CONTENT-LED ENGAGEMENT

Musical now

Hey Stacy,
Checkout our new 2020 Workout
Playlist we've made for you!

Play now

Add to playlist

WebEngage

The award for the most consistent and straightforward Google image search results for any marketing term, has to go to, **User Engagement** - that same magnet attracting a bunch of people!!

But, to tell you, figuring out the best engagement strategies, executing them step-by-step and being able to map the results, is anything but straightforward.

Big-name brands like Coca Cola (Share a Coke) and Unilever (Kan Khajura Tesan) have successfully utilized user engagement as their moat to build massive followings, both online and offline. It's a the reason why they focus on perceptions, ideas and experiences and not products!

But is it possible for every brand, no matter big or small, to establish User Engagement as their moat? If it is, then how, and what could be the benefits of having Engagement drive your conversions and hence, revenues?
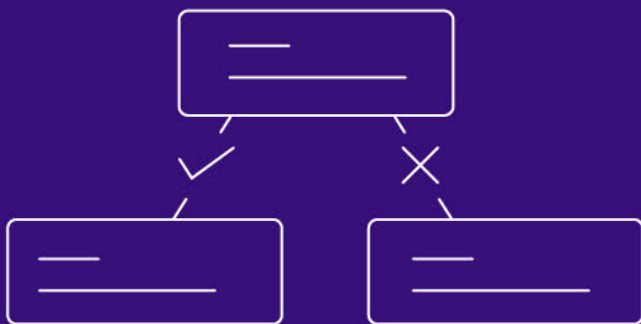
Let's dive in!

User Engagement Today

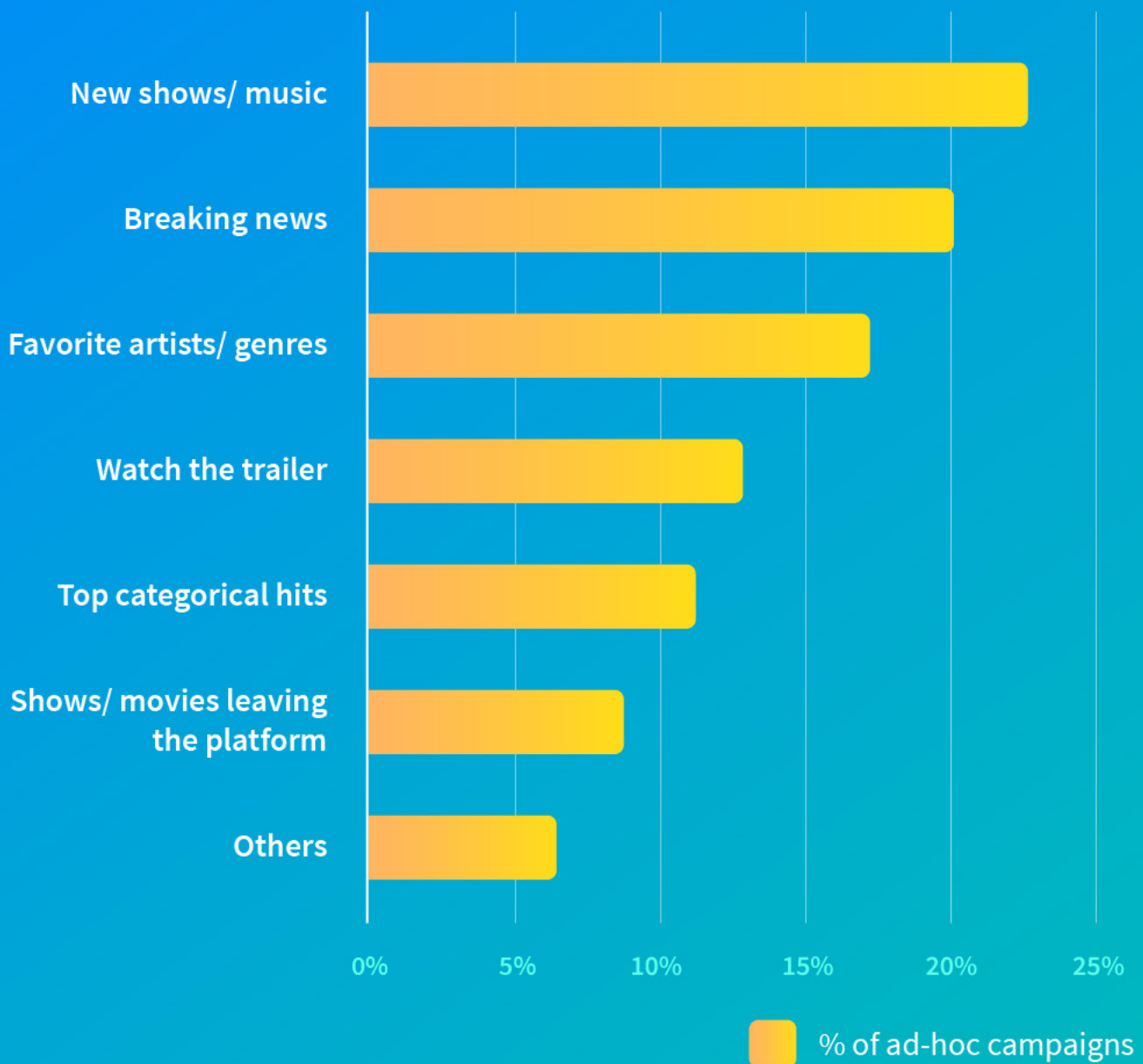**58**% of all marketing campaigns are sent on an **ad-hoc** basis

as compare to

26% that are sent using **automated user journeys***

Ad-hoc campaigns

Marketers, Product Managers and Sales Professionals send bulk ad-hoc campaigns to their audience.

