

Правильные сообщения для правильных пользователей в нужное время



Задавайте своим пользователям правильные вопросы правильным способом в правильное время

Кому	Что	Как	Когда
Новая регистрация	Все хорошо при регистрации?	Email	Сразу после регистрации
1 год+ клиенты	Все хорошо при регистрации?	In-app сообщение	Через неделю после инвайта
Маленькие клиенты	Выполняются ли задачи быстро?		Когда создали отчет
Большие клиенты	Почему переехали?	Push	После выхода из ЛК сайта
Использовали фичу	Как мы можем её улучшить?	Опросом	Вернулись через 14+ дней
Вернулись после неактивности	Почему перестали пользоваться?		В любое время

У каждого сообщения должна быть цель

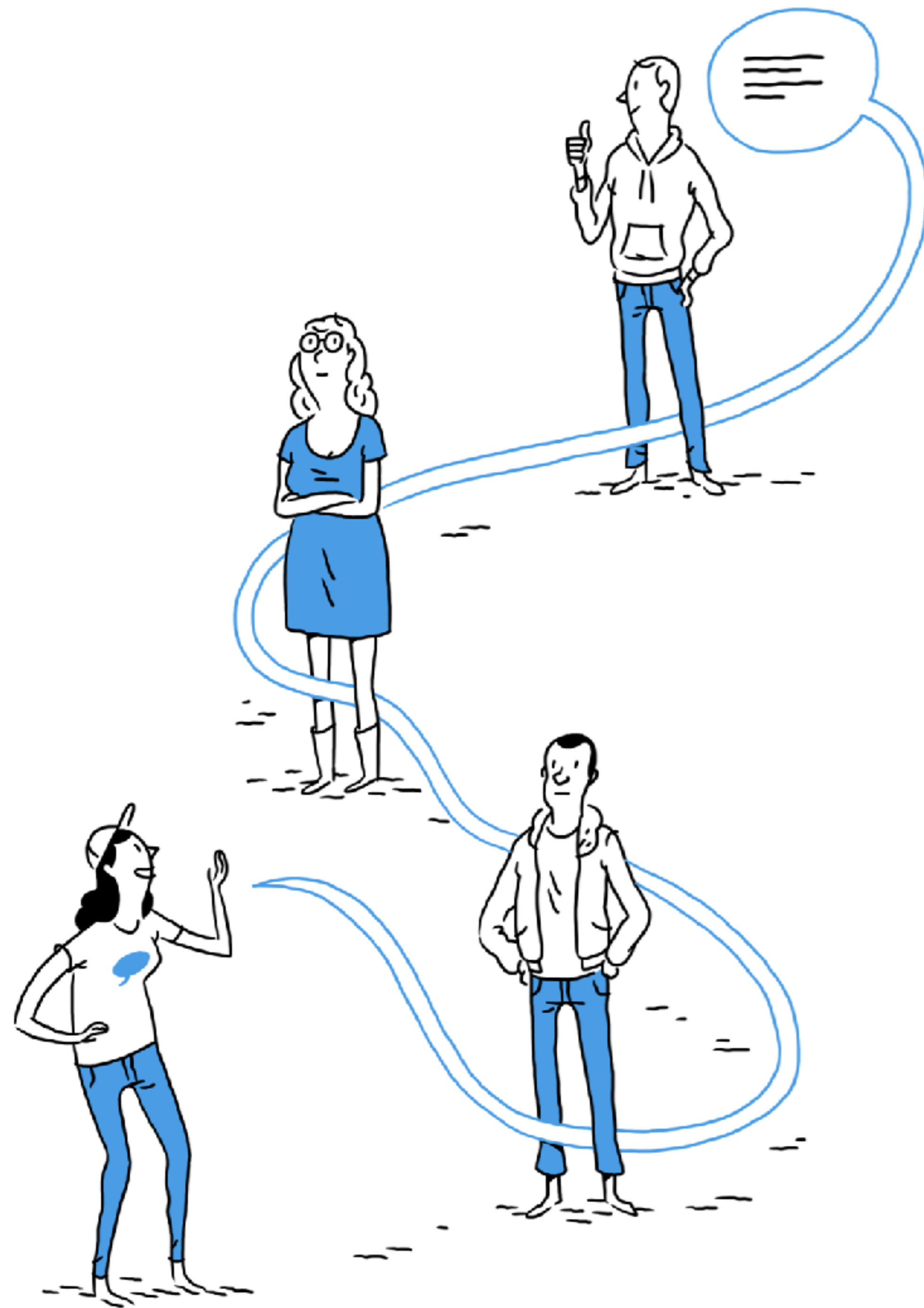
У каждого сообщения должна быть цель



Некоторые из них

1. Продажа
2. Вовлечение и удержание
3. Новые продуктовые изменения
4. Уведомление
5. Опросы
6. Новости, обновления
7. Реактивация

