

# Time Based Marketing

7 crazy ideas to skyrocket your marketing results using the calendar

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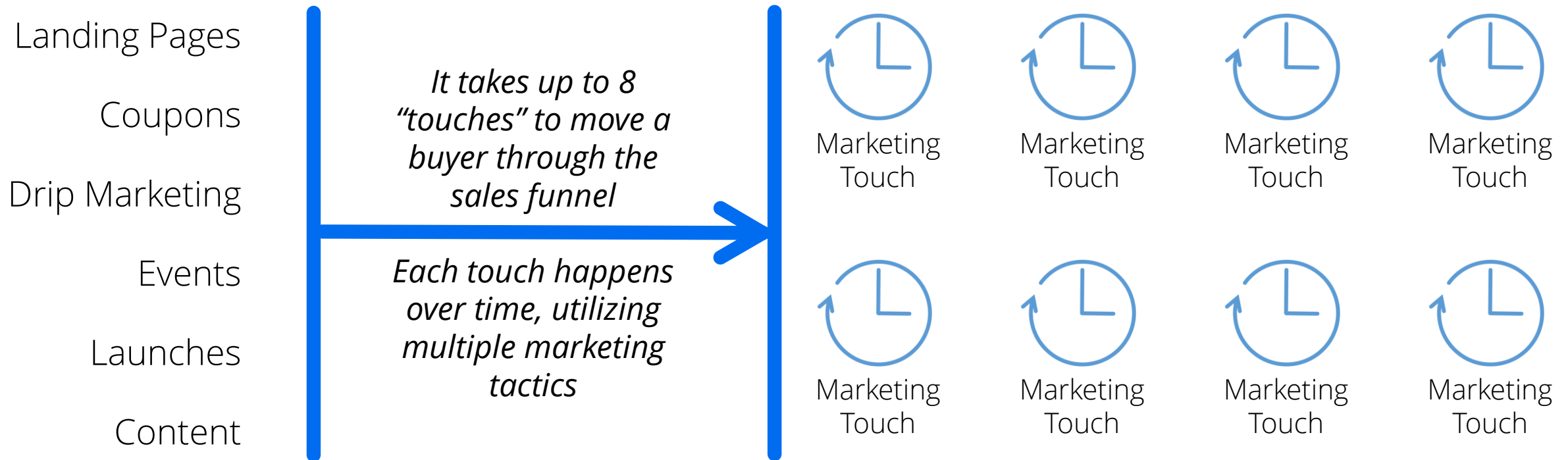


# Time-based Marketing


**i** general conversion rates are ~1%, landing pages help top companies score an average conversion rate of 5%+ (Source: Searchengineland.com)

Almost everything we do in marketing is based upon time. From the 8 seconds you have to get your customer's attention, to the count-down to your new product launch, to getting someone to your tradeshow booth. It's all time-based.

As marketers, we are challenged to find increasingly inventive ways to interrupt our customers at the exact point when they have interest – we use email, social media, webpages, webinars, offers, coupons – anything to get them to take one more step down the path, and purchase our products or services.



# Are you using the Calendar?

 *the number of email messages sent each day is an estimated 205 billion in 2015, growing at a 3% CAGR (Source: The Radicati Group)*

And over 70% of companies expect to spend more on email marketing in 2017



Email is the most used type of marketing communications today.

Email has a well established ROI and is estimated for \$1 spent, it returns \$8

Over time, the overall effectiveness of email is remained steady, Open and Click Thru Rates

Time is something we manage on a daily basis, in both our personal and professional lives. And for centuries, we have used the calendar to do it.

Within marketing, our campaigns are time-based and time sensitive, yet the primary communication tool we use is a single time-slice – the email message. As an industry, we send billions of emails each day, with the number increasing year after year. Email is inefficient for time based activities, only the calendar is optimized to help your customers manage time.

