



Andrew Didinchuk

Senior Adobe
Architect

Combining SMS Marketing and Adobe Campaign to Better Connect With Customers



Upcoming Event | Adobe Summit in Las Vegas [March 19th – 23rd]

An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a dense urban landscape. A semi-transparent blue rectangular overlay covers the middle portion of the image, serving as a background for the text.

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 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, serving as a background for the title.

Agenda

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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?

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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



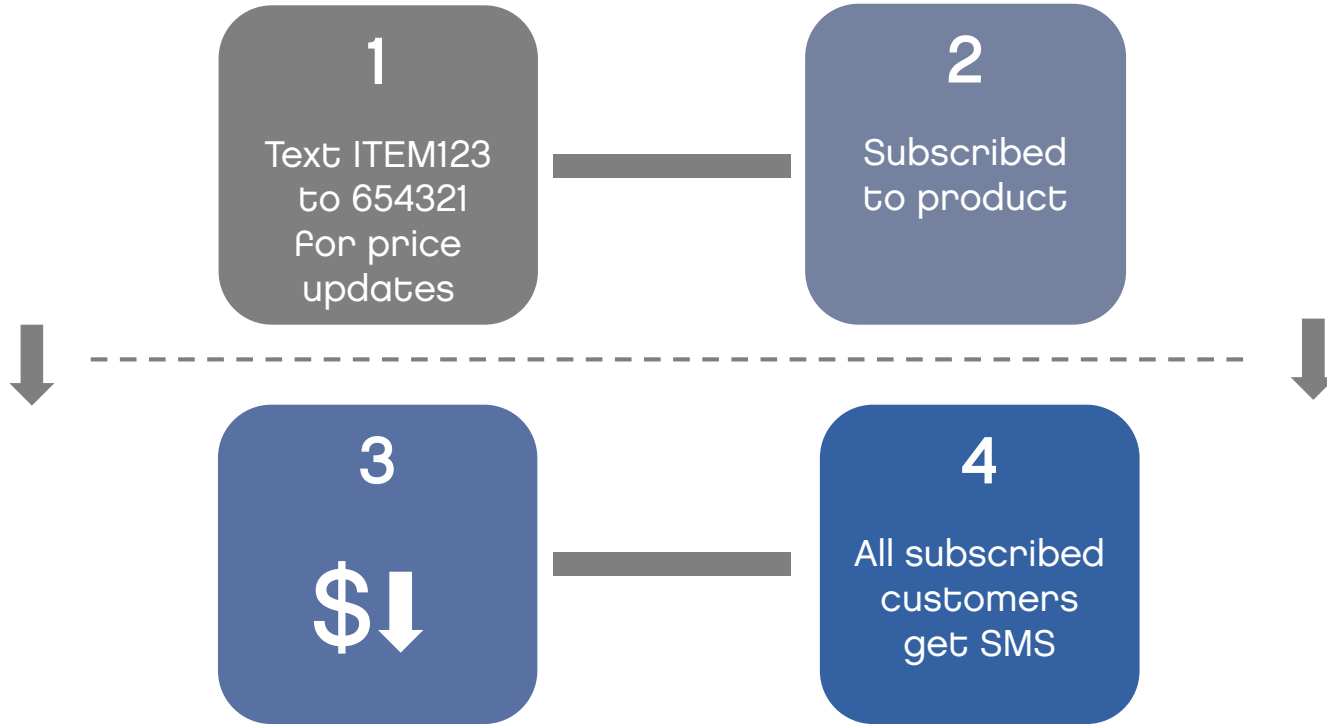
SMS Marketing Use Cases

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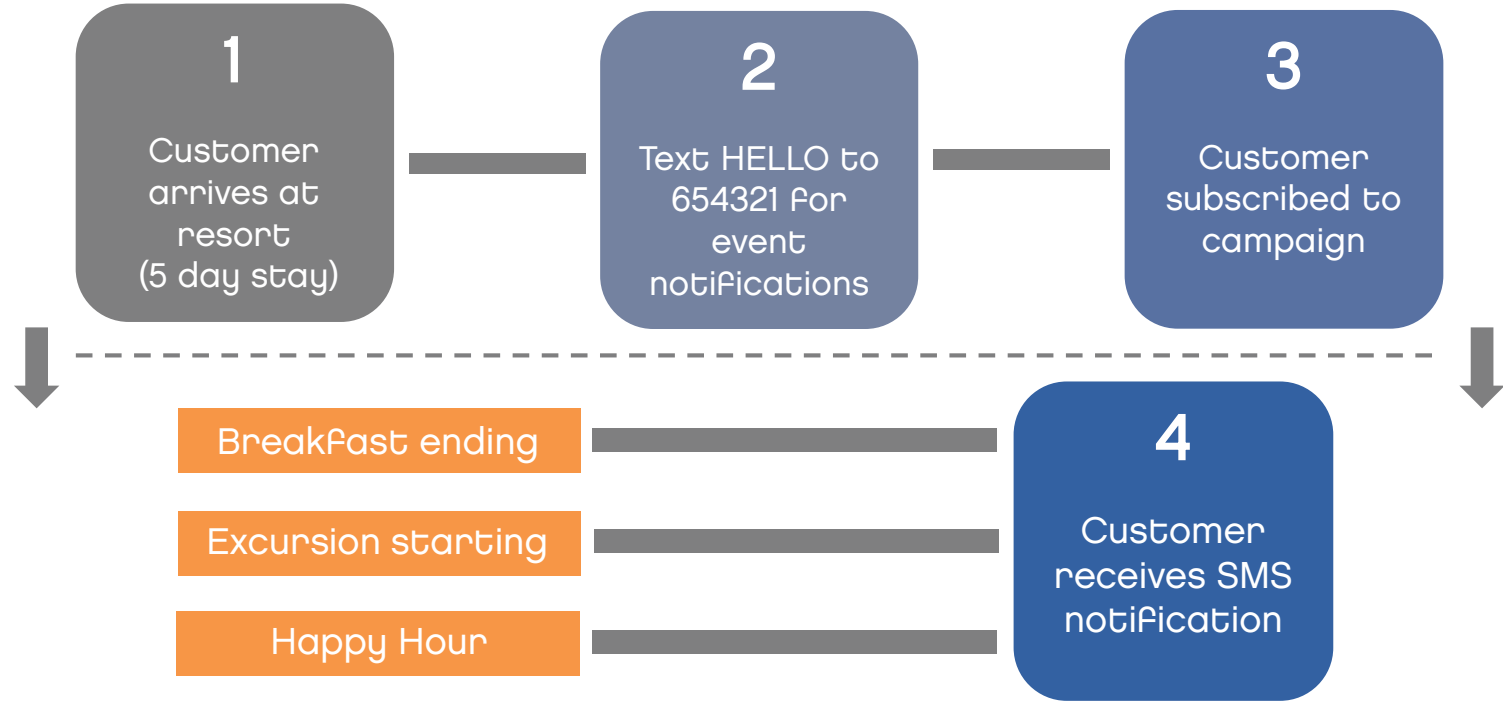
Use Case #1: Standard SMS Campaign



Use Case #2: Product Updates



Use Case #3: Multi-touch Upsell





Implementing SMS with Adobe Campaign

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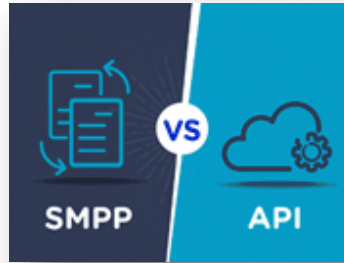
Adobe Campaign

