



Andrew Didinchuk

Senior Adobe  
Architect

# Combining SMS Marketing and Adobe Campaign to Better Connect With Customers



An aerial photograph of a city skyline, likely Atlanta, Georgia, featuring numerous skyscrapers and a mix of modern and older buildings. A semi-transparent blue rectangular overlay covers the middle portion of the image, containing white text. The foreground shows a dense area of trees and lower-rise buildings, possibly a university campus.

# Speaker Introduction: Andrew Didinchuk

CLIENTSPECTRUM

# Andrew Didinchuk

- Senior Architect
- Enterprise Marketing Management (EMM) Experience:
  - Solution Consultant
  - System Architect
  - Software Developer
- Industry Experience:
  - Hospitality, Financial Services, Insurance, Manufacturing, Media, Consumer Goods, Retail, and Telecommunications





# Client Spectrum

- Founded in 2005
- Specialize in Adobe®, IBM® and SAS® Enterprise Marketing Management (EMM) Solutions
- 50+ Full-time Adobe®, IBM® and SAS® EMM consultants (350,000+ service hours)
- Offices in Montreal, Toronto and Calgary

An aerial, black and white photograph of the Toronto skyline, featuring the CN Tower and the Rogers Centre. A semi-transparent blue rectangular overlay covers the right half of the image. The word "Agenda" is written in white, sans-serif font across the center of the blue overlay.

# Agenda

CLIENTSPECTRUM

# Agenda

1. Why use SMS marketing?
2. Use Cases
3. Implementing SMS with Adobe Campaign
4. Connecting Adobe Campaign with Twilio
5. Guest Speaker: Cameron Walt
  - Digital CRM Manager at Taylor Guitars





# Why use SMS Marketing?

CLIENTSPECTRUM

# Why use SMS Marketing?

## Far Reach

- 80% smartphone penetration
- 100% of devices are SMS capable

## Effective

- 98% open rates
- 35% click through rates
- 90% of messages read within 3 minutes

