

Marketing Automation Campaign Sequence and Scoring

E-blast	Schedule	Message	Response: Points	Your Score
1	Week 1	<ul style="list-style-type: none"> • New product introduction 	Open: 1 Point Click Through: 2 points Form Submission: 3 points Contact Us: Contact prospects and 4 points	
2	Week 2	<ul style="list-style-type: none"> • Product benefits • Content Offer: White paper #1 	Open: 1 Point Click Through: 2 points Form Submission: 3 points Contact Us: Contact prospects and 4 points	
3	Week 3	<ul style="list-style-type: none"> • Video Link 	Open: 1 Point Click Through: 2 points Form Submission: 3 points Contact Us: Contact prospects and 4 points	
4	Week 4	Reminder: <ul style="list-style-type: none"> • New Product • Product Benefits • Video Link 	Open: 1 Point Click Through: 2 points Form Submission: 3 points Contact Us: Contact prospects and 4 points	
5	Week 5	<ul style="list-style-type: none"> • Content Offer: White paper #2 	Open: 1 Point Click Through: 2 points Form Submission: 3 points Contact Us: Contact prospects and 4 points	
6	Week 6	<ul style="list-style-type: none"> • Content Offer: RIO Calculator 	Open: 1 Point Click Through: 2 points Form Submission: 3 points Contact Us: Contact prospects and 4 points	
			Total Points:	