

e-Marketing strategy: Triggered emails

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Triggered emails for pre-show notifications

- Strategy
- Mechanics
- Results
- Case study



What is a triggered email?



What is a triggered email?

- Reminder email
- Sent 3 days prior to performance
- Sent automatically
- Recipients per season:
Melbourne, approx. 4,000 – 6,000
Sydney, approx. 7000 – 9000



The Australian Ballet

[TWITTER](#) | [FACEBOOK](#) | [BLOG](#) | [SEASON](#) | [SHOP](#) | [GALLERIES](#) | [DONATE](#)



ENHANCE YOUR EXPERIENCE OF

Infinity, 3 December 2011 7:30PM

We kick off our 50th celebrations with a bang - three world premieres from Graeme Murphy, Stephen Page and Gideon Obarzanek. We hope you enjoy the performance on 3 December 2011 7:30PM at the Arts Centre Melbourne, State Theatre. To make the most of your ballet experience, we've put together some information for you, including casting, where to purchase your souvenir programs, where to park, where to eat and much more.



WHO WILL BE DANCING?

See which dancers will be performing the iconic roles of Romeo, Juliet, Mercutio and Tybalt.

[View casting](#)

Casting is subject to change without notice due to illness or injury.



SOUVENIR PROGRAMS

Pick up a souvenir program at the performance of *Romeo & Juliet* and enjoy gorgeous full-page images, biographies, articles and more.

[Read more](#)



WHERE TO PARK?

Parking is available at The Primrose Potter Australian Ballet Centre Car Park, located directly behind the Arts Centre.

[Learn more](#)



VISIT OUR FACEBOOK PAGE

Keep up to date with the latest photo galleries, videos and news on our Facebook page.

[Become a fan of The Australian Ballet on Facebook](#)

WHERE TO EAT

La Camera
Receive a free glass of wine or tap beer with your main meal, for the entire season of *The Merry Widow*.
[Read more](#)

La Camera
Receive a free glass of wine or tap beer with your main meal, for the

Contents:

- Date and time
- Casting
- Where to park
- Where to eat
- Facebook
- Behind Ballet blog
- Twitter
- Sponsor promotions
- Education events



The strategy ...
Why send triggered emails?



Why send triggered emails?

- Enhance audience experience
- Nurture new audiences
- Encouraging dialogue
- Build a community
- Share information
- Consolidate schedule
- Avenue for our sponsors



The mechanics ...
How do we send triggered emails?



How do we send triggered emails?

Inside Wordfly: Settings

Create a campaign

Settings | Email Template | Recipients | Testing | Activation

Campaign Basics

Campaign Type: **Triggered** (highlighted)

Name: MEL Infinity Triggered EM

Labels: Marketing Select

Enter your subject line and addresses Add to subject line: [Dynamic tag](#) | [Data field](#)

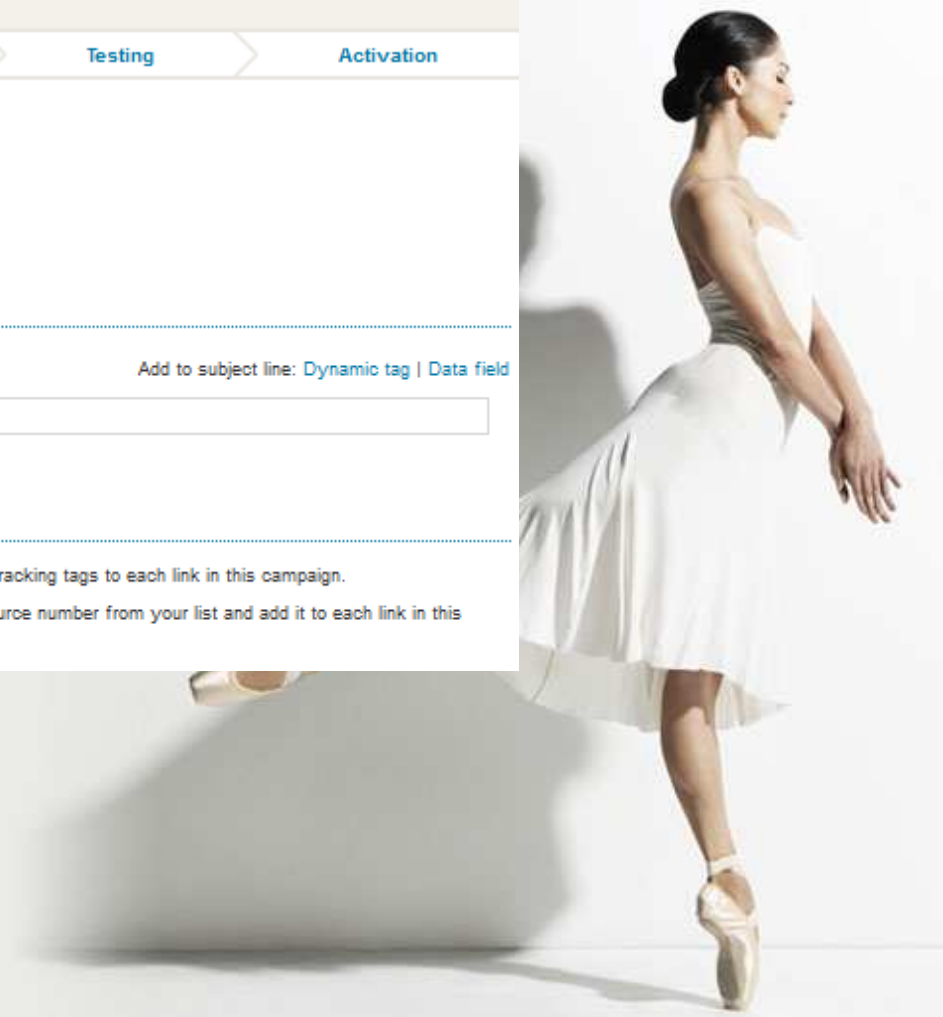
Subject Line: Infinity: what you should know before you go