Category	% of ad-hoc campaigns
New shows/ music	~22%
Breaking news	~20%
Favorite artists/ genres	~17%
Watch the trailer	~13%
Top categorical hits	~11%
Shows/ movies leaving the platform	~9%
Others	~6%

0%   5%   10%   15%   20%   25%

■ % of ad-hoc campaigns

Why do teams send ad-hoc campaigns?

1 Ad-hoc campaigns are initiated upon changes in the inventory/catalogue (unlike triggered communications), to broadcast the changes to the customers

2 And because marketing automation platforms don't solve for these cases, teams resort to sending bulk ad-hoc campaigns to its customers. Eg: new release, breaking news, watch trailers, etc.
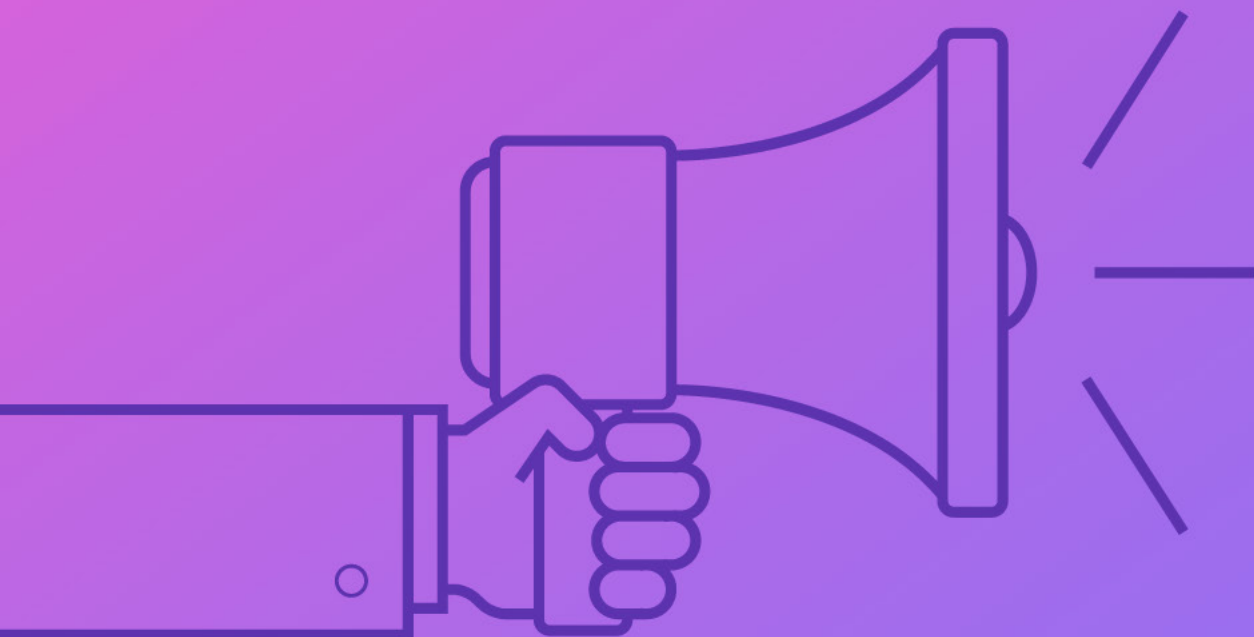
What does an ad-hoc campaign look like?

MYFLIX

The Business

⬇

Adds new series or songs everyday

⬇

Then MYFLIX sends communication to its users

Email   Push   SMS   Web Push   In app   On-Site   Ad Retargeting

Now, every time a new series or song is added, a marketer at MYFLIX will be faced with some common questions.

How should a marketer at MYFLIX engage with the users?

Send a campaign each time a new series or song is added?
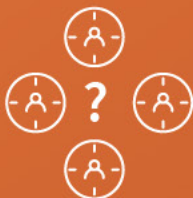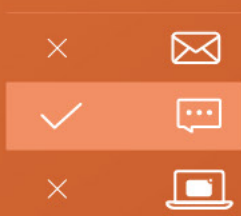
Send multiple such campaigns a day?

Send to the entire user base?

Send to only a segment of users? Which segment of users?

How to procure this segment?

Send via one channel? Which channel?
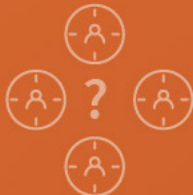
What's wrong with the current process?