From a technical aspect, the Calendar uses email (the SMTP transport) to be delivered



When a calendar invite is sent, two things actually happen:

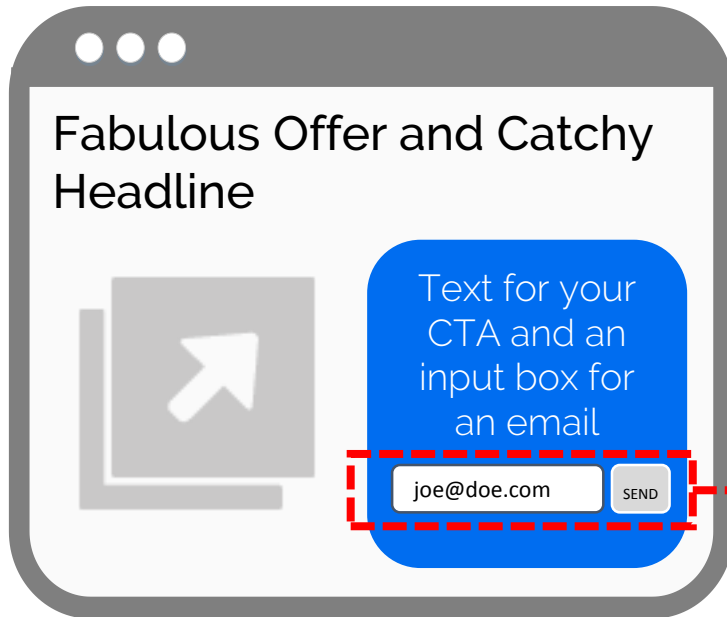
1. an Email lands in the Inbox and
2. a Meeting Invite is inserted into the Calendar

We use the Calendar everyday in our business lives, it has been ignored as a marketing tool.

# IDEA 1: Landing Page

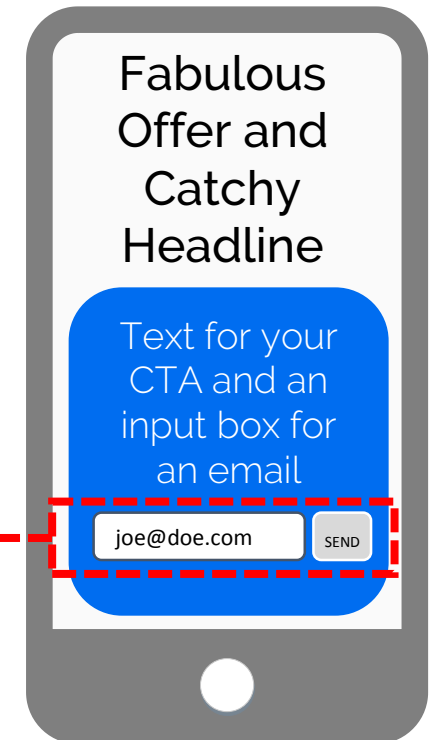
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Landing Pages have become one of the go-to tactics for marketing professional when creating a specific message and visual view of their campaign. We can view our landing pages as Welcome Mats for our customers, because we are welcoming them to begin their customer journey with us, and laying out the first few steps for them to take. We provide enough detail to get their interest, and promise to provide additional value as they walk the path with us.



**Calendar Invite** is sent immediately to their email inbox

There is almost no interruption in the flow of your landing page with 31Events. Any CTA (button, graphic, popup) can be used, as long as it has our input box.