From Name: The Australian Ballet

From/Reply-to Address: noreply@australianballet.com.au

Options

- Use Google Analytics tracking for my links. We'll add GA tracking tags to each link in this campaign.
- Use Source Number tracking for my links. We'll pull the source number from your list and add it to each link in this campaign.



How do we send triggered emails?

Inside Wordfly: Email template


Settings | **Email Template** | Recipients | Testing | Activation

Add your images and content HTML / Text View

Expand in a Dialog View source code

The Australian Ballet

[TWITTER](#) | [FACEBOOK](#) | [BLOG](#) | [SEASON](#) | [SHOP](#) | [GALLERIES](#) | [DONATE](#)



ENHANCE YOUR EXPERIENCE

of Infinity, {{{Performance Date}}}

Thank you for choosing to attend The Australian Ballet's production of The Merry Widow. We hope you enjoy the performance on 13 June 2011 6:30PM at the Arts Centre, State Theatre. To make the most of your ballet experience, we've put together some information for you, including casting, where to purchase your souvenir programs, where to park, where to eat and much more.

Content theme
2012 season emails [Change](#)

Background theme
2012 BACKGROUND [Change](#)

About themes
We've applied a content theme and background theme for you. You can switch to another or go to the Library to create and edit your own.

[Save Template](#)



How do we send triggered emails?

