



ENGAGEMENT
FACTORY



ESSENTIALS FOR ASSET CREATION: **WIREFRAMES**

Create an appealing and successful campaign.



The background features several overlapping, light gray geometric shapes, including triangles and polygons, creating a modern, abstract design.

“MARKETING AUTOMATION,
OUR PASSION!”

- TEAM ENGAGEMENT FACTORY

CAMPAIGN CONFIGURATION

// How do you implement a campaign?

HOW TO CREATE AN APPEALING AND SUCCESSFUL CAMPAIGN

At this stage, you have chosen the right campaign type to help you achieve your goals and made sure you have the full skill set to manage it. The next step is to create the actual assets, including relevant content, and to ensure that your target audience will feel engaged.

Essentials for asset creation:

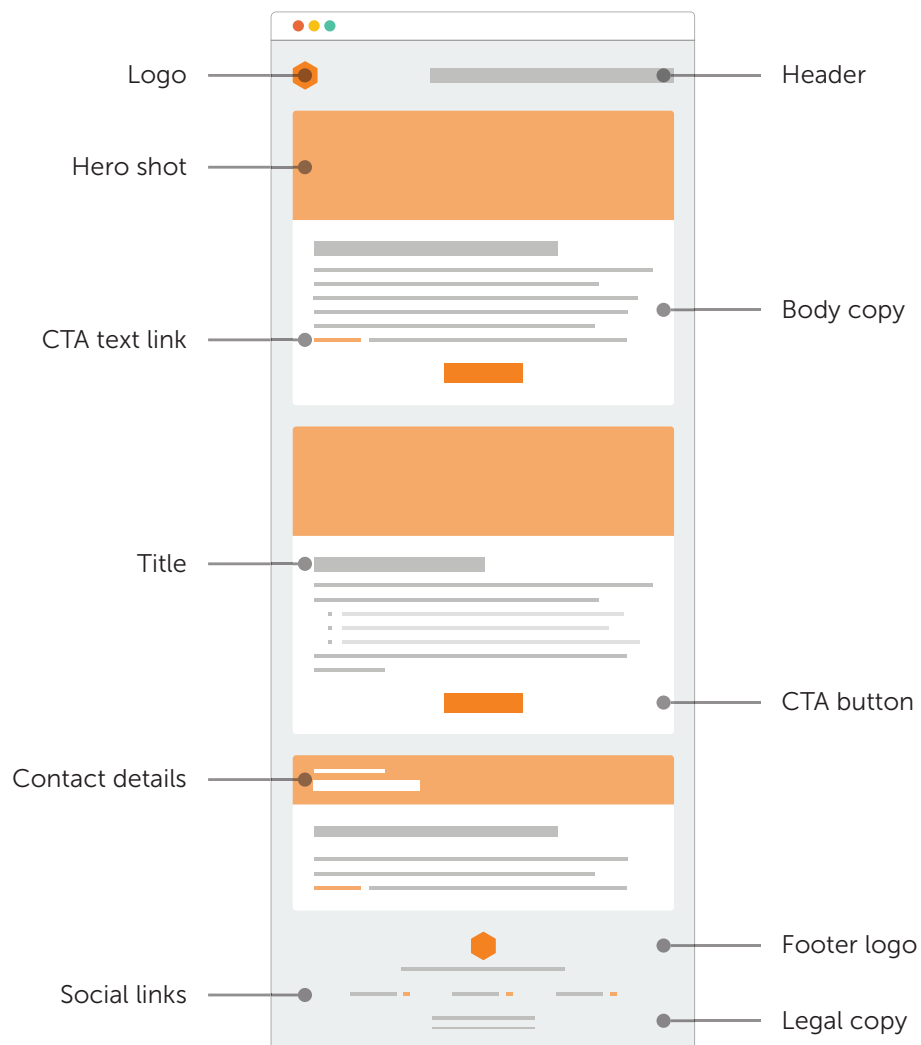
Here are some practical tips that you should definitely include in your email and landing page content:

- *Personalisation*
- *Responsive design*
- *The ability to share the content*
- *Make use of call to actions (don't use too many CTA's)*
 - Title link*
 - Text link*
 - Image link*
 - Button link*
 - Make sure you add title tags to links*
- *Do not place important messages on images*
 - Add alt texts to images as a fallback*
 - Code buttons preferred over image buttons*
- *Short and smart copy*
 - Action orientated titles*
 - Keep the most relevant content above the fold*
 - Don't make subject lines too long*
 - Concise content*

Setup and configuration shows how vital it is to have both creative and technical skills on your team because now the design must be placed into the marketing automation platform. The development of emails and landing pages that function correctly when delivered to a multitude of devices, over a wide variety of applications. You need to have a thorough understanding of marketing automation from a technical perspective in order to implement campaigns that generate measurable results.

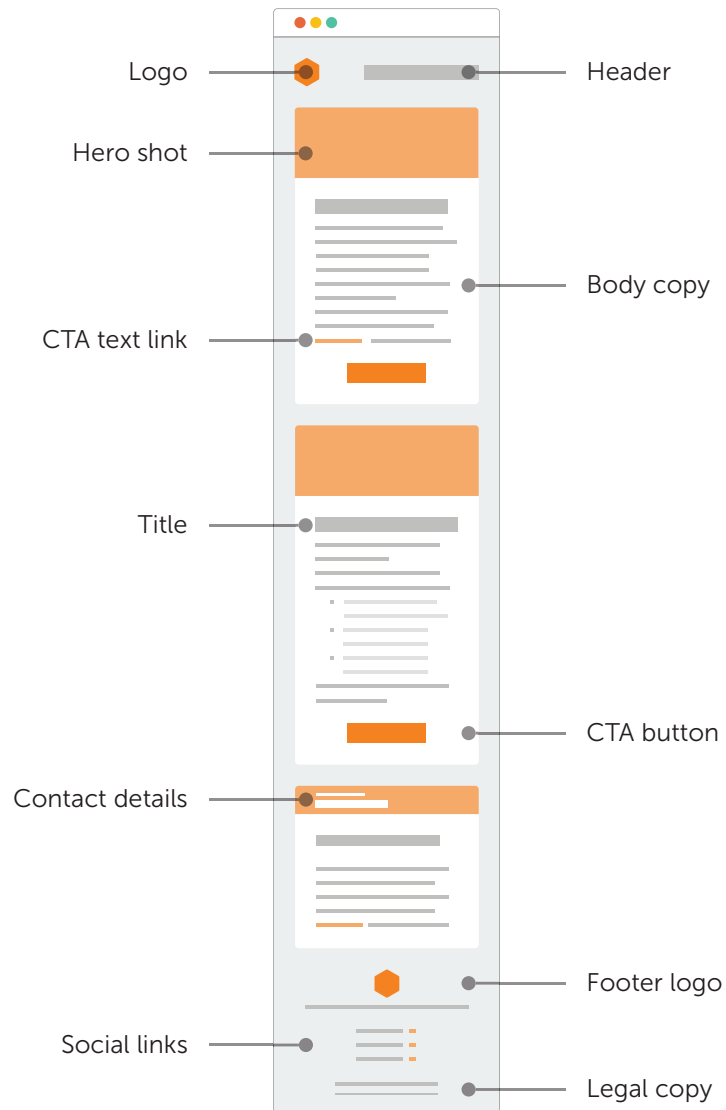
EMAIL WIREFRAMES 1/2

// Desktop version



EMAIL WIREFRAMES 2/2

// Mobile version



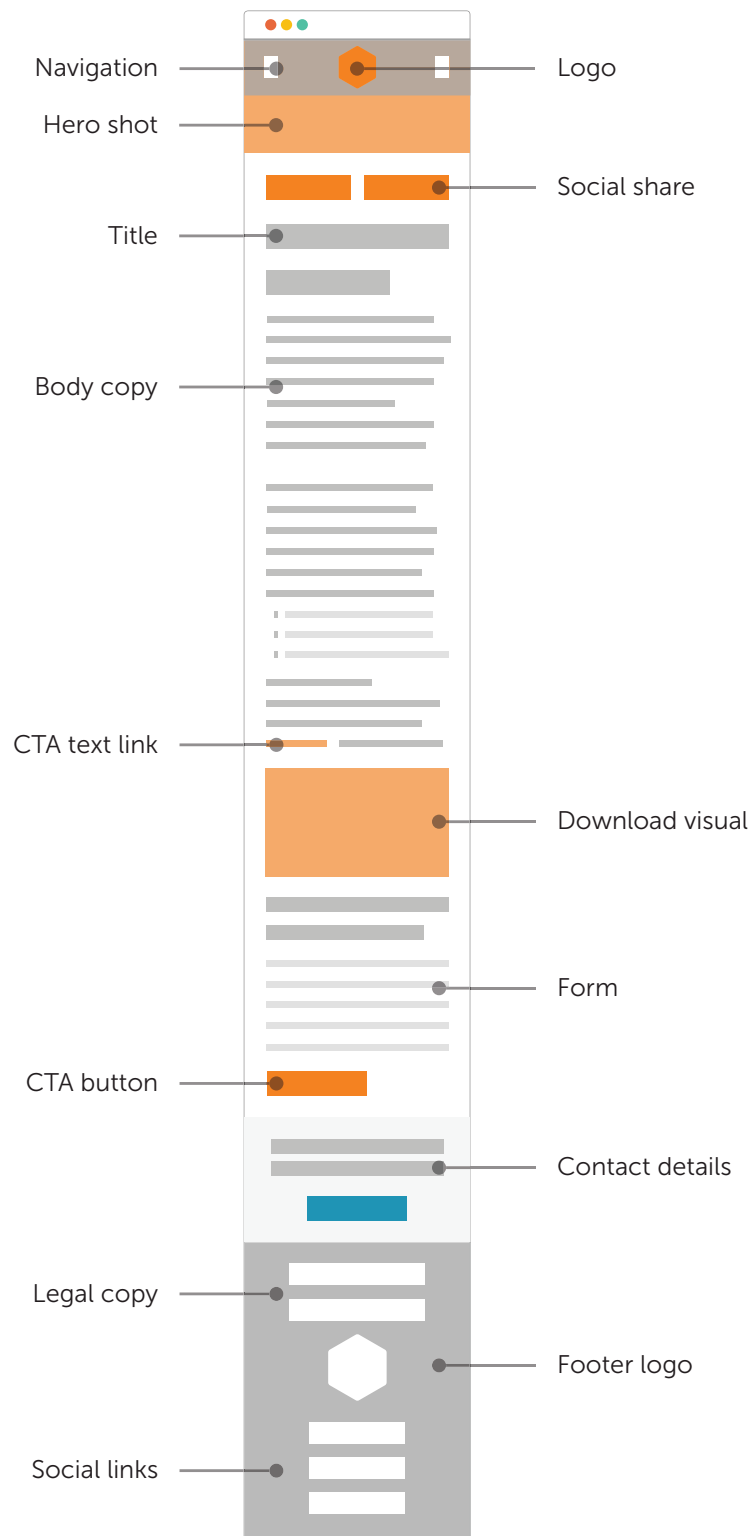
LANDING PAGE WIREFRAMES 1/2

// Desktop version



LANDING PAGE WIREFRAMES 2/2

// Mobile version



Contact us

Stationsplein 15A
5611 AB, Eindhoven
The Netherlands
+31 40 28 700 29

info@engagementfactory.com

About Engagement Factory

Engagement Factory is a leading marketing consultancy and solutions provider specializing in Marketing Automation. With offices located in Europe and South Africa, we provide a wide range of services: best practices & strategy, implementation, lead management and demand generation services, campaign management and managed services, sales enablement, and training support.

We help companies to improve and consolidate their content and lead management, create valuable campaigns and optimize their demand generation. We enable them to drive measurable revenue performance improvement and revolutionize customer experience by optimizing marketing and sales processes to achieve an integrated funnel, shorten sales cycles and allow closed loop reporting, ultimately increasing their return-on-investment. A certified Eloqua partner, we won the Eloqua Markie award in 2013 together with Royal Philips.

For more information, visit www.engagementfactory.com