## Cost Efficient

- Low per message costs (as low as \$0.01)
- Simple / Straight Forward content





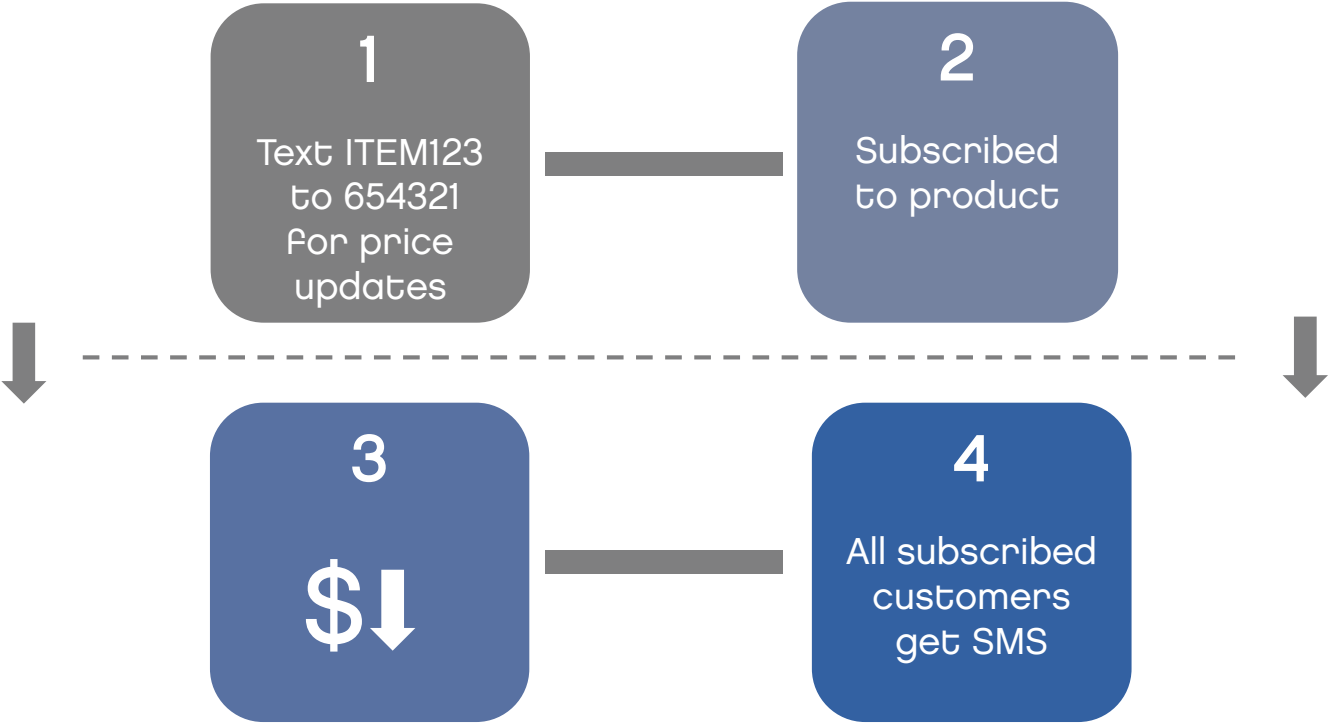
# SMS Marketing Use Cases

CLIENTSPECTRUM

# Use Case #1: Standard SMS Campaign

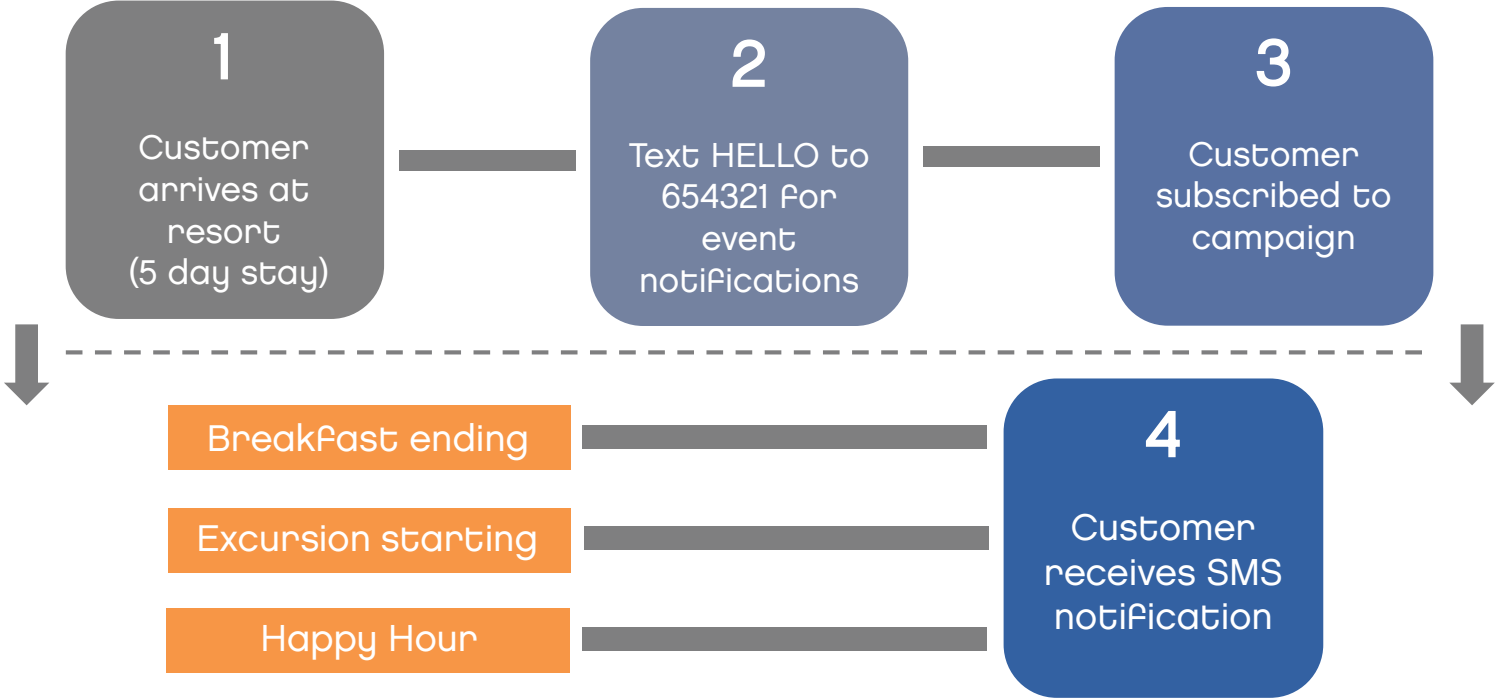


# Use Case #2: Product Updates





# Use Case #3: Multi-touch Upsell





# Implementing SMS with Adobe Campaign

CLIENTSPECTRUM

# Adobe Campaign

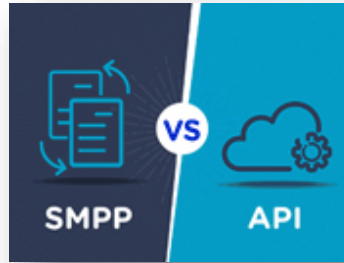
Configured out of the box to integrate with:

- Generic SMPP
- NetSize (SMPP)
- Sybase (SMPP)
- mBox (SMPP)