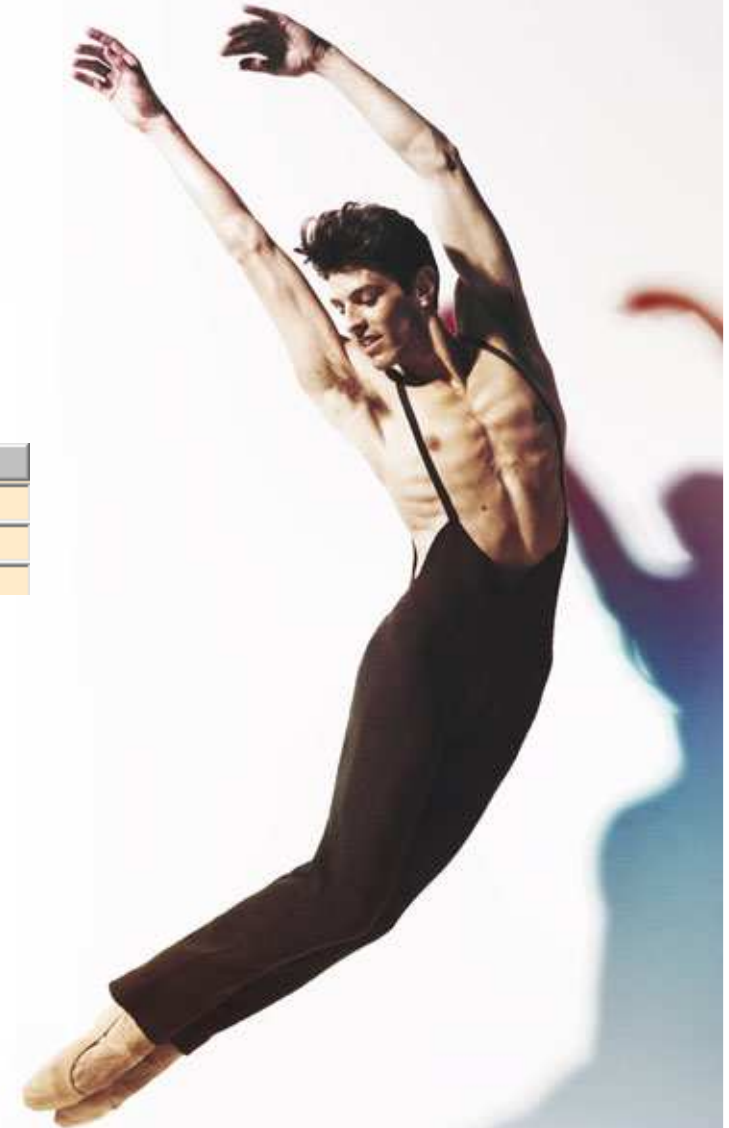
Inside Tessitura: Recipients

→ 2012 Melbourne mainstage season

Criteria	Operator	Value
Ticket Season	In	(64)
Ticket Performance Date	>=	DayRunDate +3
Ticket Performance Date	<=	DayRunDate +3

→ Selects a performance from the 2012 Melbourne mainstage season that occurs in exactly 3 days

Description	Count	Dynamic	TMS
Infinity MEL Triggered EM	418	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



How do we send triggered emails?

Inside Wordfly: Recipients

Settings > Email Template > Recipients > Testing > Activation

Who should receive this campaign?

Refresh data

1 Select a List Manager list

Viewing 1-10 of 381 « Back Next »

ID	Description	Last run	Subscribers	
15289	Infinity MEL Triggered EM	12/02/2012 9:17:58 PM	418	<input type="button" value="SELECT"/>
12830	12 MELB-take 5	12/02/2012 8:08:34 PM	4014	
15249	Onegin long lead NAT	7/02/2012 10:18:05 PM	379	
15120	2012 NO Annual report_email	7/02/2012 10:10:02 PM	1194	
15125	12 subs_not legal mem email	7/02/2012 10:09:55 PM	1554	
15233	Onegin LL release Feb 2012	7/02/2012 4:04:38 PM	527	
15178	TBDA nominees 2012 release	31/01/2012 8:57:10 PM	456	
15151	12 SYD GP Teaser EM	31/01/2012 5:15:43 PM	30132	
15138	Ballet News Feb 2012	30/01/2012 9:51:26 PM	332	
15091	CR ZK CEP Package1 eDM Jan 12	30/01/2012 3:09:01 PM	872	

View per page: 10

2 Select an output set

3 Select promotion attributes

4 Map your fields

5 Save



How do we send triggered emails?

Inside Tessitura: Output set

Settings > Email Template > **Recipients** > Testing > Activation

Who should receive this campaign?

Refresh data

1 Select a List Manager list 15289 Infinity MEL Triggered EM Start over

2 Select an output set

Output set: Email: Next perf date and name Show fields for this set

I'm done

3 Select promotion attributes

4 Map your fields

5 Save

Output Set Editor: Email: Next perf date and name

- All
- Activities
- Address Information
- Associations
- Attributes - Corp/Foundation
- Constituent
- Contribution

Output Element
Address_email
Next Performance Date(S)
Next Performance Name(S)

OK
Cancel
Delete
Up
Down

Enter Output Set Parameters for Element Next Performance Date(S)

Season_type Mainstage Performances

OK
Cancel



How do we send triggered emails?

Inside Tessitura: Output set

System Table Maintenance: TR_QUERY_ELEMENT_PARAMETER

	Id	Description	Data Type	End Of Day Multi Select		
TR_PHILANTHROPY	4	constituency	Number	<input type="checkbox"/>	<input type="checkbox"/>	TR_constituency
TR_PHONE_IND	2	end_dt	Date	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
TR_PHONE_TYPE	3	fund	Number	<input type="checkbox"/>	<input type="checkbox"/>	t_fund
TR_PKG_TYPE	5	List number	String	<input type="checkbox"/>	<input checked="" type="checkbox"/>	LVR_List
TR_PLEDGE_STATUS	7	Season	String	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TR_season
TR_PMT_METHOD_GROUP	6	Season_type	Number	<input type="checkbox"/>	<input type="checkbox"/>	tr_season_type
TR_PREFIX	1	start_dt	Date	<input type="checkbox"/>	<input type="checkbox"/>	
TR_PREMIERE						
TR_PRICE_CATEGORY						
TR_PRICE_TYPE						
TR_PRICE_TYPE_CATEGORY						
TR_PRICE_TYPE_GROUP						
TR_QUERY_ELEMENT						
TR_QUERY_ELEMENT_PARAMETER						
TR_RANK_TYPE						



How do we send triggered emails?

