



Platinum Strategic Services Marketing Automation

Fostering meaningful digital engagement doesn't happen overnight. As a leader in online communities and email engagement strategies, the Higher Logic Strategic Services team understands how to **leverage technology, data, and strategy** to **personalize audience experiences**. With our **Platinum Strategic Services** package, our **marketing automation experts** will help you get **faster, smarter, and better results**.

HIGHER LOGIC STRATEGIC SERVICES WILL HELP YOU:

Expedite the learning curve

Leverage the expertise of a dedicated team to lay a foundation of best practices. Get the answers to questions you didn't know to ask!

Nail the strategy

The Higher Logic team lives and breathes engagement strategy – tap into that expertise from a team of engagement experts.

Strive for excellence

Good marketing execution is revisited, revised, and continually updated to improve results. We'll work together to test, tweak, and tighten your initiatives and campaigns to maximize results.

Understand the outcome

Our team will walk with you through the maze of metrics, KPIs, and analytics, so you fully understand your results. Together, we'll identify actionable, meaningful data that impacts your organizational goals and objectives.

Expand your knowledge

Along the way, your team will better understand how to use the platform, create and implement goal-driven strategies, and make data-based decisions that maximize your investment, support your goals, and build your internal capabilities.



PLATINUM PACKAGE

Discovery Meeting

Together, we'll define engagement goals, objectives, and KPIs.

"Day in the Life" Persona Development

Choose up to three* key audience segments to develop or refine. We'll document persona attributes, insights, and nuances, as well as define persona lifecycles as applicable.

Campaign Goals + Schedule

Plan up to four* lifecycle or promotional campaigns for your 12-month service timeline. We'll provide strategic guidance for development, including key messaging and tone, content and calls to action, email cadence, and remarketing opportunities.

Template Review, Design + Support

Review existing email designs, then create or optimize up to six* new templates to support campaigns. We'll consult with you regarding campaign audience groups (inclusion, exclusion, conversion) and help build out email messages using your input on text, images, hyperlinks, and target groups.

Build Automated Campaigns

This includes mapping out the campaign process flow, defining appropriate date and time-wait steps, setting up brand logic to customize your communication flow, and assigning mailings and target groups.

Campaign Performance + Reporting

We'll monitor campaigns results and review the findings with you on a monthly basis. We'll also provide an executive report on those results at predetermined intervals.

**The Platinum Strategic Services package requires a minimum 12-month contract.*