

appius

Transforming Digital Experiences

# Appius Engagement Marketing Accelerator



# Who will benefit from the accelerator?

- you are looking to improve conversion rates across your website, and through more integrated cross channel marketing
- you want to get started on improving your customer engagement through marketing automation and personalisation
- you want to improve data capture or introduce AI to your journeys
- you are working with Web Experience platforms such as Sitecore, Optimizely, Progress Sitefinity, Umbraco
- you are not fully utilising your marketing technology stack and are looking to improve ROI and performance

We've delivered engagement marketing consultancy for customers across a wide range of sectors, including B2B and B2C strategies



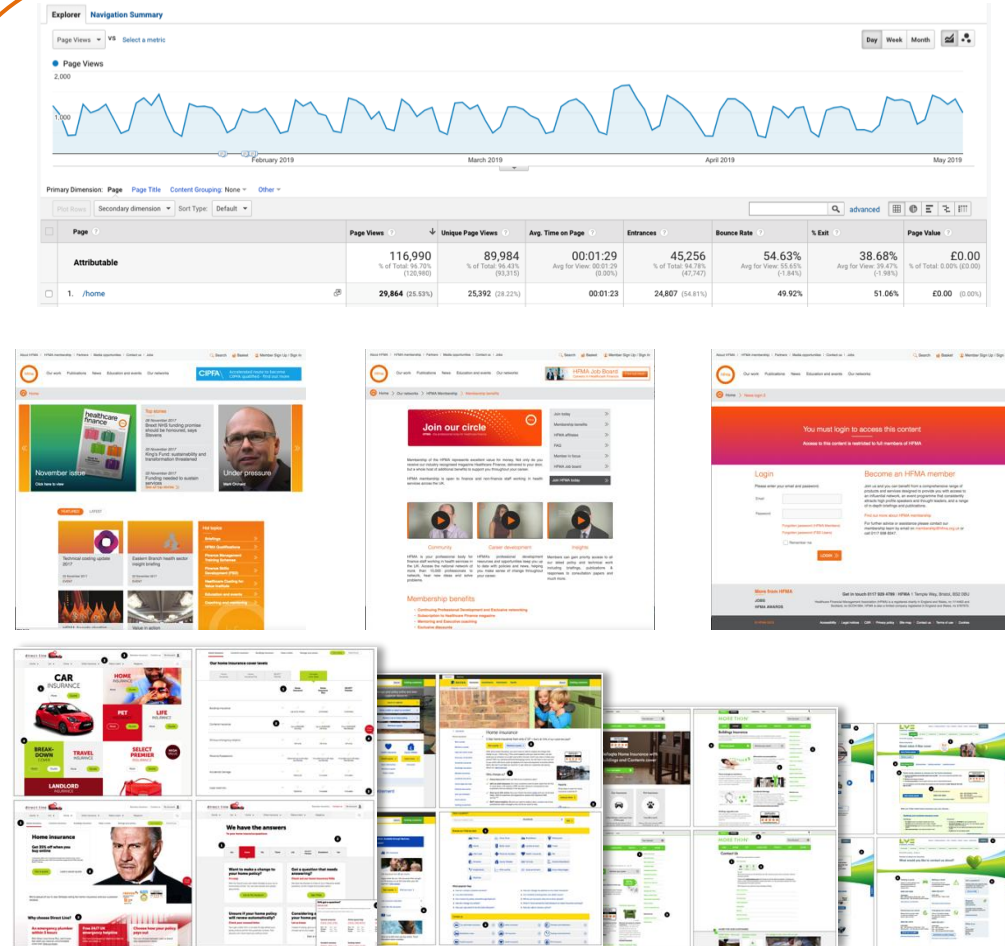


# Step 1 – Brief and review

To be able to get the best results, we need to onboard you as an organisation and what's most important to your business:

- Briefing call
  - An initial call between Appius experience experts and key stakeholders to understand objectives & key audiences.
- Analytics review
  - With access to Google Analytics, we'll draw out our own 'fresh eyes' observation of site activity and any key areas that could be impacting on conversion.
- Current site UX review
  - We will conduct a brief review of high-level points in your site that could be edited to improve conversions.
- Competitor review
  - We will take a look at what your closer competitors are doing and how you might compare to them.