- Tele2 (SMPP)
- O2 (SMPP)





# REST vs SMPP



SMPP (Short Message Peer-to-Peer)	REST (Representational State Transfer)
Better suited for very high volumes	Better suited for conversational communication
Requires middleman aggregator	No aggregator needed
High latency for inbound messages	Very fast response time to inbound messages



# Connecting Adobe Campaign with Twilio

CLIENTSPECTRUM

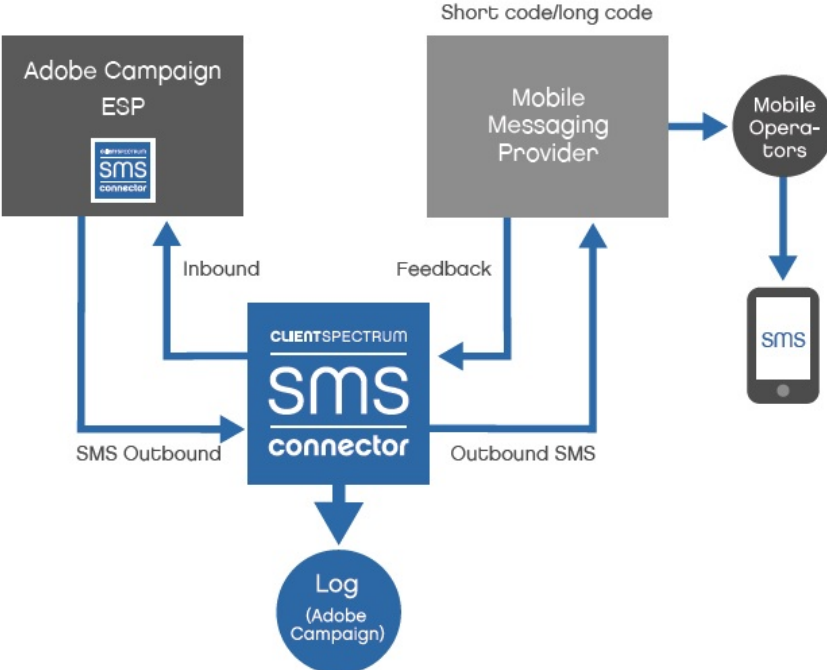
# Client Spectrum SMS Connector

- *Client Spectrum SMS Connector* is an integration between Adobe Campaign and the Twilio API.