Inside Tessitura: Output set

TR_PRICE_TYPE_CATEGORY	195 Mosaic (Household) code	Constituent	!.key_value
TR_PRICE_TYPE_GROUP	196 Mosaic (Micro Segment) code	Constituent	!.key_value
TR_QUERY_ELEMENT	214 Next Performance Date	Ticketing	top (1)perf_dt
TR_QUERY_ELEMENT_PARAMETER	227 Next Performance Date(S)	Ticketing	top (1)perf_dt
TR_RANK_TYPE	215 Next Performance Name	Ticketing	top (1)perf_name
TR_RELATIONSHIP_CATEGORY	228 Next Performance Name(S)	Ticketing	top (1)perf_name
TR_RENEWAL EFFORT			

TR_PRICE_TYPE_CATEGORY	keyword_no = 319
TR_PRICE_TYPE_GROUP	keyword_no = 320
TR_QUERY_ELEMENT	perf_dt> getdate()+3 and season_id = 2 order by perf_dt asc
TR_QUERY_ELEMENT_PARAMETER	perf_dt> getdate()+3 and season_id = <<p6>> order by perf_dt asc
TR_RANK_TYPE	perf_dt> getdate()+3 and season_id = 2 order by perf_dt asc
TR_RELATIONSHIP_CATEGORY	perf_dt> getdate()+3 and season_id = <<p6>> order by perf_dt asc
TR_RENEWAL EFFORT	

Performance in
3 days time

p6 = Season_type
Season_type = Mainstage



How do we send triggered emails?

Inside Wordfly: Testing

Settings > Email Template > Recipients > **Testing** > Activation

Test your campaign

Test Emails

It's important to send a few test emails before you deploy your campaign.

[Send a test email...](#)

Subscriber Preview

See how your email looks with dynamic data pulled from your List Manager list.

[Subscriber preview](#)

Template Review Summary

We've run a quick review of your email template. Just click the green button to view the details. We'll run a new full review every time you click it, so it's always up-to-date with your latest changes.

[Full review](#)

		HTML Version		Text Version	
X 2012 Enhance your experience Updated: 9/22/2011 5:10:47 PM		Total #	# of issues	Total #	# of issues
✓	Required elements	2	–	2	–
✓	Links	4	–	4	–
✗	Images	14	1	–	–
✓	Dynamic tags	–	–	–	–



How do we send triggered emails?

Inside Wordfly: Activation

Settings > Email Template > Recipients > Testing > **Activation**

Ready to send?