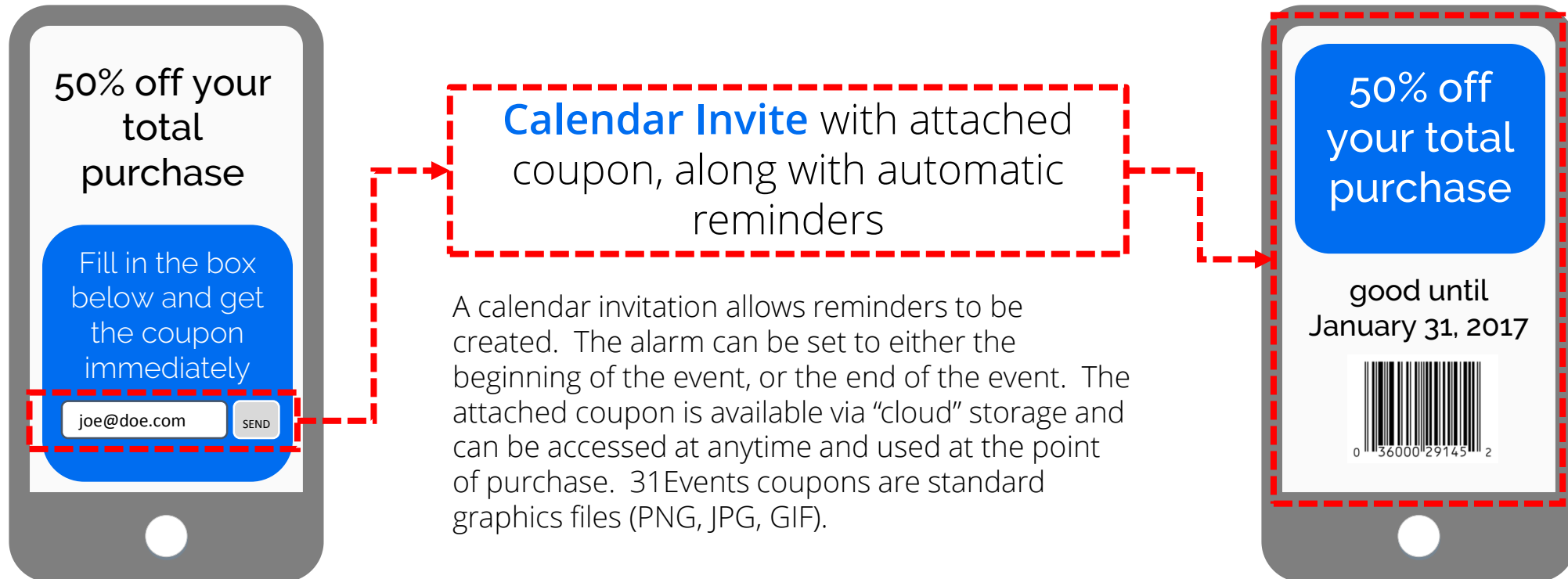


# IDEA 2: Coupon

**i** 51% of shoppers said they wished all coupons were digital (Source: Inmar) yet, digital coupons are just 3% of coupon spend (Catalina)

Coupons are a marketing standard today to motivate buyers with some price discount or price offer. The first documented use was in 1887 when Coca-Cola founder Asa Candler provided hand written notes offering a free glass of his new drink.

Coupons have come a long way in how they are delivered, although the message and the use of “time” to create urgency has remained the same since that first hand written coupon. We now can deliver coupons digitally and directly to a mobile phone. Here’s our idea on how to use the calendar to drive that message home.



# IDEA 3: Drip Campaign

**i** people who read your drip emails are far more likely to click the links in them, with a 119% increase in click rate from drip emails (Source: Emma)

Simply put, a drip marketing campaign is all about giving people the right information at the right time.

Drip allows us to pre-define the path our customers will take – from investigating to buying to being a valued customer – our campaigns help solidify that relationship as it progresses.

Drip has become a common practice, and marketing automation tools have allowed up to “create once” and then step out of the way. Guess what, the calendar has built-in drip capabilities.