If we're able to be provided with access to your platform, we can also identify any key observations there, which relate to engagement marketing.

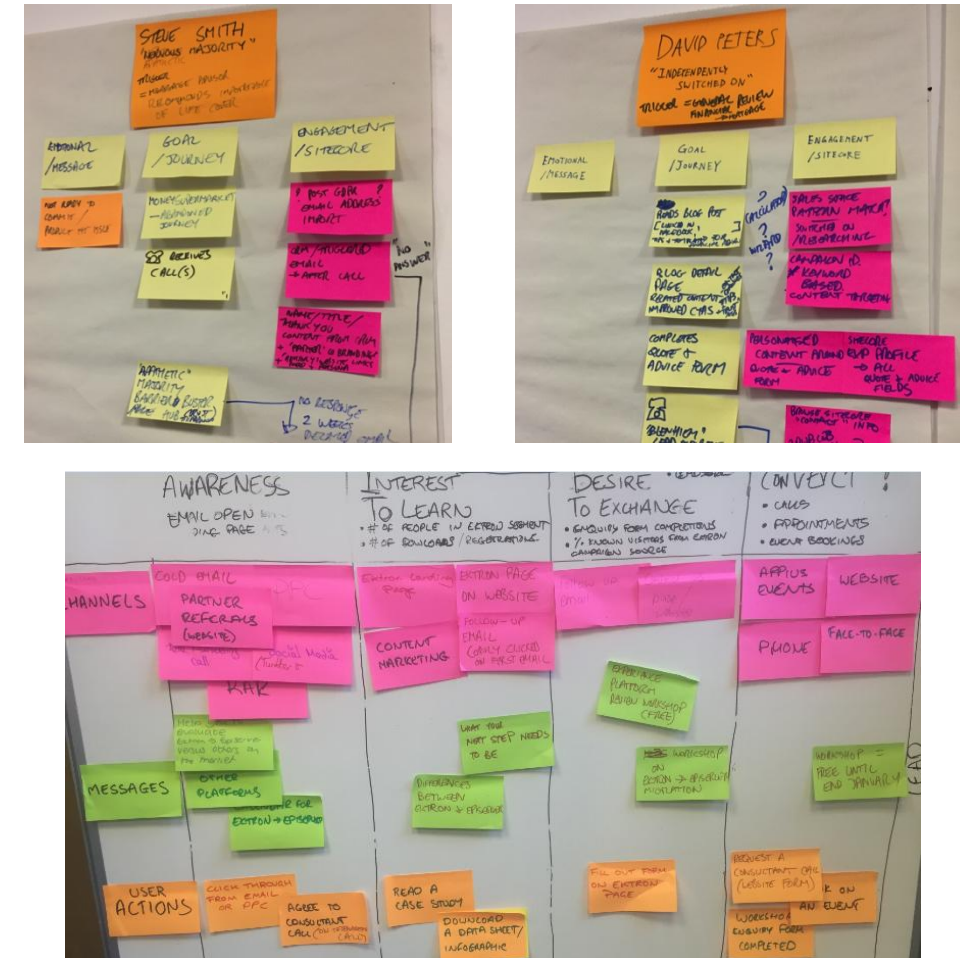


## Step 2 – Persona and funnel ideas

Once we're familiar with your business and identified key areas for change at the higher level, this next step adds more detailed thinking for an engagement workshop.

Elements added at this step:

- Suggested audience visitor groups
  - We'll target key audience groups and create visitor groups to reflect them – including characteristics, triggers, goals, channels or potential pain points. Some or all of these visitor groups / visitor groups could be implemented later in your platform
- Engagement funnel ideas
  - We will generate some simple drafted engagement funnel ideas to illustrate how users move from awareness of your brand to conversion – and also from a minimum returning user to an evangelist, as needed. These will also be focused on using your websites capabilities.