# Client Spectrum SMS Connector

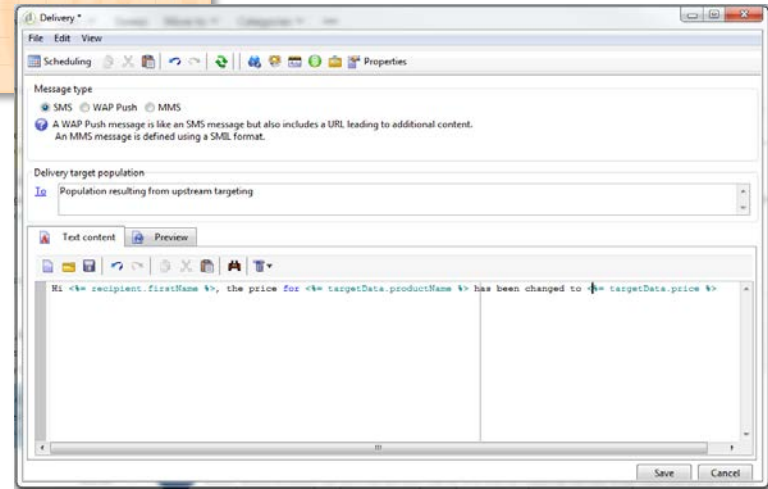
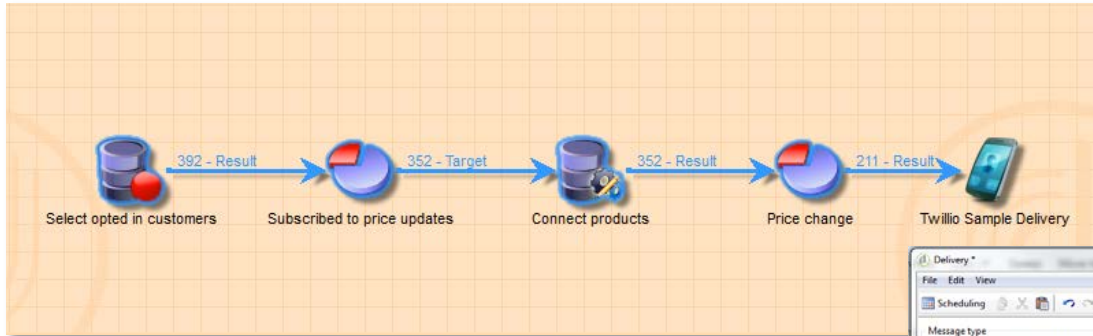


An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and buildings. A semi-transparent blue rectangular overlay covers the middle portion of the image, containing the main title text. The foreground shows a dense area of trees and lower-rise buildings.

# SMS Channel for Adobe Campaign

CLIENTSPECTRUM

# The SMS Campaign







SMS Marketing at  
Taylor Guitars  
Presented by: Cameron Walt

CLIENTSPECTRUM

# Cameron Walt



- Digital CRM Manager at Taylor Guitars
- Managed Taylor's Adobe Campaign integration.
- Responsible for customer acquisition and multichannel marketing campaigns.
- Focused on increasing digital presence without losing Taylor's face-to-face branding experiences.









**Model:** 814ce

**ARV:** \$3,500

**Time on hook:** 3-6 months



**Model:** PS16ce

**ARV:** \$7,999

**Time on hook:** 6-12 months



**Model:** GMini-e RW

**ARV:** \$599

**Time on hook:** 2-4 weeks





# The Average Taylor Guitar Buyer:

- Purchases 1 guitar every 4 years
- Spends 1 week to 2 months on research
- Makes 6 store visits before purchasing

# Guitar Buyer research consists of:

## Online

- Retailer's Website (GuitarCenter.com, Sweetwater.com)
- Taylorguitars.com
- Taylor Guitars' Social Media pages
- YouTube search

