

Customer Interest Idea Guide

Welcome back! Today's idea will be covering why you should customize email campaigns targeting your customers' interests.

Who doesn't enjoy that feeling of being recognized, welcomed and treated as an individual? We all relish in this personal touch, and it is no different when it comes to the marketing we are subjected to online or in email.

Engaging with your customers based on what their interests are helps to reach them on a whole new level than a static email campaign that everyone would normally see, because it allows users to control their interactions with you. It let users make their own selections about what they want to see.

Many companies have a varying demographic with vastly different interests that they cater to. And while you can try to engage with the vast majority with something generic, it can be harder to reach the customers that may not connect with this campaign.

PlusThis can help you to automate different campaigns to your varying customer base.

Let's say for example, I am running a gym. When my members sign up, I want to learn not only what their goal are, but what their interests are in using my facilities. Are they interested in strength training, cardio, yoga, or maybe nutrition. Based on what they've expressed interest in, I want to send them material to get them started in the right direction.

But I don't want to overload them with too much information all at once either. So how do I ensure that they're getting the right material spaced out in a manner that they can absorb it all?

With PlusThis, I can use the Cycler feature to help me manage this email campaign. The Cycler feature will read which interest tags each member has, and move them through only the sequences that match their chosen interests.

Now I don't have members being sent material that they aren't interested in or going to read, or having to wait in order to receive the material that really matters to them.

PlusThis and the Cycler Feature have made it really simple to automate and customize the campaign you send your customers through based on their personal preferences.

To learn more on how to set up Cycler, follow the link next to this video to visit our support center.