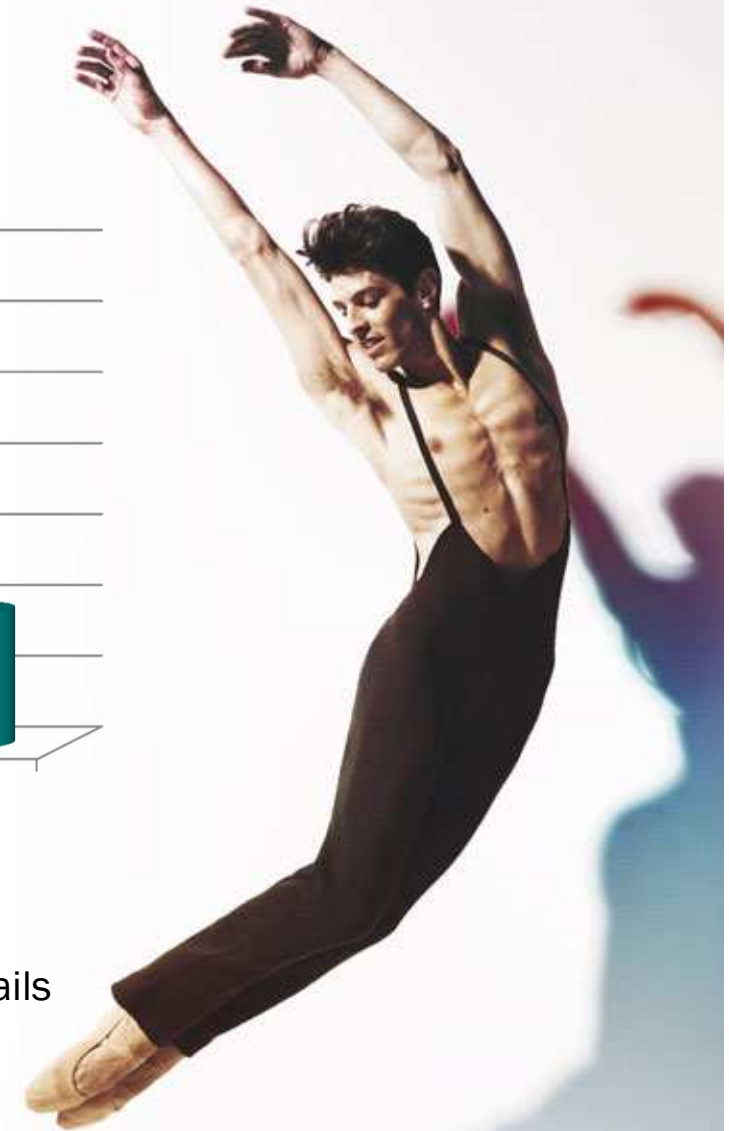
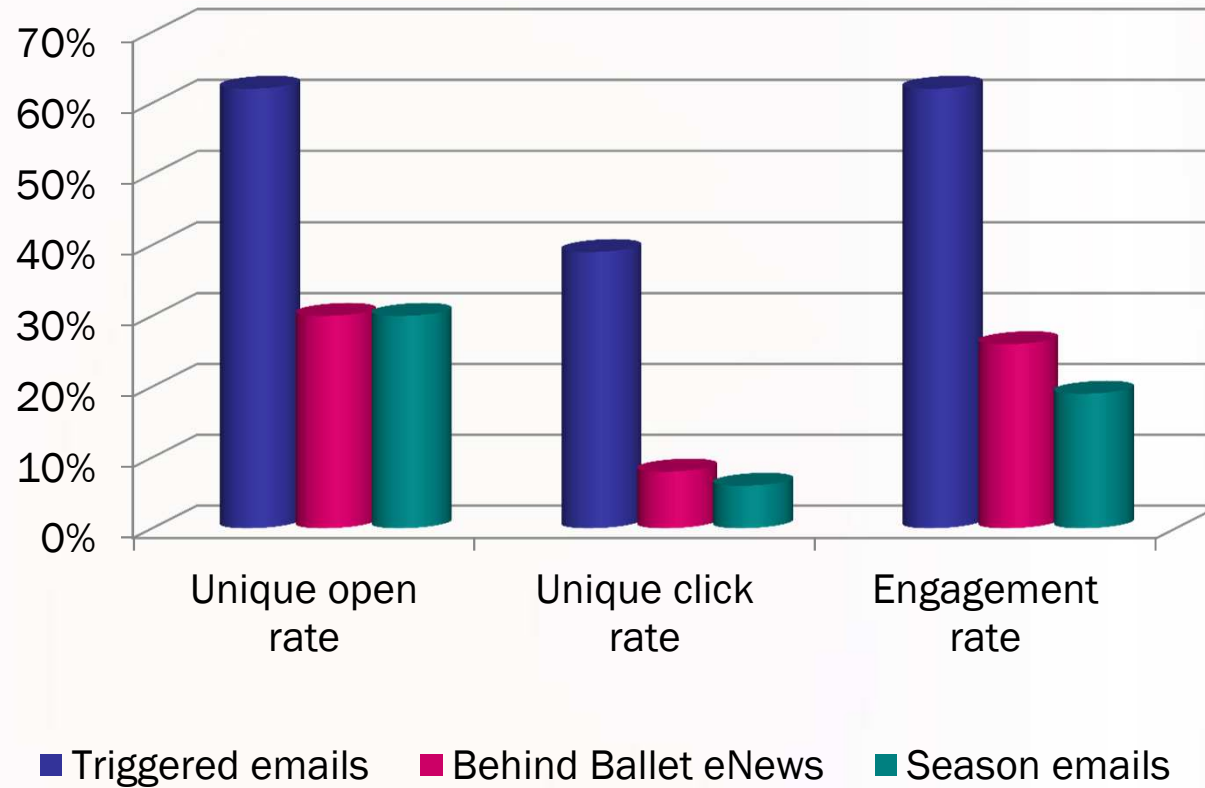
1. Select mailing frequency <ul style="list-style-type: none"><input type="radio"/> One-time only<input type="radio"/> Once an hour<input checked="" type="radio"/> Once a day<input type="radio"/> Once a week<input type="radio"/> Once a month <p>We'll go get the list each time the email is sent.</p>	2. Select start date + time <ul style="list-style-type: none"><input type="radio"/> Now<input checked="" type="radio"/> In the future Edit <p>Start date: February 21, 2012</p> <p>Start time: 02:30 PM</p>	3. Select end date + time <ul style="list-style-type: none"><input type="radio"/> Never<input checked="" type="radio"/> In the future Edit <p>End date: March 7, 2012</p> <p>End time: 01:00 AM</p>	4. Send to a subscriber <ul style="list-style-type: none"><input checked="" type="radio"/> One-time only<input type="radio"/> No more than once a week<input type="radio"/> No more than once a month<input type="radio"/> Every time he/she meets the requirements
5. Select format <ul style="list-style-type: none"><input checked="" type="radio"/> Multi-part MIME (highly recommended)<input type="radio"/> HTML<input type="radio"/> Text			