## Offline

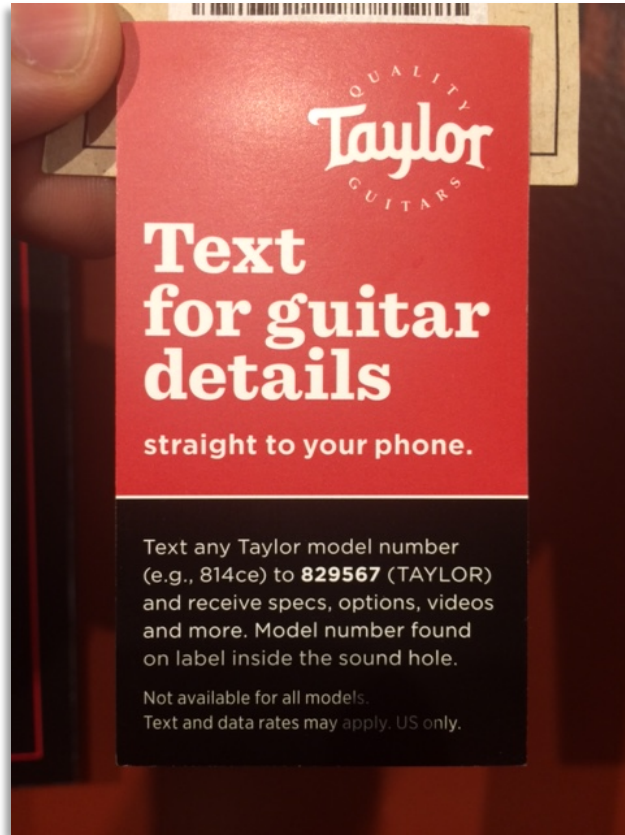
- Visit local music store
- Guitar magazines (GuitarWorld, Premier Guitar, Wood&Steel)
- Word of mouth/Friends
- Taylor sponsored events (Taylor Road Shows, Find Your Fit events)

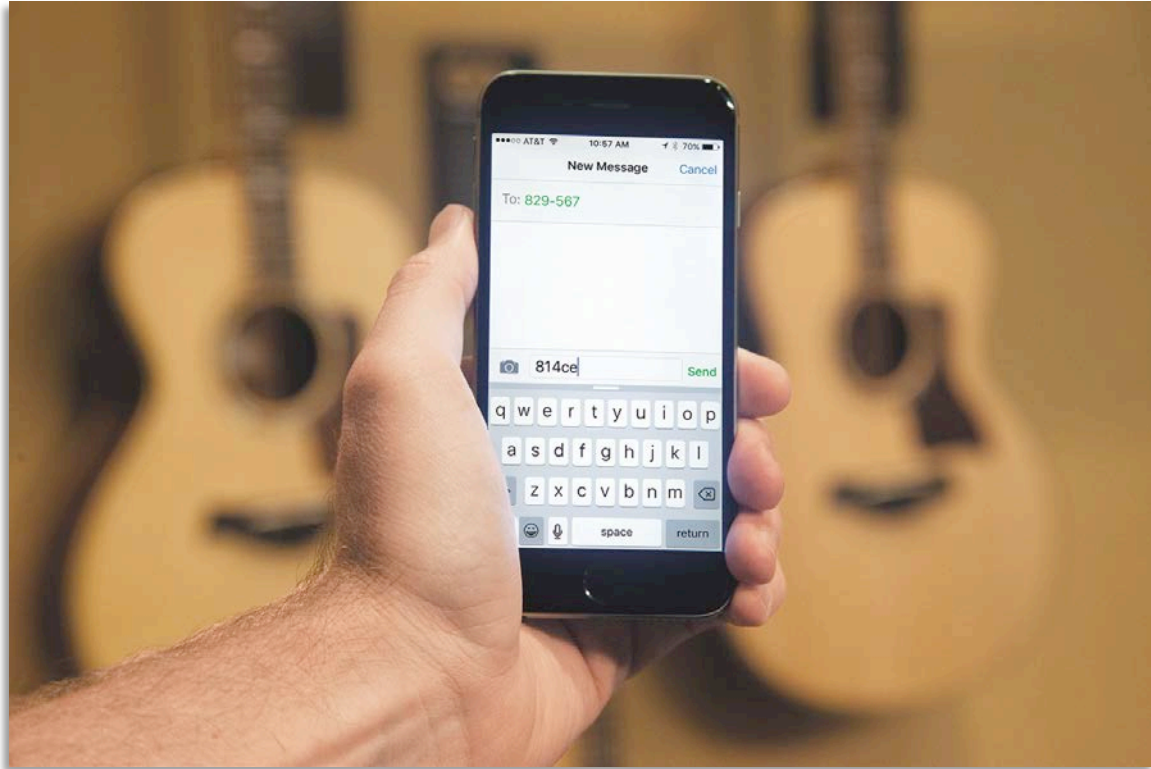
# Goal at Taylor Guitars:

