How to best communicate with your audiences

newsondemand from Tremolo® Software versus Marketing Automation Platforms - A Positioning Statement from Tremolo Software

Marketing Automation Platforms (MAPs), provided by organizations such as Marketo and Eloqua have been designed to help you nurture prospective customers by enabling you to communicate with them based on what they want to know about your products, as they begin their journey with you.

Powerful tools like these, which have such an important role to play in your lead nurturing/ marketing programs are also often used for other purposes, simply because the tools are there, or they have already been paid for, or you know how to use them.

But are they the correct tools to use when trying to communicate with audiences who have been engaged with you for some time, audiences you know already, whether these are employees, existing customers or existing channel partners?

At Tremolo Software, we believe the answer to this question is simply 'No'.

Why not?

Once your audience has completed their discovery journey with you, whether that be by purchasing your products and becoming a customer or signing your Partner Programme terms as a channel partner, nurturing them should be less based upon what you think they want and more on what they actually want and yes, you can ask them this!

Really? Yes!

Once they have become a customer or an authorized channel partner (or even an employee), they become a 'Captive Audience' with a vested interest in hearing from you about your news. By then, you should have even more data points on them. You should know what your customers bought, and what they will need next. You should know what your partners want to sell, what certifications they have passed, how much they sell and what they can sell.

But more importantly, they don't need to be 'nurtured'... they need to be 'communicated to'.

Driving Brand Engagement
Through Social Media, Dynamic Newsletters and Portals

With newsondemand from Tremolo Software, it's not about sending communications (newsletters and emails) based on pre-programmed behaviour/ nurturing algorithms or what these users have clicked on your website, it's all about communicating about what these users really want to know and what they have the rights to see (whether this is about regionally-relevant or partnership-relevant news items).

newsondemand allows:

- **You, the marketer, to restrict access** to your communications (emails or newsletters) by user-type, geography, language as well as other key information you may hold about your audiences (user role, training/ certifications, etc.) and their organizations.

- **Your audience to opt-in/ -out of certain topics themselves**. No need to second-guess what they are interested in or when they would like to receive their news… with newsondemand, they have the option to self-select the areas of news – that you are ready to share with them – that most interests them. They also have the option to select the frequency of your communications.

- **Newsletters to be automatically generated**, at given 'send dates/ times', based on your user/ content restrictions and your audiences' preferences. With no HTML coding required, there is nothing to do apart from creating content and approving this content.

The benefits of newsondemand:

- **100% relevance**. Communications (emails or newsletters) will be bespoke to each user based on their own preferences. No spamming any longer! This relevance will drive adoption, open and click rates! We see open rates increase by 20 to 50% for users who manage and update their preferences.

- **GDPR compliant**. The GDPR law, which comes into effect on the 25th May 2018, states that you need to be explicit on the type of topics potential subscribers will be receiving. With newsondemand and because you are giving your audiences the choice of what they receive and when, you will solve many of your GDPR compliance challenges.

- **Easy to deliver**. There are no complex and pre-programmed algorithms to create. You can simply create your email or newsletter article and tag it against a) your own user restrictions (not all users are necessarily equal) and b) the preferences options you give your users. newsondemand will do the rest and combine all articles of your

Driving Brand Engagement

newsletter into the bespoke versions available to each user. This will drastically reduce your production times and communications costs by up to 50%.

- **Always there, everywher**e. Whether it's about an email or about news items on your newsletter, newsondemand also publishes these items on your news portal – showing only relevant content to the correct user at the correct time. Your communications will never be lost!

- **Multiple creation and approval processes**. Whether you want to control the creation and/or sending of your communications centrally, or allow local teams to create their own localized content for their own local audiences, or even allow local teams to be the final approvers of your content for their regions, newsondemand allows it all!

- **One platform – multiple uses**. Organizations often send different communications to the same audiences, simply because they work in silos and want something a bit different each time for different audiences. With newsondemand, you can aggregate all of your content into one process and one communications platform.

What is the ROI for newsondemand?
There are many aspects to consider:

- By delivering communications that are not only personalized but targeted and relevant to their audiences, our clients have increased their overall communications engagement levels, both in terms of open and click rates.

- Our clients have saved in agency fees when it comes to content/ newsletter creation. It's very easy for marketing administrators, subject matter experts and local teams to create new content or adapt existing global content or templates.

- Production times have decreased, as a result of the approval and delivery processes being automated and occurring within the platform itself.

- IT teams no longer need to be involved – news appear on portals automatically, landing pages are built on the fly, newsletters are sent by the system, templates can be amended on the fly by marketing administrators.

- Some of our largest customers have saved as much as $100K annually in services and software fees by implementing newsondemand.

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So, why use a marketing automation platform and second guess what your customers, channel partners or employees want to receive? Why use an automation platform when you can increase open rates by 30 to 50% and reduce production times by 50%?

Just because they clicked on the article doesn't mean they want to receive an entirety of content about this topic, and just because you have a marketing automation platform in place for nurturing prospects, doesn't mean you should use it to send newsletters to your audiences. Give them the option to choose for themselves what they want to receive, what they're interested in and how often they want to receive news from you. It just makes sense!

With newsondemand, you can auto-generate nice-looking, 100%-relevant, and localized newsletters in a fraction of the time it takes you today to create and send one-size-fits-all newsletters...and these articles can be dynamically showing on your portal too. For more information, please visit **tremolosoftware.com**

See how newsondemand works

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