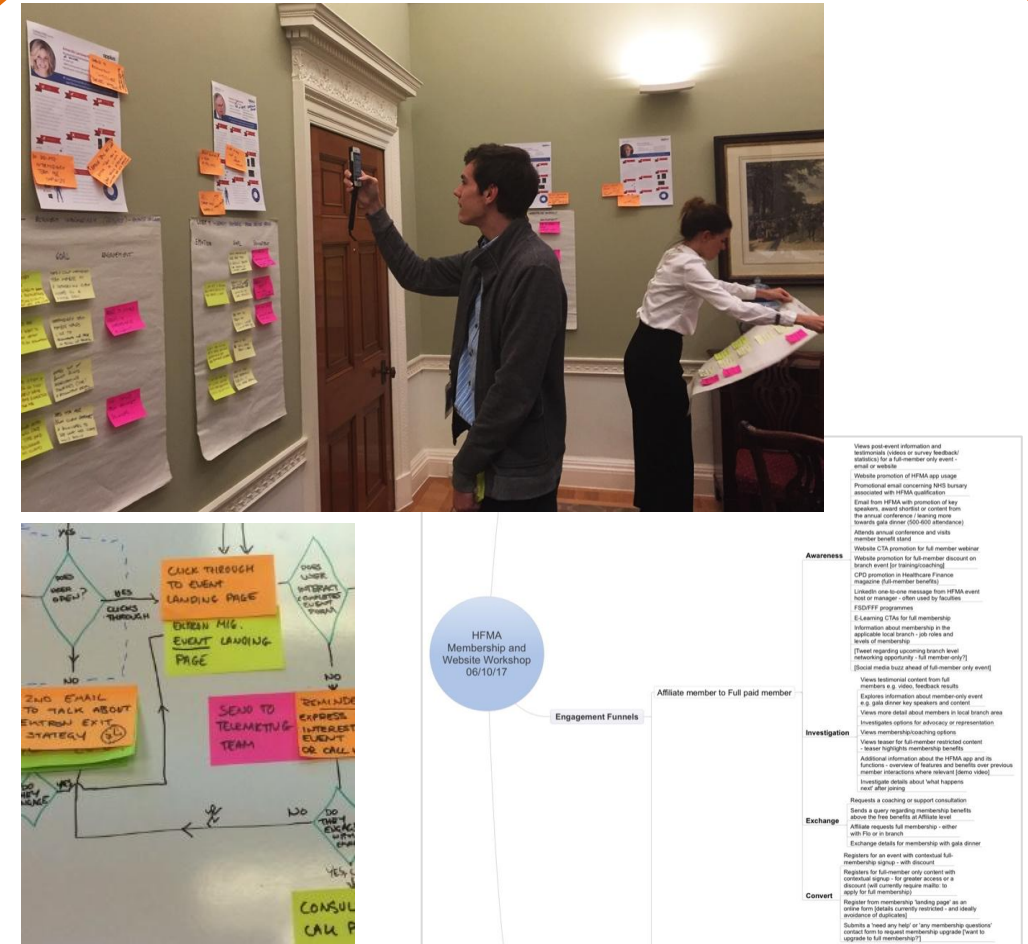
These elements will form deliverables for the engagement marketing workshop following in step 3.

## Step 3 – Engagement workshop

All the materials created so far including our review work, recommendations, visitor groups and drafted engagement funnels come together for us to discuss with you in detail.