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

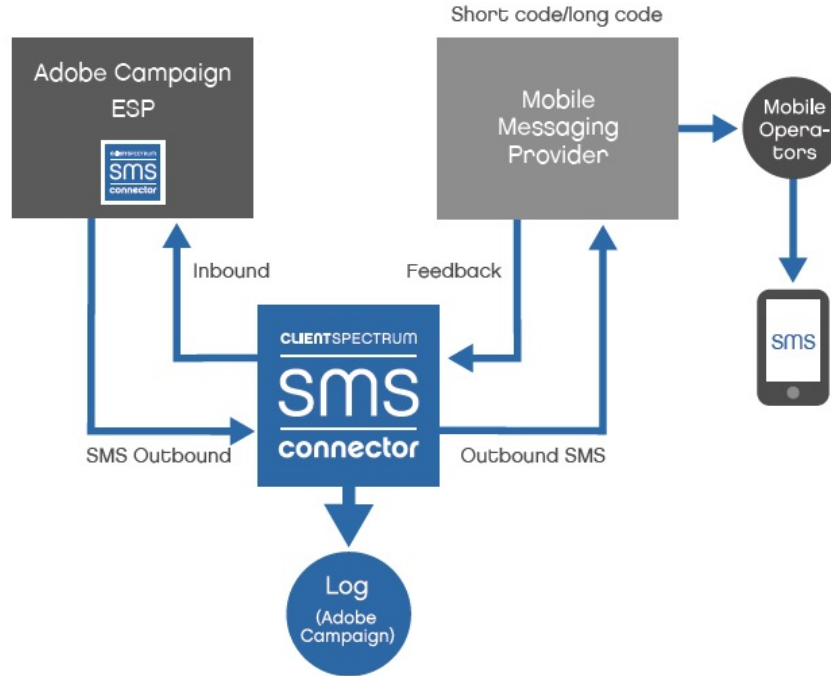
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Client Spectrum SMS Connector

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



Client Spectrum SMS Connector

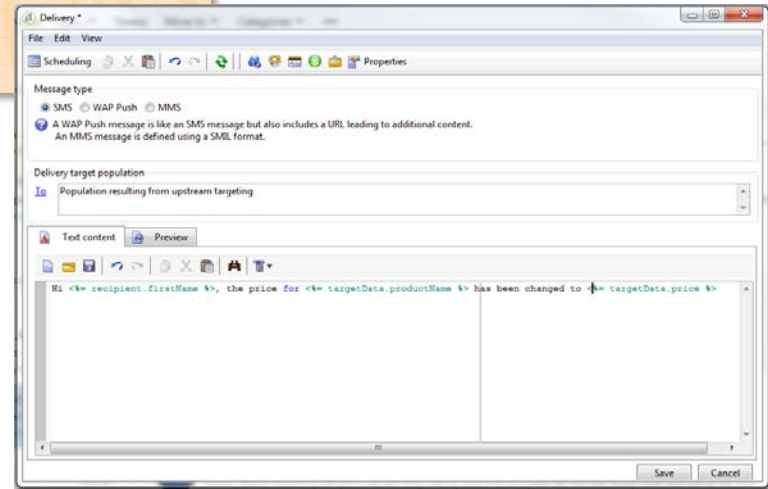
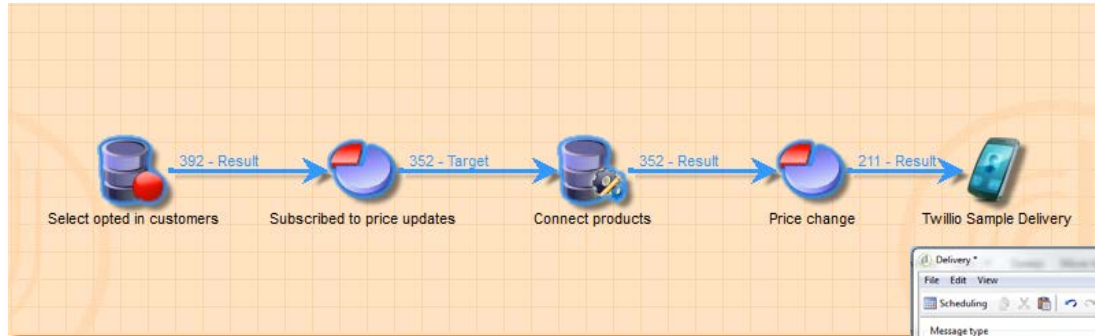


An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a dense urban landscape. A semi-transparent blue rectangular overlay covers the middle portion of the image, serving as a background for the title text.