Multiple teams involved
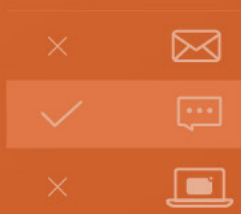Marketing, business intelligence, and back-end engineering

Tedious and ad-hoc process
Can take hours with manual effort, resulting in missed deadlines

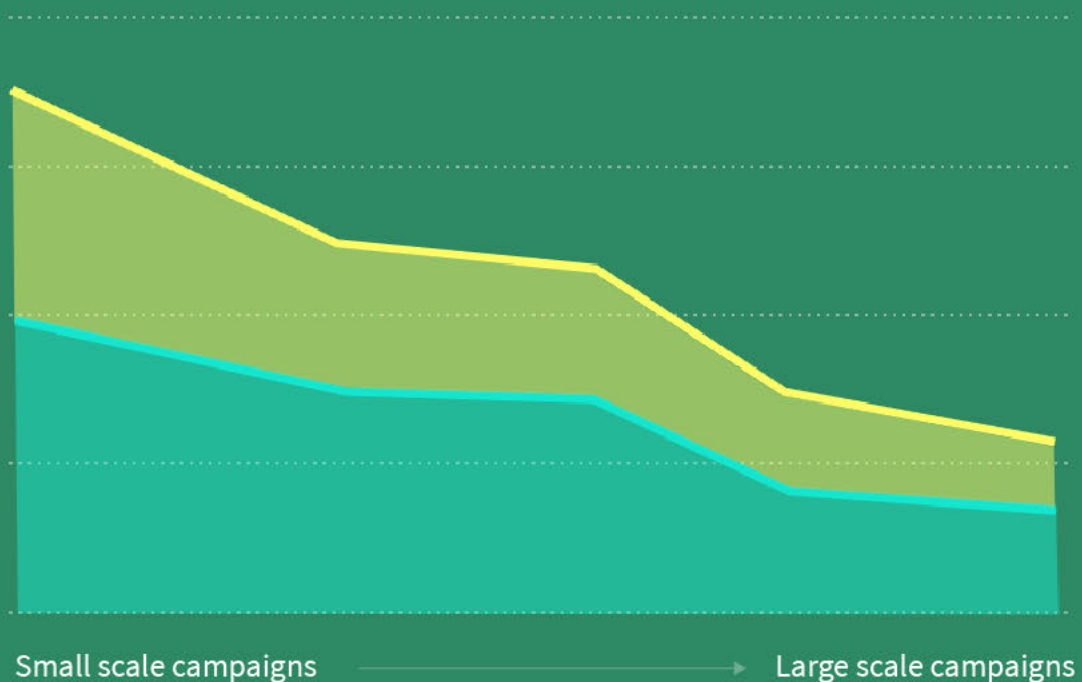## Repetitive and frequent
Can irate customers

The current process leads to:

1. Lack of personalization

2. Low user engagement

3. Missed user engagement opportunities

4. Low process efficiency

5. Low ROI efficiency

Your KPIs as you grow in volume

● Process Efficiency   ● User Engagement

Small scale campaigns ———————➤ Large scale campaigns

?

Need for automating the frequent and repetitive ad-hoc campaigns

The Solution?

Content-led Engagement

Musical now

Hey Stacy,
Checkout our new 2020 Workout
Playlist we've made for you!

Play now

Add to playlist
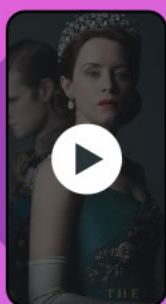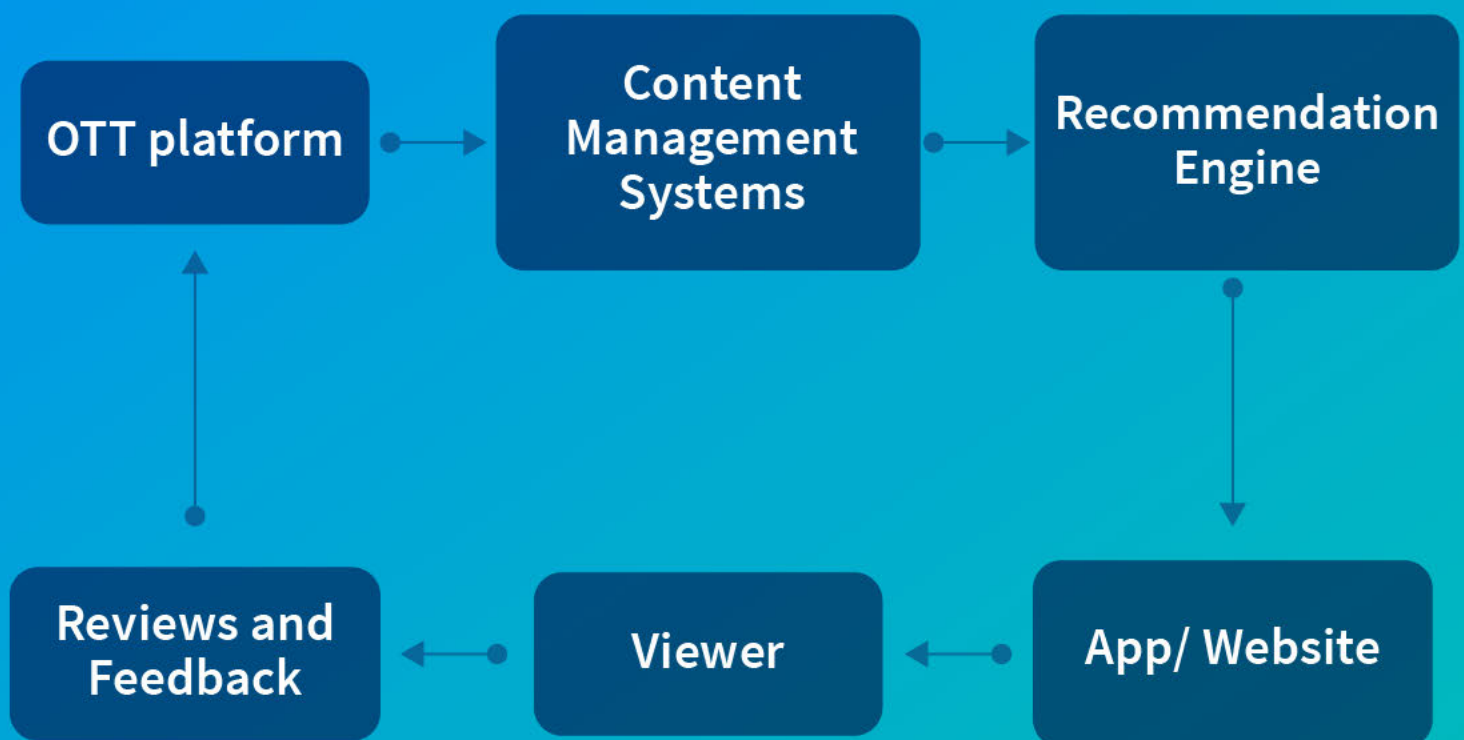
What is Content-led Engagement?