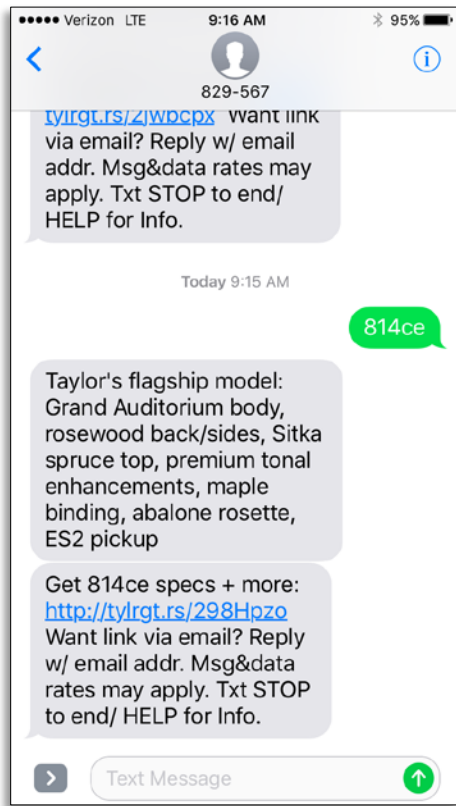
To “own the last 5-feet” of  
the purchase funnel



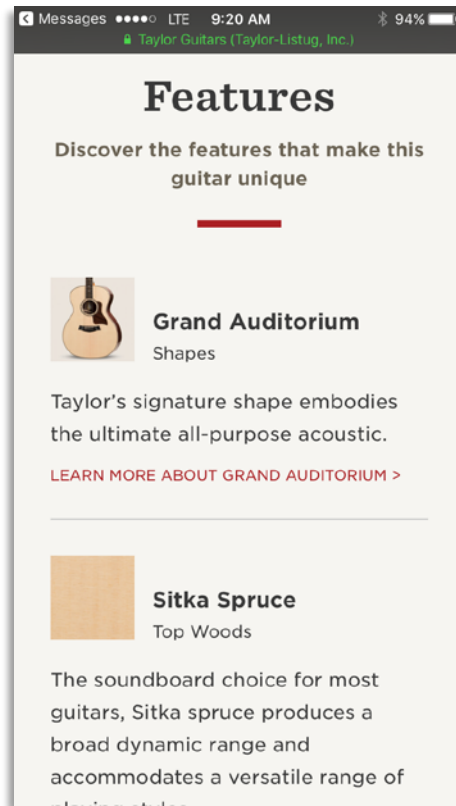
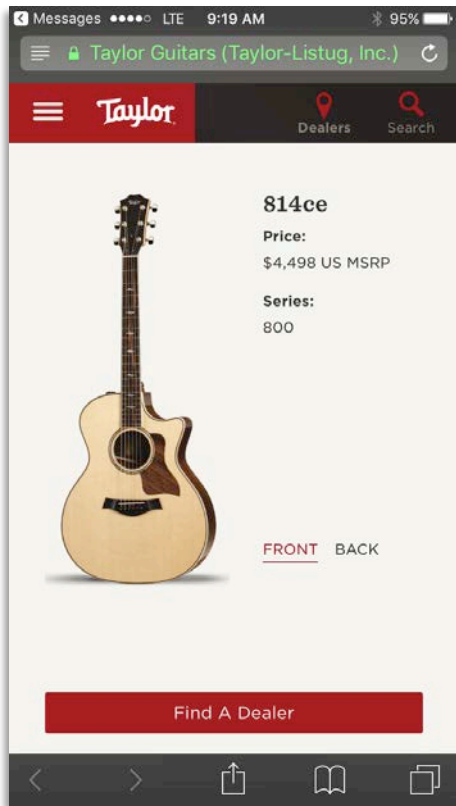