SMS Channel For Adobe Campaign

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The SMS Campaign





SMS Marketing at Taylor Guitars

Presented by: Cameron Walt

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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: GSMini-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

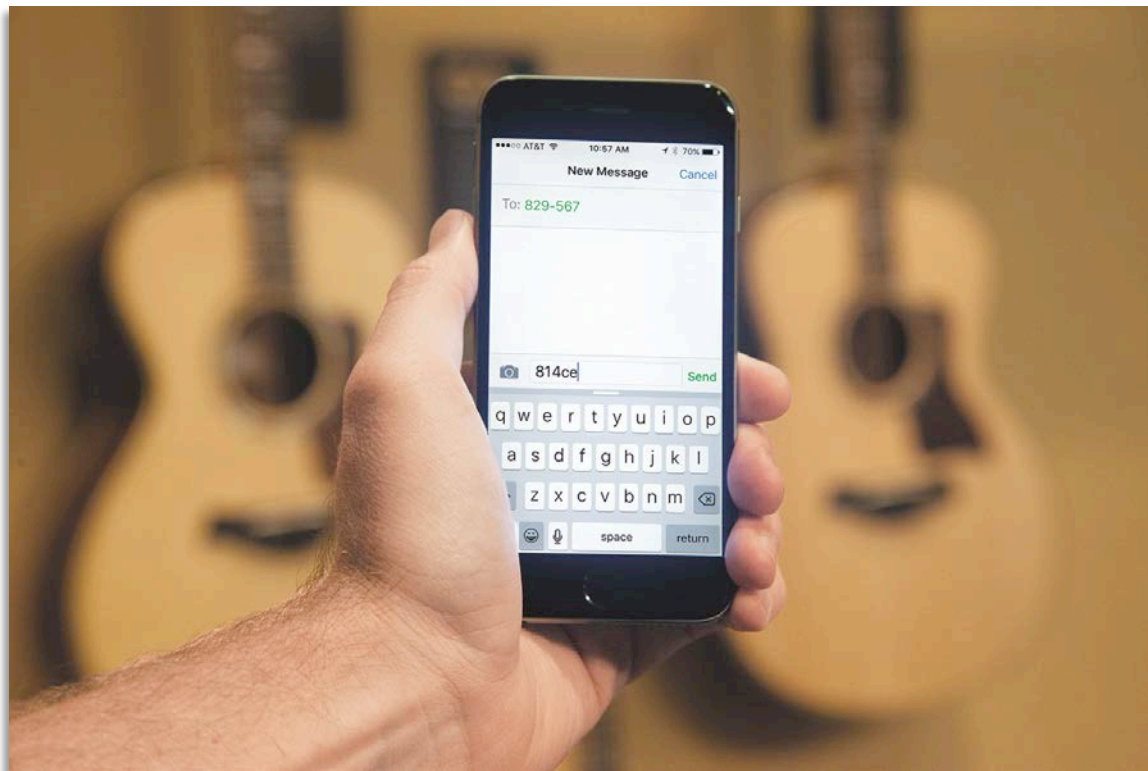
- Visit local music store
- Guitar magazines (GuitarWorld, Premier Guitar, Wood&Steel)
- Word of mouth/Friends
- Taylor sponsored events (Taylor Road Shows, Find Your Fit events)

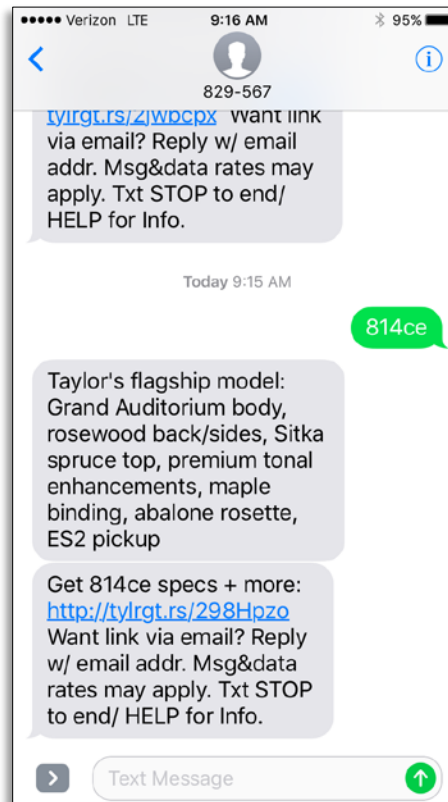
Goal at Taylor Guitars:

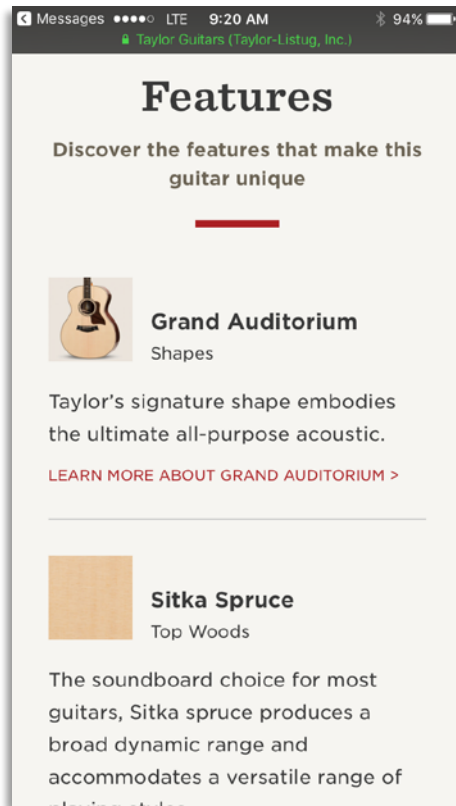
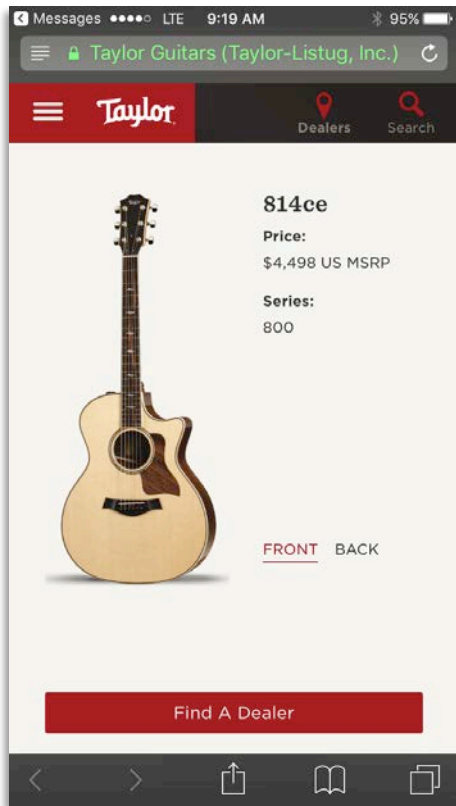
**To “own the last 5-feet” of
the purchase funnel**