Content-led Engagement is a solution that lets you automate communication with listeners and artists based on changes in the inventory.

OTT platform → Content Management Systems → Recommendation Engine

Recommendation Engine → App/ Website → Viewer → Reviews and Feedback → OTT platform

How is it different?

For Content-led Engagement, a communication is triggered when a change in inventory takes place, eg: new releases, favorite artists, etc. This is different from user-initiated actions, like added to wishlist, liked a song, etc.

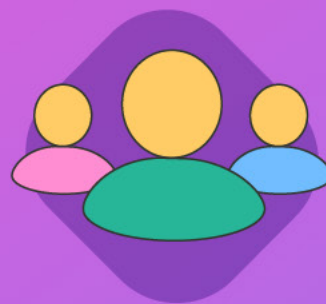| Content-led changes	User-led changes
New show release	Page viewed
New trailer discovered	Added to wishlist
Week's top artists	Liked song
Shows/ movies leaving the platform	Watched the respective show/ movie

Why Content-led Engagement matters?

It's an ongoing practice of brands reaching out to users to foster lasting relationships, loyalty, and hence, business growth.
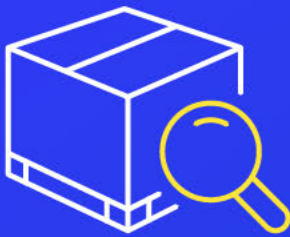
Keep tabs on your stocks