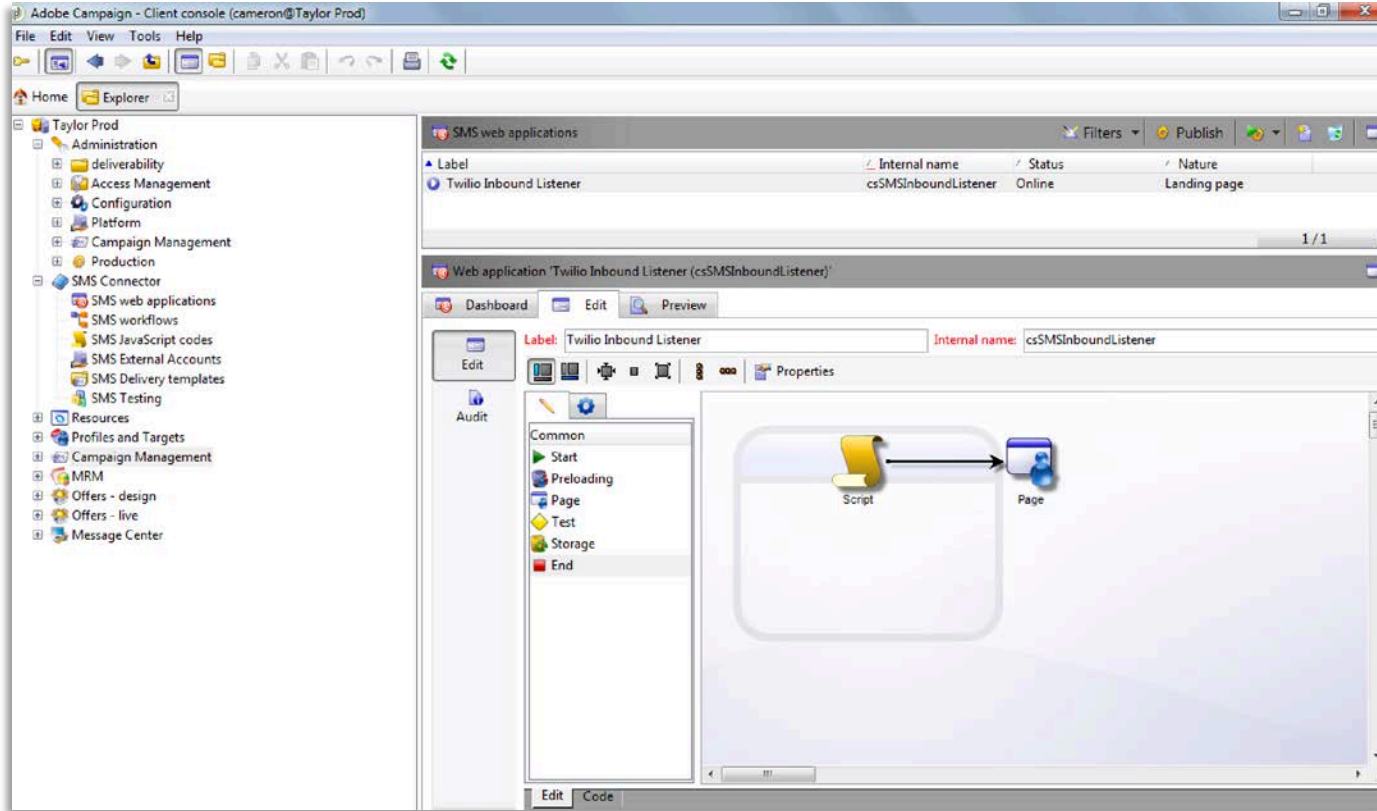












	A	B	C	D	E
1	Model ID	Taylor Text 1	Taylor Text 2	Product URL	
3	BT1	Taylor's mini Dreadnought is great for kids, travelers, songwriters and anyone looking for an ultra-portable guitar. Layered sapele back/sides, solid spruce top	Get Baby Taylor specs + more: <a href="http://tylrgt.rs/298HZZJ">http://tylrgt.rs/298HZZJ</a> Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	<a href="http://tylrgt.rs/298HZZJ">http://tylrgt.rs/298HZZJ</a>	
4	BT2		Baby Taylor Mahogany specs: <a href="http://bit.ly/2anL1vX">http://bit.ly/2anL1vX</a> Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	<a href="http://bit.ly/2anL1vX">http://bit.ly/2anL1vX</a>	
5	BBT	15/16-scale Dreadnought, 1/2 inch shallower than a standard Dread. Layered sapele back/sides, solid spruce top. Killer starter guitar: great tone & playability	Big Baby Taylor specs + more: <a href="http://tylrgt.rs/29kfkWD">http://tylrgt.rs/29kfkWD</a> Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	<a href="http://tylrgt.rs/29kfkWD">http://tylrgt.rs/29kfkWD</a>	
6	BT1-e	Taylor's 3/4-size Dreadnought is a great guitar for anyone looking for a compact musical companion. Layered sapele back/sides, solid spruce top, with ES-B pickup	Get Baby Taylor-e specs + more: <a href="http://tylrgt.rs/29f5bsd">http://tylrgt.rs/29f5bsd</a> Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	<a href="http://tylrgt.rs/29f5bsd">http://tylrgt.rs/29f5bsd</a>	
7	BT2-e		Baby Taylor Mahogany-e specs: <a href="http://bit.ly/2a2rHsk">http://bit.ly/2a2rHsk</a> Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	<a href="http://bit.ly/2a2rHsk">http://bit.ly/2a2rHsk</a>	