Drip email



Direct Click to Calendar

Auto Invite



Automatic Notifications of Updates

Info Update



Automatic Alarms


Reminder



## The Calendar is Built to Drip (automatically)

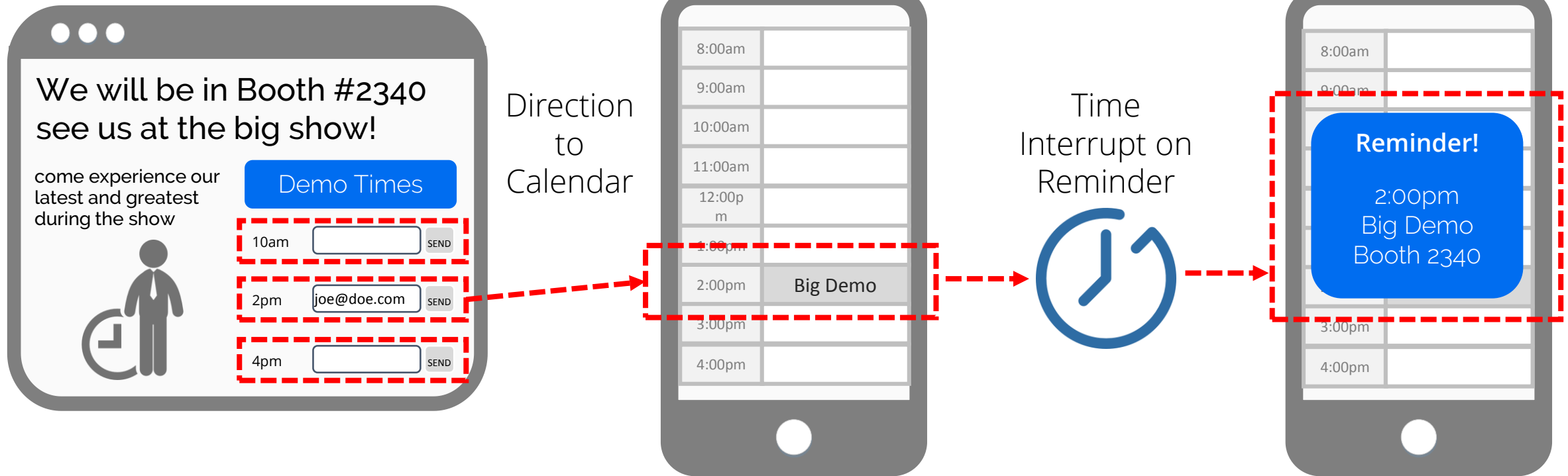
every calendar system in the world has built-in “drip” capability. Every time you make a change to the Invitation, an update is automatically sent. Reminders can be sent in multiple ways, and with multiple types. If your calendar includes a physical address, GEO location services are already included on smart phones. The possibilities are endless.

# IDEA 4: Multi-Event

 \$25 Billion per year at Business-to-Business Trade Shows in the United States in 2014 (Source: PriceWaterhouseCoopers & CEIR)

Many of us market our products or services through various “multiple events”, be it through training, demonstrations, webinars, seminars, or one of the largest multi-events – tradeshows.

In each case, we have a master campaign, with several “smaller” activities supporting it. In the case of a tradeshow, we have the dreaded booth duty, but also might have multiple speaking sessions, a reception or dinners, demo hours, executives within the booth, etc. The master event may be tradeshow, but we want to maximize all the sub-events along the way.



# IDEA 5: Countdown

**i** 57% of businesses stated their existing email list was their most effective means of promoting their product launch (Source: Illuminated Mind)

I have spent my career as a Product Marketing Professional, and launching a product is the first “big” marketing campaign. In fact, 2016 saw two tech giants launch new products onto the global market – Apple and Microsoft.

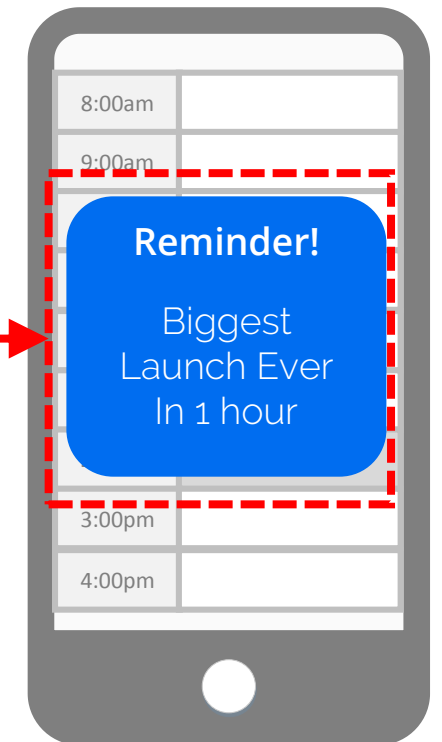
Both companies leveraged websites, email, advertising, social media - all mobile enabled, and viewable live as it was happening.

Creating urgency in your marketing message is one way to gently nudge your customers through the buying process. What better place than the calendar to do that?




There are multiple communications you can have over this 45-day period, including sending updated notices, adjusting the alarm settings, even email or some other communications.

