

TRIGGER-BASED MARKETING

A growing list of over 30 automated email & SMS marketing campaigns triggered by your live customer data. Eliminate the need for slow and outdated manual downloads and re-uploads of your customer data. SMRT pulls data directly from your POS system to optimize the timing and reach of all your marketing communications. Specials & broadcasts are included at no additional charge.

	DESCRIPTION	FREQUENCY	TRIGGER
Data Base			
Inventory Reminder	Checks for and notifies the customer if an order is still in inventory 7 days after being marked as completed	7/15/30/60/90/180 days	Order completed
A/R Past Due	Checks all statement customers and notifies the customer if they have overdue A/R	Once every week	Customer ID is in "Statement Customers" segment. Segment is defined as "target all customers" and "paymentTerm = statement"
Update Your Information	Checks for and prompts customers to provide missing account information (mobile phone number, email address, credit card on file)	Every 8 weeks	Customer ID is in "Email/Phone/CC" segment defined as "email doesn't exist or phone doesn't exist or credit card doesn't exist"
Welcome New Customer (Route)	Welcome message after first order from new route customer	One-time	Route order created. Customer profile is created via web sign up
Welcome New Customer (Counter)	Welcome message when first order from new counter customer is initiated (via POS)	One-time	Order created. Customer profile is created via POS entry
Thank You	"Thank you" message after an order is returned	Once per week (at most)	Order returned
Upselling & Cross-selling			
Quarterly Comforter Campaign	Quarterly comforter promotion	Quarterly	First month A-F / Second month G-O / Third month P-Z segmented by customer.lastName
Convert Counter Customer to Route Customer	Facilitate the conversion of counter customer to route customer	Continuous	Counter order returned and customer ID is not in a route segment
Marketing By Department-Households	Incentivize regular customers to increase spending in other departments (households)	Every 4 weeks	Customer has spent a minimum of \$24 in the past 90 days but \$0 in households
Marketing By Department-Dry Cleaning	Incentivize regular customers to increase spending in other departments (dry cleaning)	Every 4 weeks	Customer has spent a minimum of \$24 in the past 90 days but \$0 in dry cleaning and >\$0 in households
Marketing By Department-Alterations	Incentivize regular customers to increase spending in other departments (alterations)	Every 4 weeks	Customer has spent a minimum of \$24 in the past 90 days but \$0 in alterations and >\$0 in households & dry cleaning
Marketing By Department-Shirts	Incentivize regular customers to increase spending in other departments (shirts)	Every 4 weeks	Customer has spent a minimum of \$24 in the past 90 days but \$0 in shirts and >\$0 in households, dry cleaning, & alterations
Marketing By Department-Wash-Dry-Fold	Incentivize regular customers to increase spending in other departments (wash-dry-fold)	Every 4 weeks	Customer has spent a minimum of \$24 in the past 90 days but \$0 in shirts and >\$0 in households, dry cleaning, alterations, & shirts
Customer Retention			
30/60/90 Days w/ No Orders	Incentivise existing customer to create a new order if no new order is placed within 30 days from last order return	30/60/90 days	Order returned. No new order is placed after 30/60/90 days.
One-and-Done	Facilitate the conversion of new and/or one-time customer to regular customer	One-time	"New customer signup" event has occurred and customer hasn't created a new order 5 weeks after first order
Route Sign Up w/ No Orders	Reminder for new route customer if a first order isn't placed within 1 week from sign up	7/14/21/28 days	"New customer signup" event for route customer has occurred and first order hasn't been placed after 1 week
New Customer Retention (Route)	"Thank you" message to new route customer after first order(s) completed. Only targets new sign ups via website	Once per week (at most) for 3 weeks	Order returned. Data fed from "Welcome new route customer" capture
New Customer Retention (Counter)	"Thank you" message to new counter customer after first order(s) returned. Only targets new entries via POS	Once per week (at most) for 3 weeks	Order returned. Data fed from "Welcome new counter customer" capture
Thank You (Top Customer)	"Thank you" message w/ discount after an order is returned	Every 90 or 180 days	Order returned & customer ID is in demographic 1
Customer Newsletter	Monthly newsletter. Provide your own copy or opt in to SMRT's free-to-use premade content	Once per month	First_of_ Month event occurs
Thank You (Review Left) <small>*SMRT Reviews exclusive</small>	"Thank you" message w/ discount when a customer leaves an online review of your business.	One-time	Review request sent via SMRT Reviews is fulfilled
Happy Anniversary	Message sent on anniversary of a customer's first order	Once per year	1 year after first order created
Specials & Broadcasts (per request)			
Introduce Marketing	Alert customers to expect upcoming marketing messages, promotions, announcements	One-time	Customer ID exists or is in otherwise specified segment
Weekly Special	Custom weekly promotional broadcast/discount	Once per week	Customer ID exists or is in otherwise specified segment
Monthly Special	Custom monthly promotional broadcast/discount	Once per month	Customer ID exists or is in otherwise specified segment
Seasonal Special	Custom seasonal promotion/discount	On demand	Customer ID exists or is in otherwise specified segment
Holiday Special	Custom holiday promotional broadcast/discount	On demand	Customer ID exists or is in otherwise specified segment
Service Promotion	Draw attention to new or special services (wedding gown preservation, leather cleaning/repair, shoe polishing, etc.)	On demand	Customer ID exists or is in otherwise specified segment
Promote Social Media	Draw attention and encourage follows to your company social media accounts	On demand	Customer ID exists or is in otherwise specified segment
Closing Early	Notify customers of adjusted service hours	On demand	Customer ID exists or is in otherwise specified segment
Opening Late	Notify customers of adjusted service hours	On demand	Customer ID exists or is in otherwise specified segment
Route Suspension	Notify affected customers of route delay or suspension	On demand	Customer ID is in specified route segment
Closure	Notify customers of holiday or emergency closure(s)	On demand	Customer ID exists or is in otherwise specified segment