During the workshop we will:

- Run through and discuss our review findings, picking out any key areas of attention or further investigation from your perspective.
- Establish our identified visitor groups and any elements of them that you would add to further fit with your audience.
- Work with you to explore and enhance the draft engagement funnels based on our discussion.
- Determine the most important conversion journey(s) to inform pilot engagement plans including usage of your technology platforms



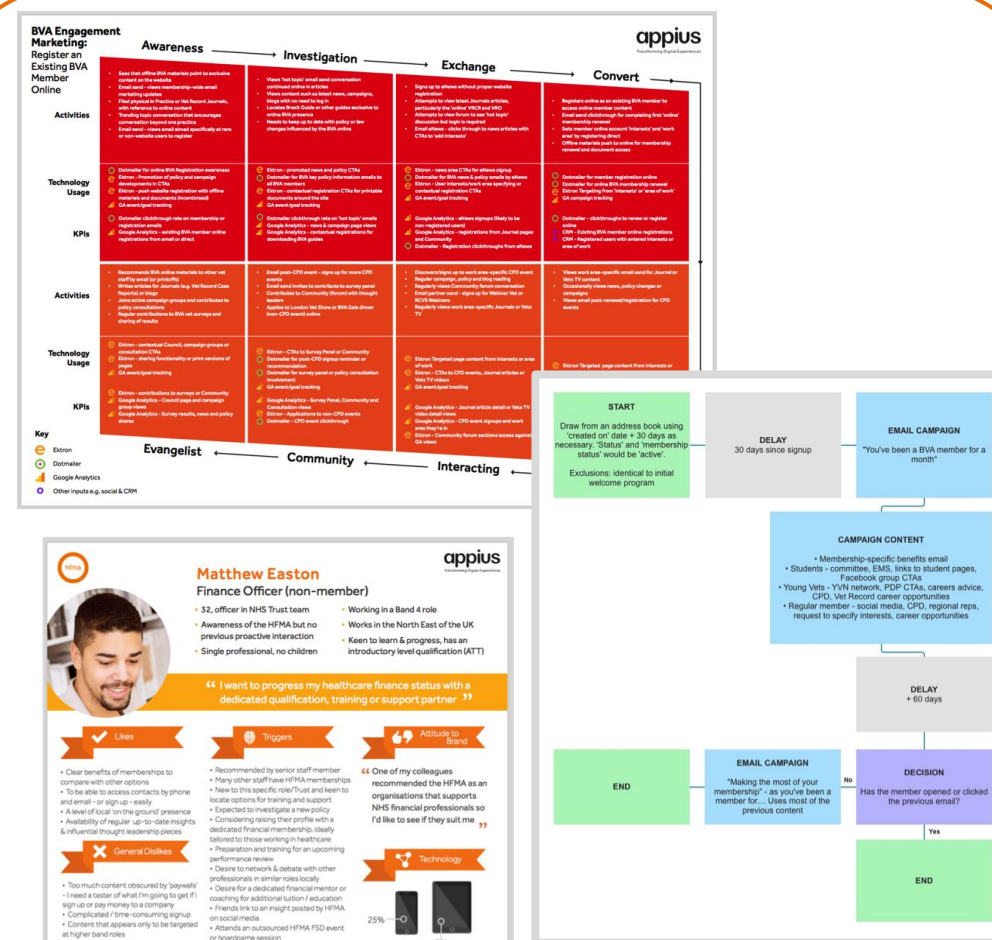


# Step 4 – Pilot engagement plan & deliverables

Following the workshop, we will:

- Deliver our notes on Analytics/site/competitor reviews
- Amend visitor groups to deliver finalised versions for general use and Sitefinity application.
- Amend engagement funnels to deliver finalised versions as informed by the workshop and to maximise results.
- Specify a priority pilot engagement plan intended for implementation after this process to demonstrate value within your organisation.
- Any additional key points from the workshop write up that may inform other decisions going forward, or potential further support from Appius.

Once deliverables have been exchanged, we can also look at next steps, informed by your initial pilot engagement plan



# Engagement Marketing Accelerator Pricing

Component	Appius working days	Costing
Brief and review	1 day	£800
Visitor Groups & funnel ideas	1 day	£800
Engagement workshop	2 days — (Appius head of Experience and UX & Engagement marketing specialist)	£1,600
Post-workshop deliverables	1 day	£800
Total		£4,000 + VAT

Please contact [James.stocks-reid@appius.com](mailto:James.stocks-reid@appius.com) for an initial conversation and to find out more.

# To Find Out More

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