**Calendar Invite** is already on the calendar – perfect for future events



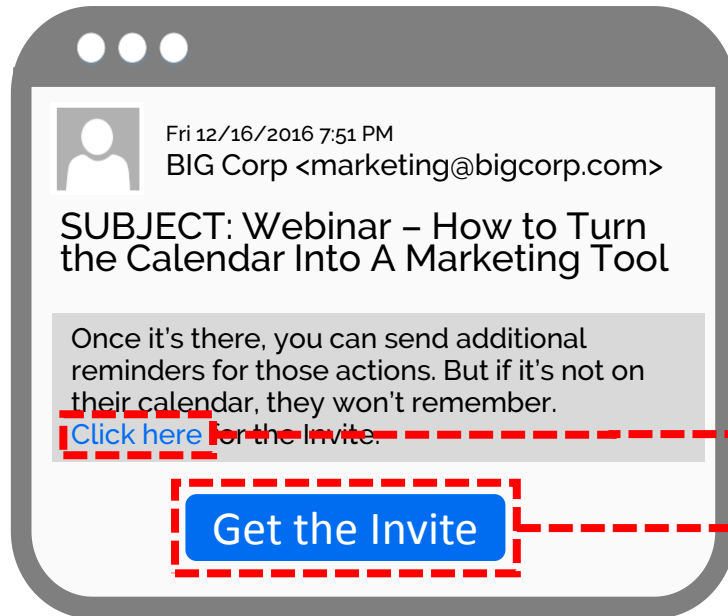


# IDEA 6: Email

 across all industries, the average email open rate is between 22% and 27% - with a suggested planning estimate of 25% (Source: MailChimp)

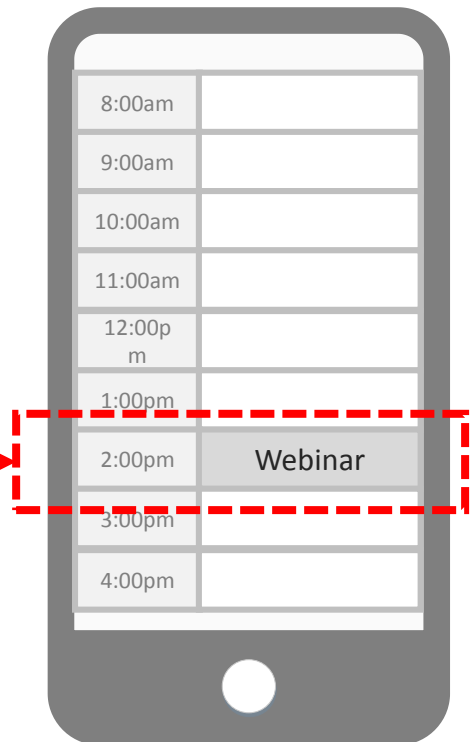
We stated it previously, but email is the #1 way we communicate in our digital world. SMS and text are building steam, but most of our marketing messages are sent to an email inbox.

Our biggest challenge is getting someone to take action on that email – only 1 in 4 of our emails get read, and of those, only 1 reader out of 10 will “take action”. Don’t waste that click with your time-based events – immediately send a calendar invitation. Once it’s there, you can send additional reminders for those actions. But if it’s not on their calendar, they won’t remember.



Your customers only need to click on your CTA – link, graphic, picture, button – and we automatically send them a calendar invitation. No additional steps are required by your customer – one click and done!