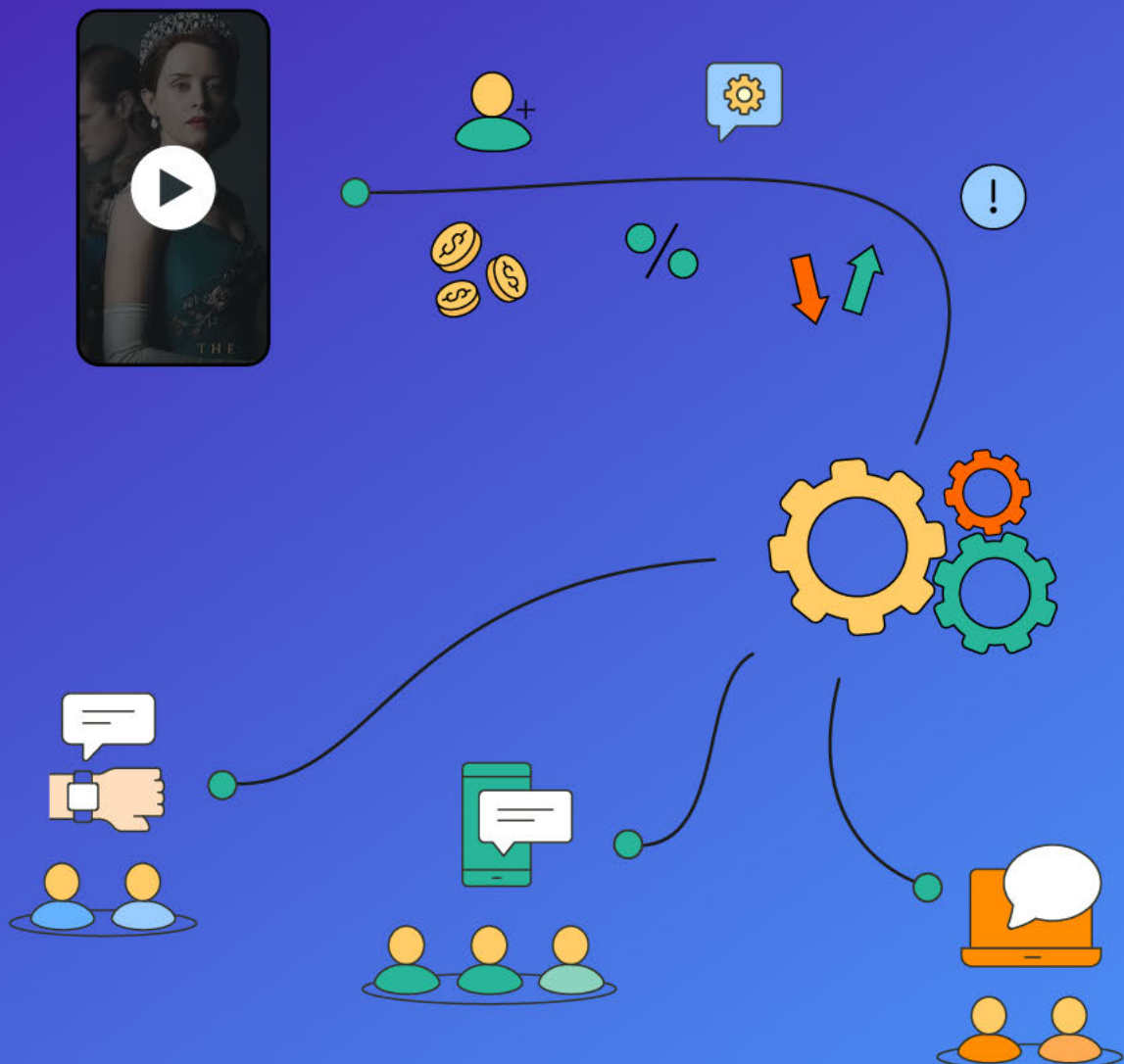**Broadcast inventory changes to buyers and sellers**

Rotate inventory faster

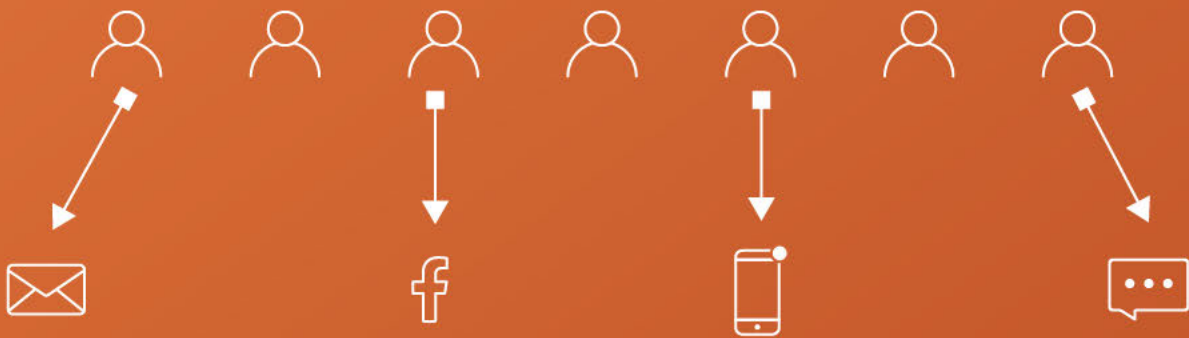**Move speedily towards profitability**

WebEngage for Content-led Engagement

WebEngage enables Content-led Engagement with **Relays** - a one of its kind workflow engine to automate communication with listeners and viewers based on changes in inventory and business, at every step of the

How does it work?

New releases

Watch the trailer

Top categorical hits

Shows/ movies leaving the platform

WebEngage | Relays

Workflow comprising of a series of Push, Email, SMS, Web Push etc. campaigns

Favorite artists/ genres

Watch the trailer

Top categorical hits

Shows/ movies leaving the platform

Personalize each message

Every time a change happens in the inventory (new release, breaking news, trailer added, etc), an event is triggered. This event is called a **Business Event**.