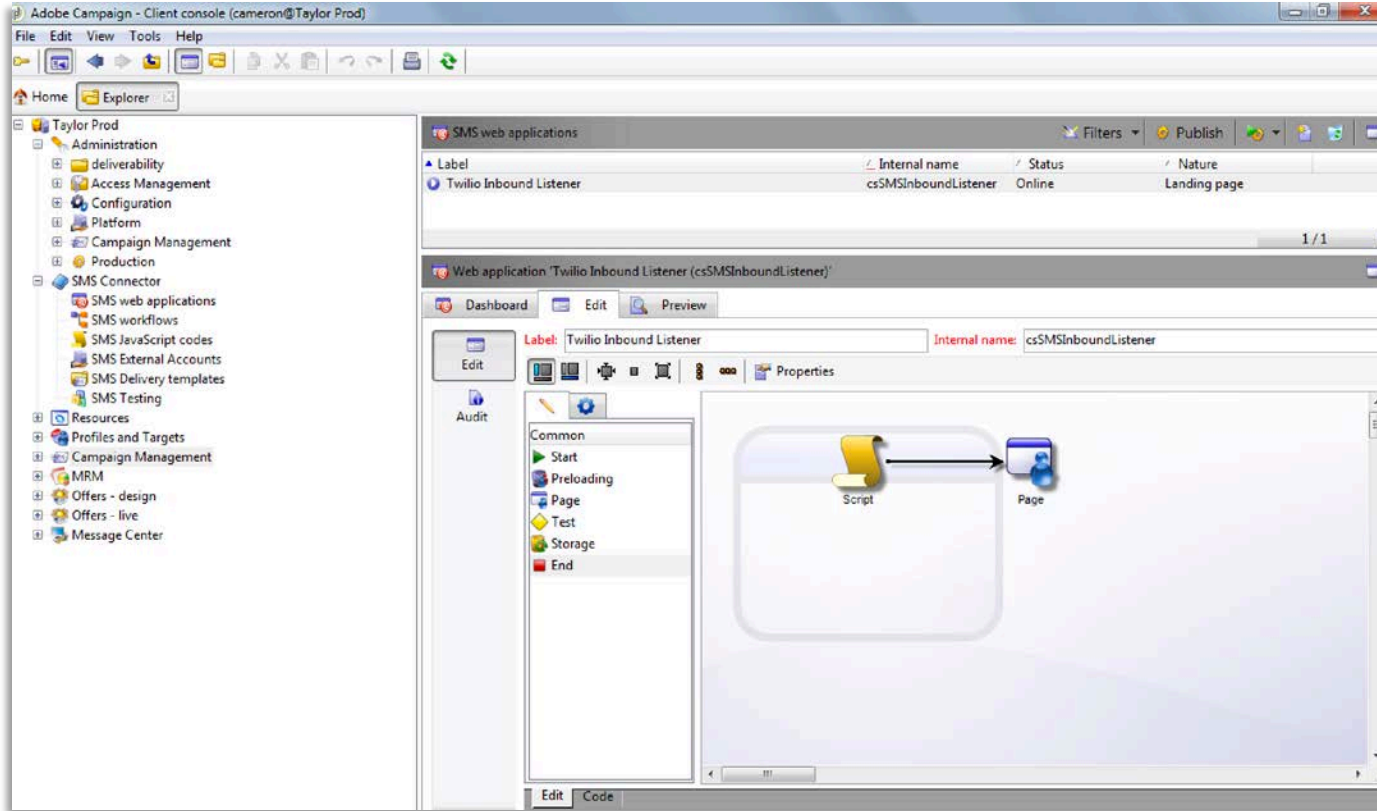












	A	B	C	D	E
1	Model ID	Taylor Text 1	Taylor Text 2	Product URL	
3	BT1	Taylor's mini Dreadnought is great for kids, travelers, songwriters and anyone looking for an ultra-portable guitar. Layered sapele back/sides, solid spruce top	Get Baby Taylor specs + more: http://tylrgt.rs/298HZZJ Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	http://tylrgt.rs/298HZZJ	
4	BT2		Baby Taylor Mahogany specs: http://bit.ly/2anL1vX Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	http://bit.ly/2anL1vX	
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: http://tylrgt.rs/29kfkWD Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	http://tylrgt.rs/29kfkWD	
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: http://tylrgt.rs/29f5bsd Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	http://tylrgt.rs/29f5bsd	
7	BT2-e		Baby Taylor Mahogany-e specs: http://bit.ly/2a2rHSk Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	http://bit.ly/2a2rHSk	
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: http://tylrgt.rs/298HNtE Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	http://tylrgt.rs/298HNtE	
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: http://bit.ly/2a4Xq60 Want link via email? Reply w/ email addr. Msg&data rates may apply. Txt STOP to end/ HELP for Info.	http://bit.ly/2a4Xq60	

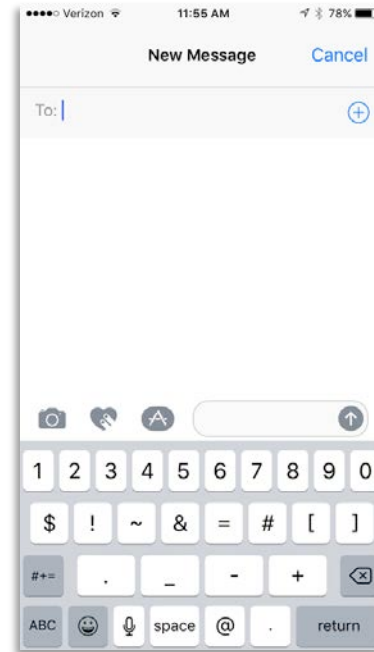
Achievements:

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 19th to 23rd)
- 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:

marketing@clientspectrum.com

cameron.walt@taylorguitars.com