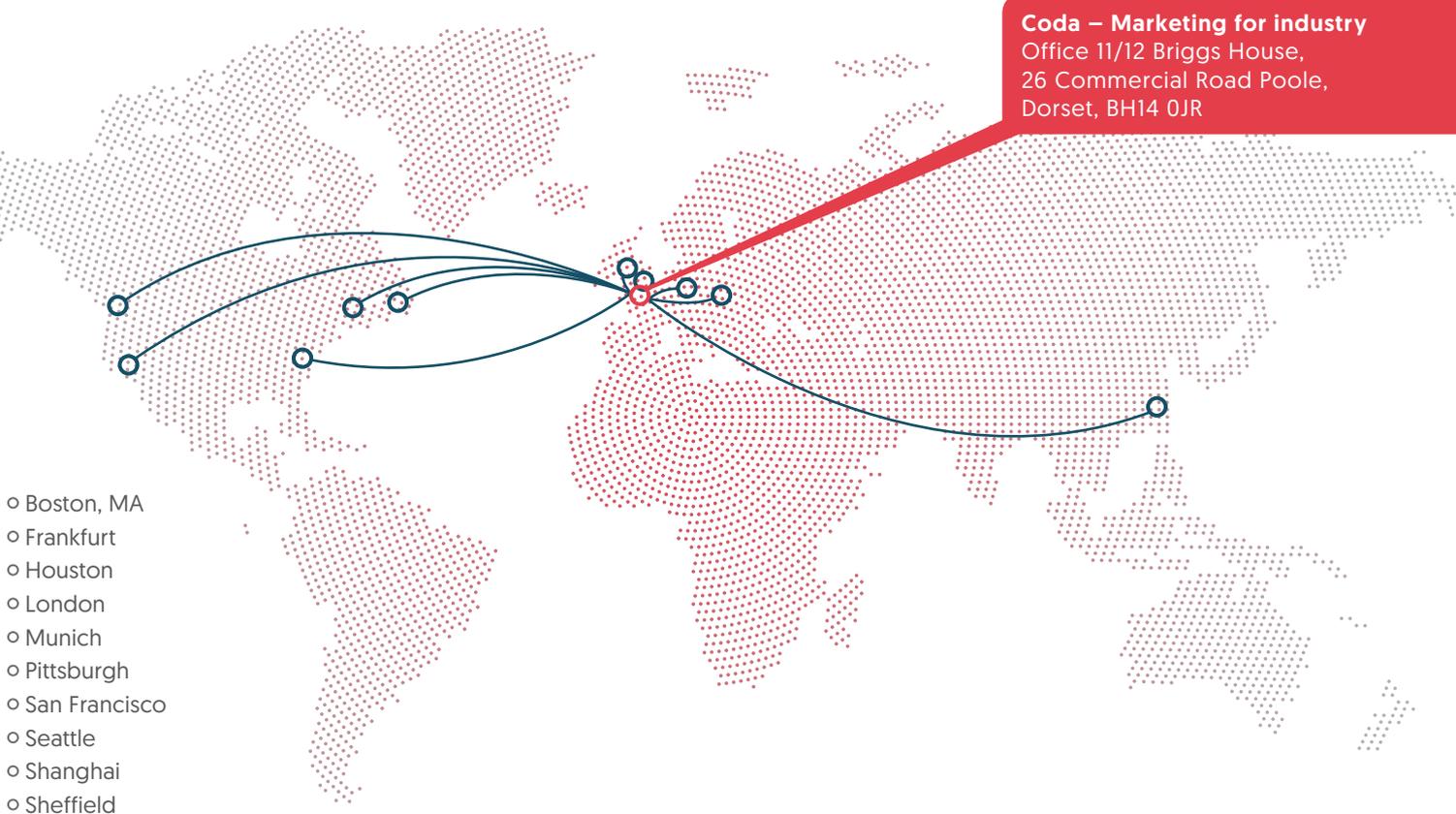
What you get...

- Automated emails that welcome and retain customers
- Bespoke content written to meet your goals and keep leads active
- A review of your existing process to identify where automation will help
- Testing that improves your email click-through rates
- More time to focus on your other marketing activities

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management team
- Dedicated teams for:
 - content creation
 - design
 - digital
 - PR & social

Supporting industrial businesses worldwide



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