Business event has attributes, like category, name, date, etc. that help you decide which user should receive what communication.
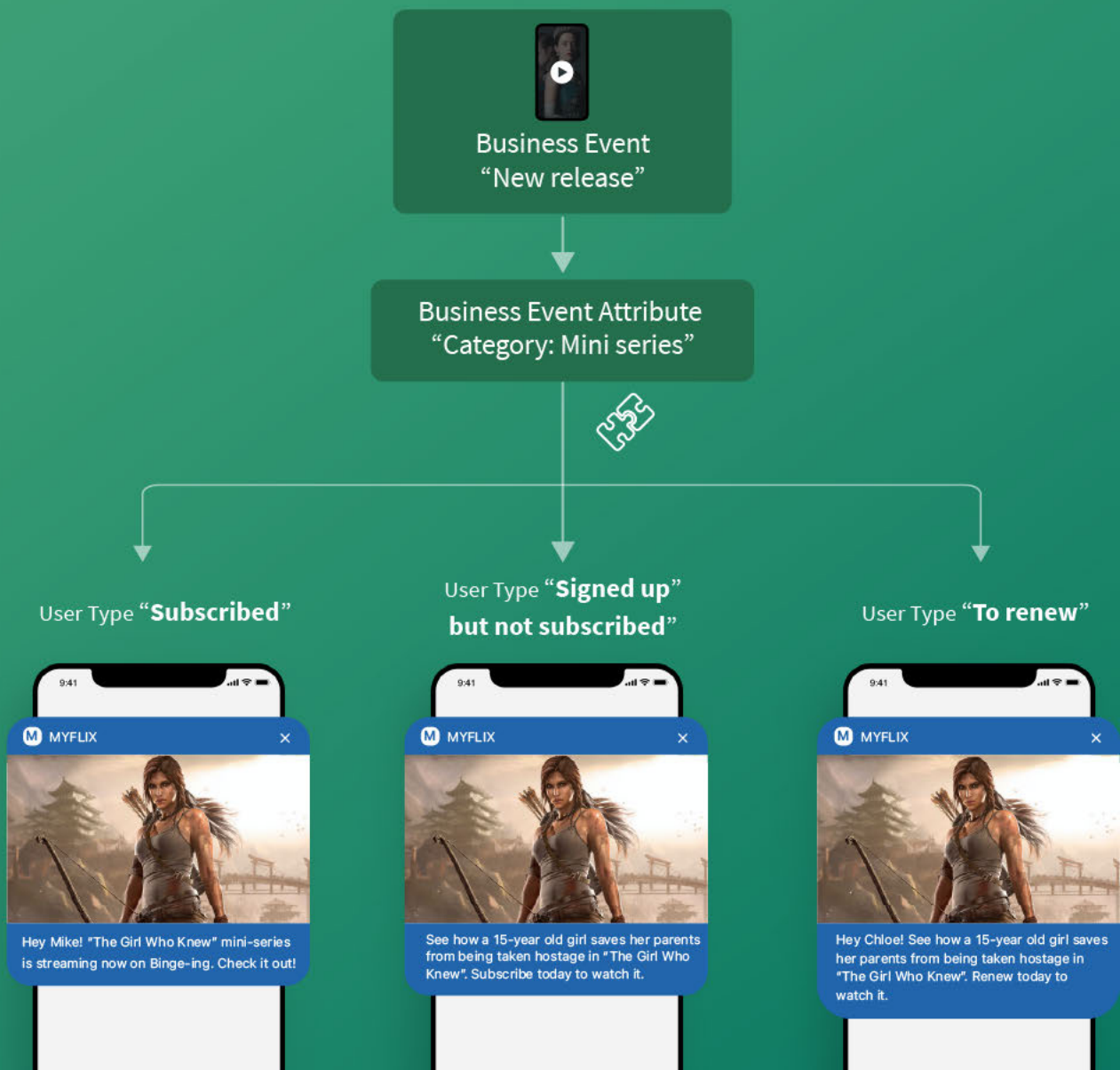

Business Event
"New release"

Business Event Attribute
"Category: Mini series"

User Type "**Subscribed**"

User Type "**Signed up**"
but not subscribed"

User Type "**To renew**"

MYFLIX

Hey Mike! "The Girl Who Knew" mini-series is streaming now on Binge-ing. Check it out!

MYFLIX

See how a 15-year old girl saves her parents from being taken hostage in "The Girl Who Knew". Subscribe today to watch it.

MYFLIX

Hey Chloe! See how a 15-year old girl saves her parents from being taken hostage in "The Girl Who Knew". Renew today to watch it.
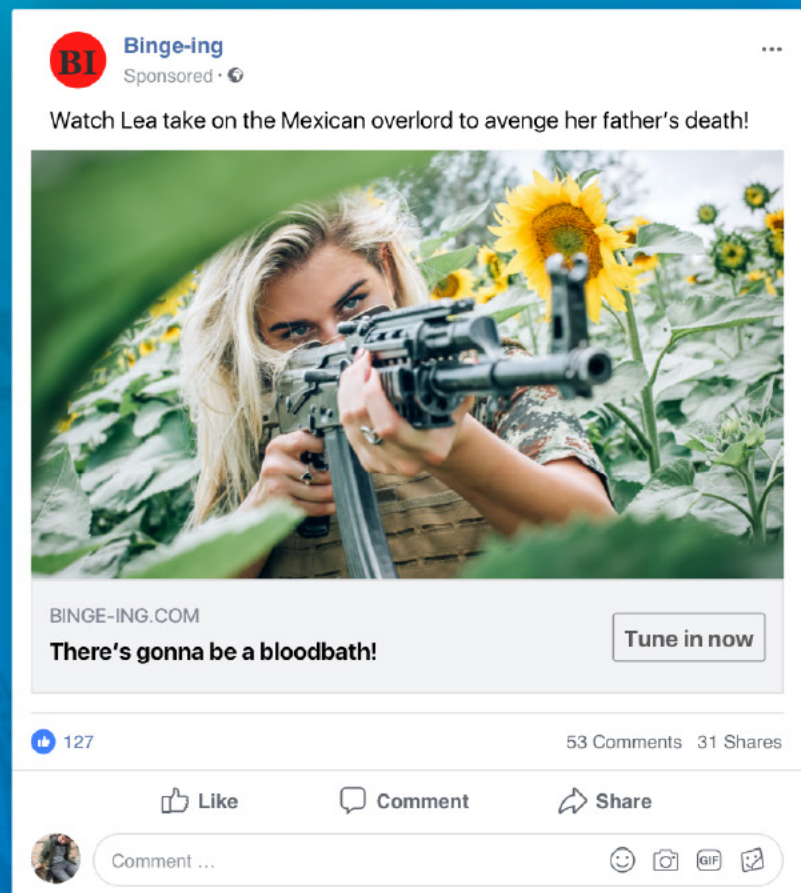
What problems can Content-led Engagement solve?