**Calendar Invite** is automatically sent and is on their calendar



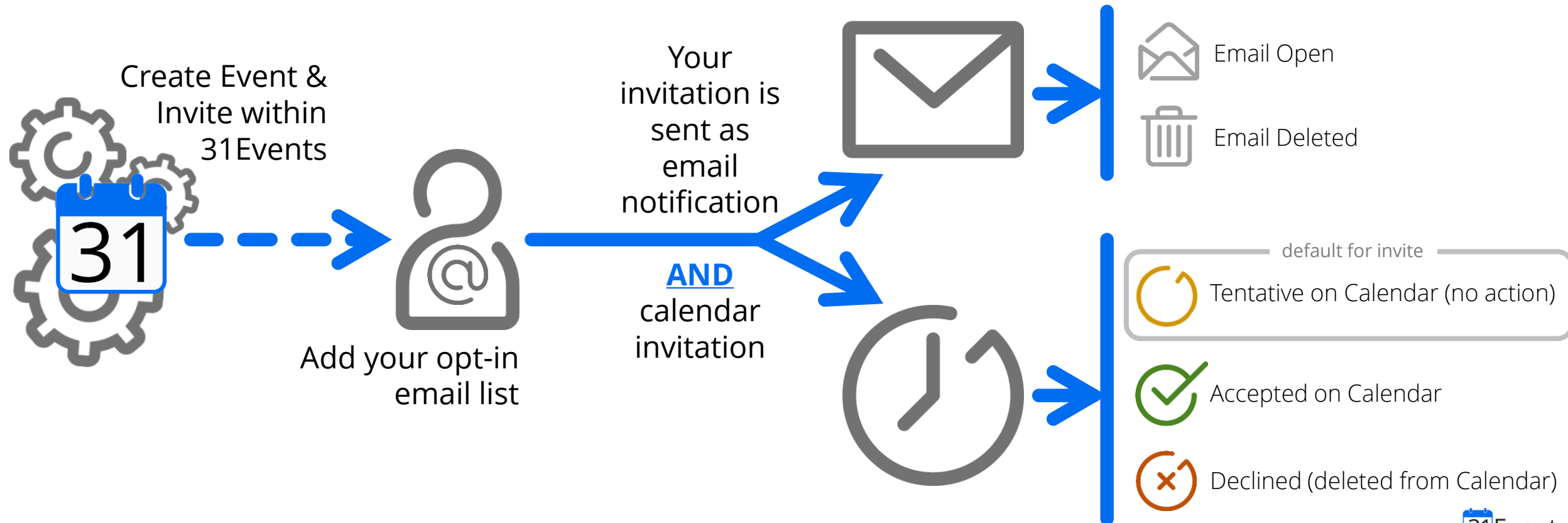
# IDEA 7: Direct Send

**i** The number one reason given for “not attending” a webinar is: “It Wasn’t on my Calendar” (Source: ON24)

You have an email list of customers. Why not skip sending another email message and send a Calendar Invitation instead.

This is not a new “concept” – we do it everyday in our professional lives, sending meeting notices – because we understand the difference between sending an email (communications) and sending a meeting notice (time).

You can do the same thing for your time-based marketing campaigns – instead of sending an email, send a calendar invite.



# Remember it's Your Content

 77% of buyers want different content at each stage of the product research process (Source: Kapost)

Content Marketing has been one of the hottest marketing topics during the past few years. In fact, most CMO's and Marketing Executives consider "content" to be the single most important deliverable for marketing organizations.

Content is King – we've heard it for years. What we also have to understand is we have only 8 seconds to get their attention on our websites, less in email, and although it's not well documented, even less on the mobile phone.

The key to content success, is both great content and timing – we can help with the timing, you have to deliver the great content.

## Any Occasions

when creating content for your marketing or sales campaigns, remember everything is time-based

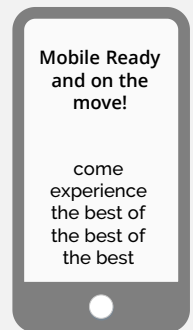


## This isn't another Email Box

for many, when they see this little box, they immediately think EMAIL. With 31Events, we send a **direct to calendar** invitation and enjoy all the benefits of using the calendar – the ability to send reminders, updates and alarms automatically

## Any Device

we are a mobile world, interacting with it from our mobile devices, but many of us use laptops, tablets & big screens



# Get it on the Calendar

 *If it's not on the calendar, it doesn't exist (Source: 31Events)*

Time is a precious resource, none of us can create or manufacture more time. At 31Events, we believe using the calendar as a marketing tool only makes sense. It was created decades ago to help us manage our time more efficiently.

It's not a matter of using something different, or something new, it really comes down to utilizing the tool everyone one of your customers already use daily – the Calendar.



[www.31events.com](http://www.31events.com)

**Get an account today & start using the calendar to generate more leads and more sales**

getting an account is easy, just click on the registration button at the top of our home page, fill in the information and create your first event.

Your Sale.

Your Launch.

Your Demo.

Your Campaign.

Your Marketing.

Your Webinar.

Your Coupon.

Your Event. Their Calendar. One Click.



# Events

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