



Marketing Automation Master Class

Presented by:
The Master Lock Company
and Laughlin Constable

Hosted by: Betsy Grondy,
Senior Email Marketing
Manager, Email on Acid



WIN SOME SPLAT FEST SWAG!

**TWO WINNERS WILL BE CHOSEN
AT THE END OF THIS WEBINAR**



Eric Nebbia

Director of Digital Marketing





Jenny Maglio

Associate Director, Marketing Automation





Marketing Automation Master Class

- I. Master Lock/SentrySafe Automation Story
Challenges & Opportunities
Strategy Development & Execution
Results & Learnings
- II. Your Marketing Automation Journey
Assessing your situation
Keys to success
Crawl. Walk. Run.
- III. Q&A

Master Lock, SentrySafe and Email Marketing

Challenges & Opportunities

Opportunities

- ✓ Robust data available
- ✓ Opted in records
- ✓ Cross-selling & Upselling

Challenges

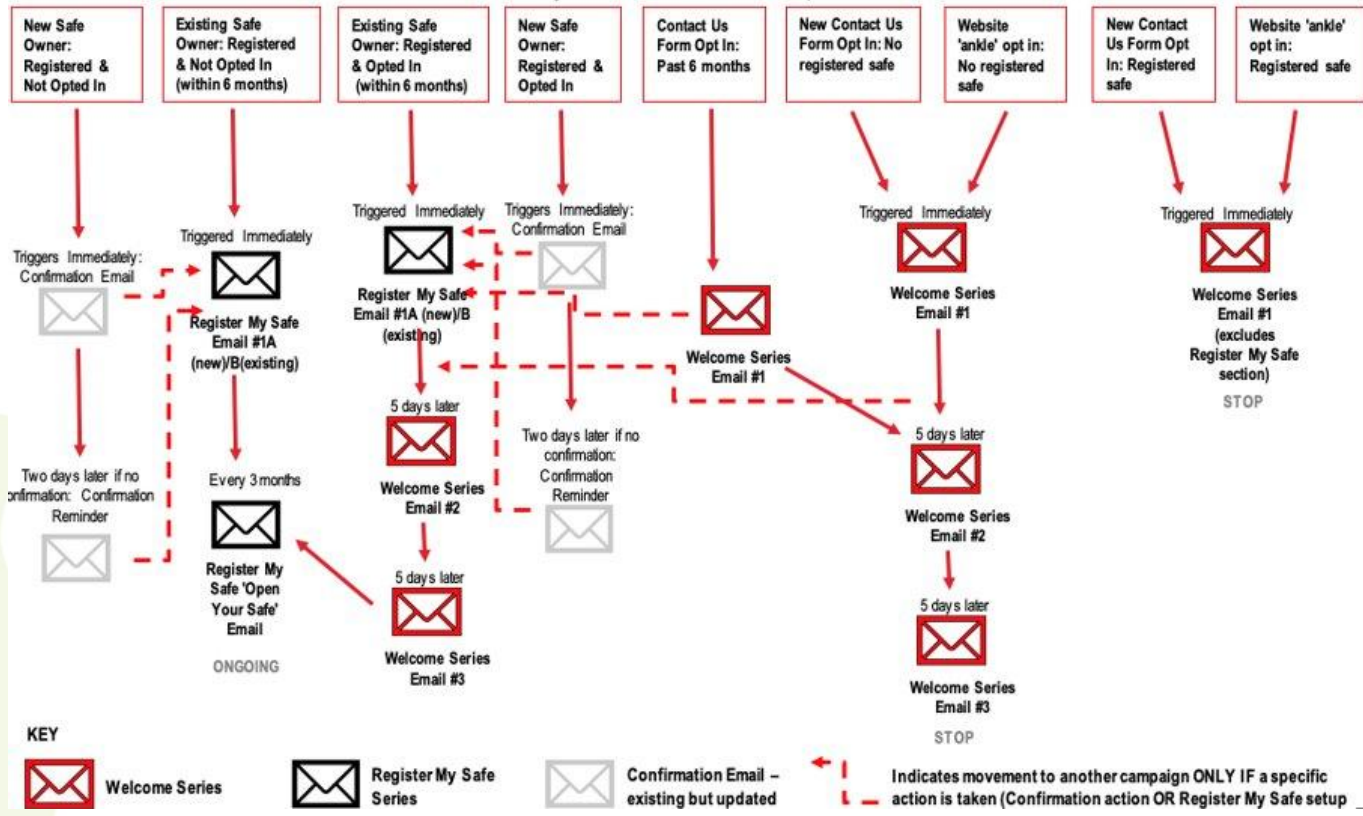
- ✓ No email program
- ✓ Some data was old
- ✓ Where to start?
- ✓ Getting approval