Trigger real-time alerts for your new releases

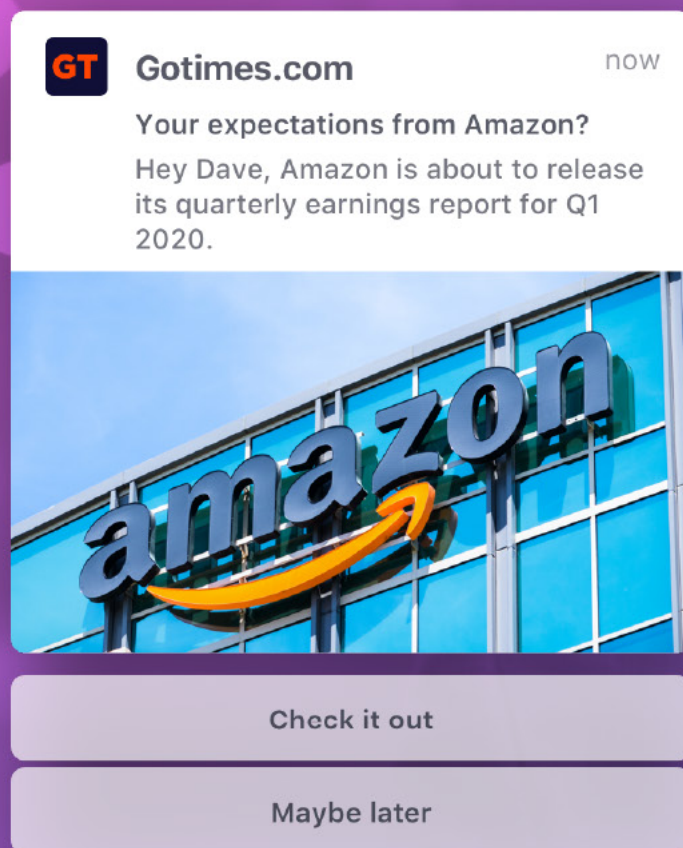Notify interested viewers with interactive and personalized notifications the moment new releases hit your inventory, in real-time.

Binge-ing
Sponsored · 🌐 ···

Watch Lea take on the Mexican overlord to avenge her father's death!

BINGE-ING.COM
There's gonna be a bloodbath!

Tune in now

👍 127   53 Comments   31 Shares

👍 Like   💬 Comment   ↪ Share

Comment …   😊 📷 GIF 🖼️

Automate breaking news alerts in one click

Tempt your users to constantly be active on your platform through curated breaking news notifications.

Apart from acting as a usual engagement mechanism, this could also help with getting dormant users back on the platform, ultimately helping you reach your weekly/monthly conversion targets.

GT Gotimes.com   now

Your expectations from Amazon?
Hey Dave, Amazon is about to release its quarterly earnings report for Q1 2020.

Check it out

Maybe later

Automate watch trailer alerts for every new show

Keep the interest levels of your users always high by informing them in advance of all the new content you're bringing in. This will also help boost your individual shows/ movies related benchmarks (total users who watched it, average watch time, etc).
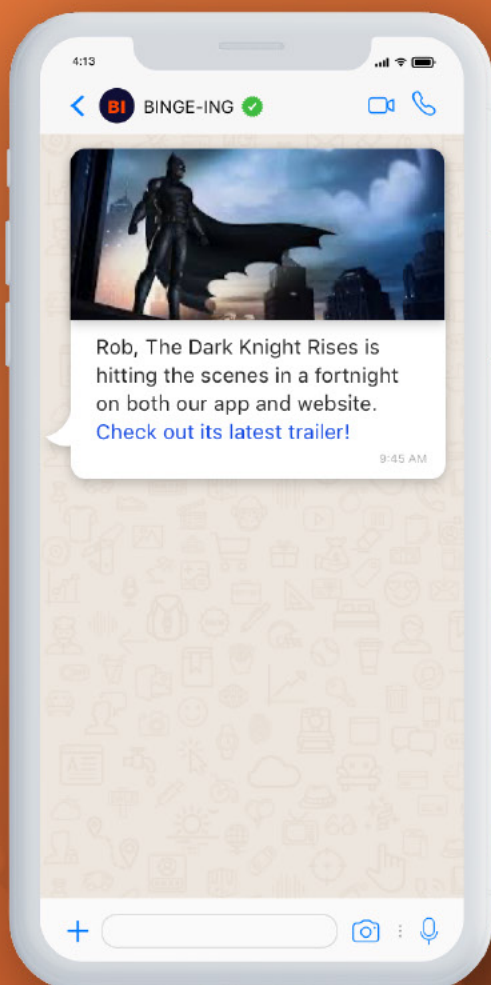
Automate new release from individual artists or genres

A great way to increase your app open rates and DAUs is to consistently tell your users whenever their favourite artists launch something new or when a new show/ song gets added to their favourite genres list.