8	BBT-e	15/16-scale Dreadnought, 1/2 inch shallower than a standard Dread. Layered sapele back/sides, solid spruce top. Killer starter guitar: great tone & playability	Big Baby Taylor-e specs + more: <a href="http://tylrgt.rs/298HNtE">http://tylrgt.rs/298HNtE</a> Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	<a href="http://tylrgt.rs/298HNtE">http://tylrgt.rs/298HNtE</a>	
9	GS Mini	This Taylor fave packs a full voice into a fun size. Great for the couch, campfire or anywhere. Includes gig bag	Get GS Mini specs + more: <a href="http://bit.ly/2a4Xq60">http://bit.ly/2a4Xq60</a> Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	<a href="http://bit.ly/2a4Xq60">http://bit.ly/2a4Xq60</a>	

# Achievements:

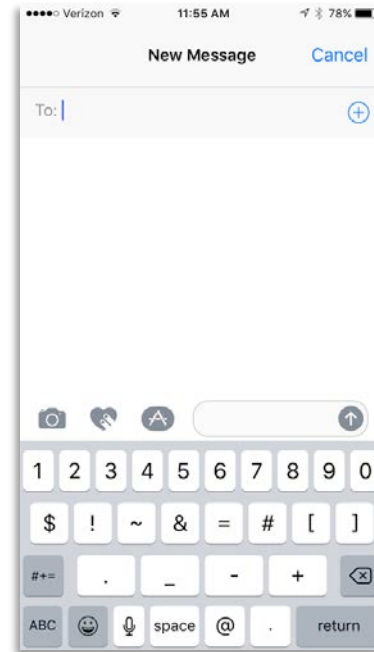
1. On-demand product info for Consumers
2. Added support for Store Staff
3. Minimal maintenance for the Taylor marketing team



# Status:

- Currently in rollout phase hoping to get adoption at 150 dealers in USA
- Dealer staff training and consumer social push planned for next week
- Just beginning to get interactions (20-40 per day)

# TIP: *Choose your Short Code wisely*



# Future For SMS

- On-demand product info in Canada and Europe (currently US only)
- Email acquisition through on-demand buyer's guides and other gated content links

Thank You!

Questions?





# Additional Questions

- We will be providing a Follow-up email
- We will be making a recording available
- Join us at the Adobe Summit next week! (March 19<sup>th</sup> to 23<sup>rd</sup>)
- Cameron's presentation at Adobe Summit:

*Tuesday, Mar 21, @4:00 PM (Toscana 3610)*

*S4444 - The Perfect Riff: Taylor Guitars Harmonizes Digital And Retail Experiences*

- For additional questions, email us at:

[sales@munvo.com](mailto:sales@munvo.com)

[cameron.walt@taylorguitars.com](mailto:cameron.walt@taylorguitars.com)