Objectives & Strategy Development

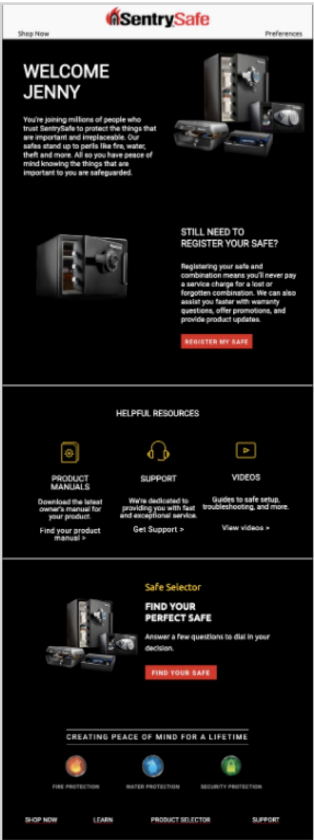
- Increase engagement with customers
- Build customer loyalty
- Sell additional accessories
- Upsell/Cross-sell best-selling products
- Create personalized touchpoints

Phase 1 Email Communications Flow

Various SentrySafe Audiences and Opt In Statuses



Execution



NEED ANOTHER SENTRYSAFE?

Whether you need a bigger safe, or another safe for a new location, view our best-sellers.

Model QAP2EL
 EXTRA LARGE CAPACITY
 DIGITAL PISTOL SAFE W/ LED LIGHTS

[BUY ONLINE >](#)

Size	Extra Large
Interior Capacity	0.115 Cubic FT
Price Range	\$100-\$200

Model QAP2BLX
 EXTRA LARGE CAPACITY
 BIOMETRIC PISTOL SAFE WITH LIGHTS

[BUY ONLINE >](#)

Size	Extra Large
Interior Capacity	0.115 Cubic FT

Dynamic content for 140 product variations

IT'S TIME TO OPEN YOUR SAFE

SENTRYSAFE CARE

How to care for your SentrySafe.

- 1 OPEN SAFE**
 Open your safe every month to air it out.
- 2 STOP MOISTURE**
 Desiccant packs protect your valuables from moisture and should be replaced every 6 months.
- 3 NEED HELP?**
 View online support or contact customer service.

[GET SUPPORT >](#)

[BUY ONLINE >](#)

Personalized content and customized images

Shop Now **SentrySafe** Preferences

PROTECT AGAINST EVERY PERIL

Whether you want to keep small valuables like passports and jewelry protected, you want to keep a handgun safely in your home, or you want to safeguard your business against theft or disaster, we have the right safe for you.

BEST-SELLING PRODUCTS

THE MOST VERSATILE PROTECTION SENTRYSAFE HAS TO OFFER.

BEST SELLER

Digital Fire/Water Safe
 Model SFW123GDC
 INTERIOR CAPACITY 1.23 CUBIC FT
 PRICE RANGE: \$200-\$400

[BUY ONLINE >](#)

BEST SELLER

Digital Fire/Water Safe
 Model SFW123GTC
 INTERIOR CAPACITY 1.23 CUBIC FT
 PRICE RANGE: \$200-\$400

[BUY ONLINE >](#)

BEST SELLER

Fire Chest
 Model 1200
 INTERIOR CAPACITY 0.18 CUBIC FT
 PRICE RANGE: \$20-\$50

[BUY ONLINE >](#)

Modular email design prepares for future build efficiency

Results



**Averaging
4,000+ opt-ins
per month**

2X+

**Industry email click
through averages**



**Substantial growth in key
metrics: website visits,
leads to retailers, safe
registrations and
accessory purchases**

Learnings

- Take your time with strategy and business case
 - Content is key
 - It's complex!
-
- Tips & Tricks
 - Take every opportunity
 - Plan ahead



Your Marketing Automation Journey

Where do you start? Where are you stuck?

- Assess your situation: Ask a lot of questions...
 - What are your objectives?
 - What are you using Marketing Automation for?
 - What do you have?
 - Tech stack?
 - Data?
 - Budget?
 - Content?



Keys to Success



Understand your Marketing Automation platform



Data



Plan ahead



Prioritize



It's all about the experience



Understand your Marketing Automation platform



Data





Plan Ahead

THINK

**DO IT RIGHT THE
FIRST TIME!**

PLAN AHEAD



Prioritize





It's all about the experience



‘Crawl. Walk. Run.’ Mentality



Questions?

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... AND THE WINNERS ARE...