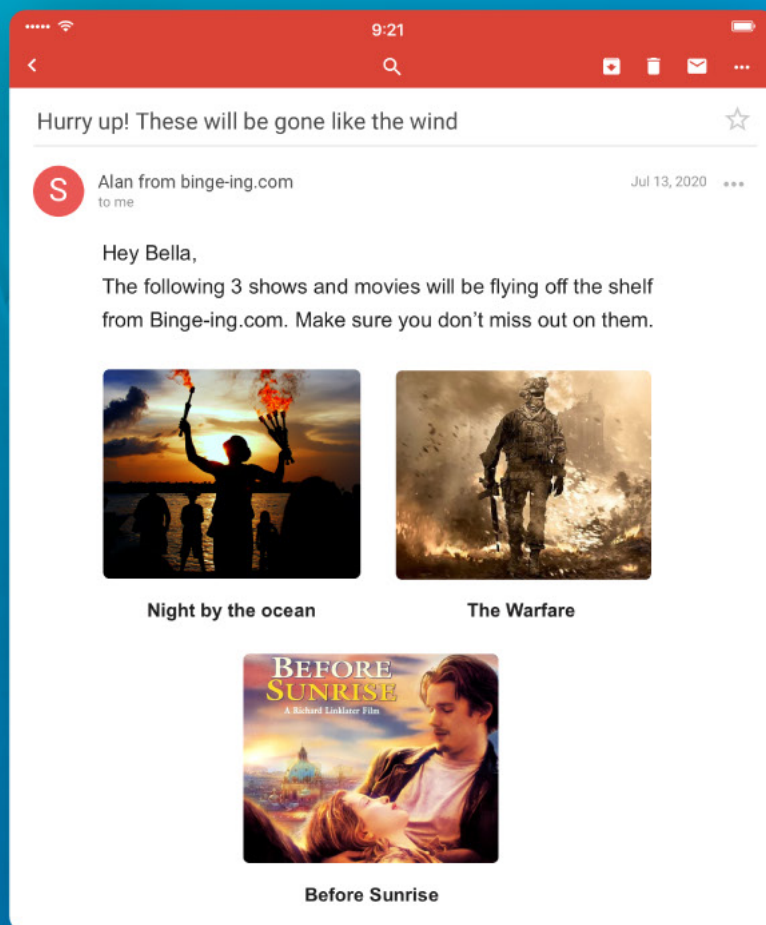**MZ** Musiz.com   now

Hey there Rob!

Above and Beyond's latest Group Therapy 408 recording, featuring Marsh, is out now.

Check it out

Maybe later

Send instant alerts for shows/ movies leaving the platform

Re-engage your users with automated messages one last time before their favorite contents fly off the shelf. Once back, help them explore similar options to increase their lifetime value.

What's more?

Set business-driven metrics for every activity

Measure ROI, marketing influenced purchases. You can further split campaigns by purpose, category-names, and see exactly which category had better conversion than others.

Customize user experience by recommending these products to users who purchase frequently from this category.

| TAG	DELIVERED ⓘ		CONVERSIONS ⓘ		REVENUE ⓘ	
Overall	1,006,403		405,086		$139,395	
Engagement journey		27%		19%		24%
D-15 inactive users campaign		17%		12%		13%
Unsubscribed-acquisition		14%		17%		14%
Renewal journey		12%		16%		17%
Others		30%		36%		32%

Marketing Automation for E-commerce Businesses

We hope that you've gotten a hang of Content-led Engagement and how it can keep your E-commerce business soaring high!

If you already have a system in place that does it for you, do share your experiences with us. We would love to hear about it!

If you would like to learn more about Content-led Engagement and Relays, feel free to reach out to us to help you set up an account or give you a demo of how it works.

In the meanwhile, you can check out our handbooks to find out more about marketing automation and E-commerce user engagement.
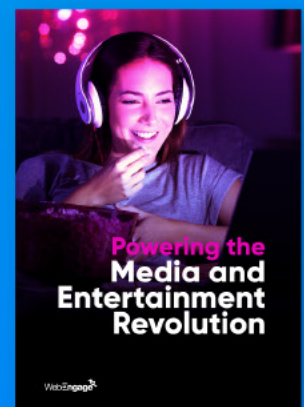
Create engaging customer experiences that matter

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

Schedule my free demo

WebEngage

WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

TALK TO US TODAY

📞 **+1 (408) 890-2392, +91 (022) 6110 2400** | ✉ **support@webengage.com**

🐦 **@Webengage** | **f** **/Webengage**