The result ...
What did we achieve?



What did we achieve?



What did we achieve?

- Useful avenue for sharing rich content
- Instigates conversation on Twitter

*Just saw the #merrywidow at SOH and can't stop smiling.
Such a good ballet to see Rob Curran perform before
he retires <3*

SaraaahGeelan, 16 November

*Such an amazing night watching @TheAusBallet
at the opera house perform the #merrywidow (:*
AprilVardy, 19 November



What did we achieve?

- Approx. 230 clicks to casting per season
- Positive relationships with restaurants
- Approx. 137 clicks to restaurants per season
- An additional promotional avenue



Case study:
How triggered emails
changed our Education department



Case study: The challenge

 The
Australian
Ballet
Education

14 October 2010

Mr Anatole Zajko
56 Glen Tower Dr
GLEN WAVERLEY VIC 3150

Working with Pointe shoes the art of shaping and maintaining your shoes

1.00pm Sunday 4 July 2010
in the level 5 studios of
The Australian Ballet Centre
2 Kavanagh Street, Southbank, Victoria

This is to introduce:

In case of emergency please phone (contact number)

Thank you for joining The Australian Ballet's workshop which will cover practical exercises to prepare for pointe work, and keep your feet healthy, as well as how to prepare new shoes including sewing on ribbons and the art of darning.

You will need to bring with you a pair of Pointe shoes that you are currently wearing, a pair of new shoes, shoe ribbon and sewing kit and a Stanley knife so that Paula Baird can help you individualise your shoes.

Please bring this letter with you to the level 5 reception as identification.

Sincerely,

Colin Peasley
Education Manager

- Hand signed letters
- Posted in-house
- Resource and labour intensive



Case study: The solution

- Triggered emails
- Scheduled 5 days before

The Australian Ballet EDUCATION

Pointe Shoe Workshop for dance students 15 years and over and dance teachers

Tuesday 28 February, 3.30pm to 5pm
The Primrose Potter Australian Ballet Centre studios
Level 5, 2 Kavanagh Street, Southbank

Thank you for booking The Australian Ballet's POINTE SHOE WORKSHOP.

- So we can start the workshop on time please make sure you arrive no later than 3.20pm
- Please bring a pair of already worn pointe shoes and, if possible, a brand new pair, as well as shoe ribbons, a sewing kit, a Stanley knife and any items you choose to wear with your pointe shoes (lamb's wool, spacers etc.)
- Please wear comfortable attire and ensure if wearing ballet tights that they allow the feet to be bare as well as covered.
- No cameras are permitted.
- Please complete and bring the [Personal Details Form](#).
- Sections of the program may be photographed for marketing purposes. If you are happy to be photographed, please also complete and bring the [Photography Release Form](#). If you do not wish to be photographed, make it known to a member of The Australian Ballet Education Unit on the day.

Finally, if you've made a booking on behalf of another person, please forward them this email.

We look forward to seeing you at this event!
The Australian Ballet Education Unit



Case study: The result

- Immediate communication
- Tailored message
- Greater efficiency
- Cost effective
- Positive response from registrants



Triggered email tips



Triggered email tips

- Check your lists
- Send yourself a triggered email
- Make sure they fit in to your current schedule
- Be flexible with content and timings
- Don't forget about them!



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Thank you!