Правильные люди



Вы отправляете письма
этому пользователю



Регистрация 17 января 2016
Веб сессии Больше 2000
Тариф Pro plan (1499р/месяц)
Контакт 85 диалогов/звонков

Но зачем-то пишете
еще и этому парню



Зарегистрировался год назад,
но даже не помнит этого.
Не понимает кто вы вообще
такие и что у вас за продукт

Не думайте, что все ваши пользователи одинаковые



Сегментируйте на основе их активности

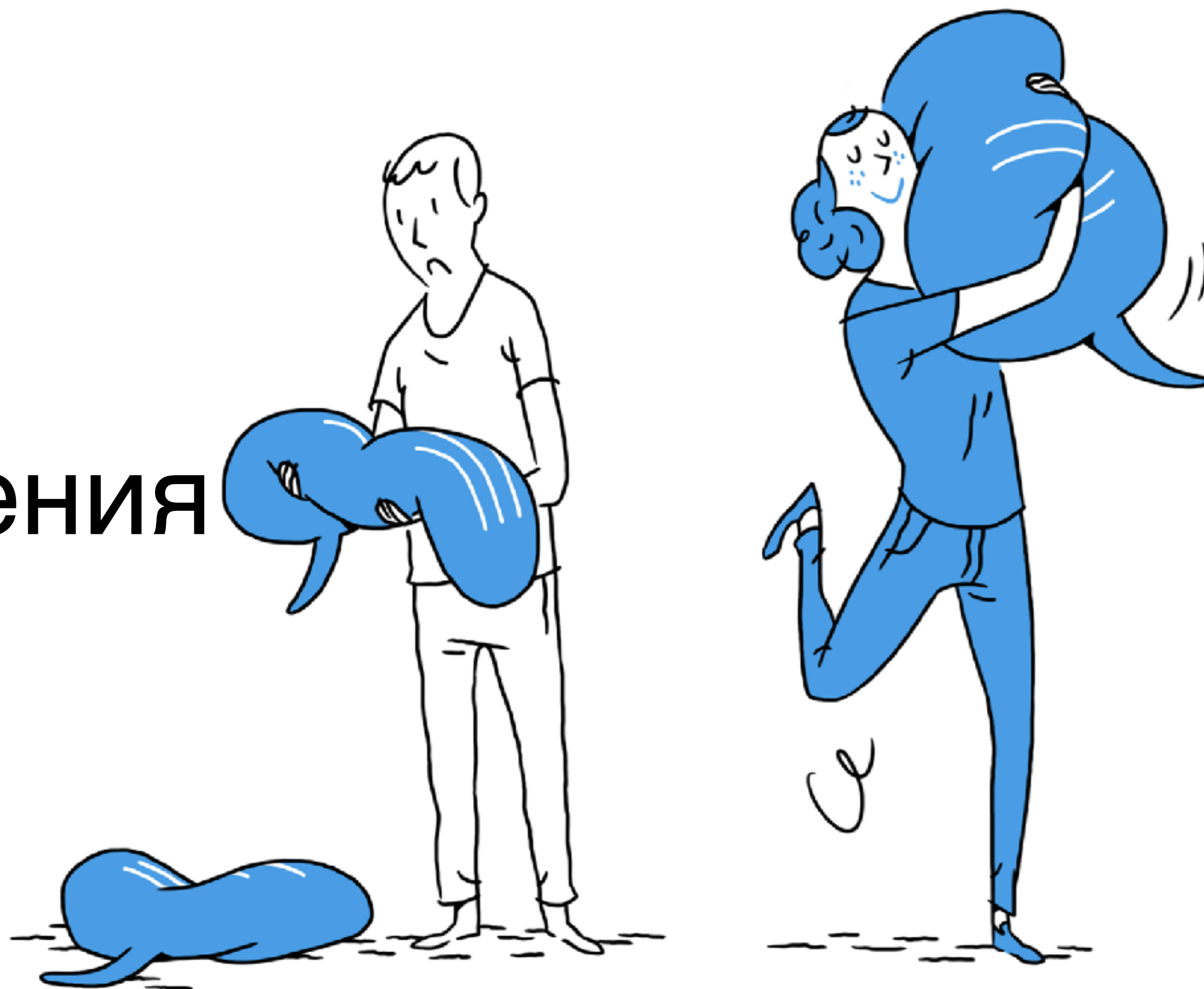


Примеры сегментации

- Вовлеченные пользователи
- Неактивные
- Бесплатный тариф
- Премиум доступ
- Недавно был контакт
- Пользуются всеми фичами
- Суперактивные
- VIP'ы/друзья
- Можно доверять тест
- Чувствительные
- Ускользают

The what defines the who

Правильные сообщения



Советы по созданию сообщений

1. Обращайтесь лично



BAD EXAMPLE

Hey new ProjectMap user,

We hope you're hitting it out of the park? Did you know that 66% of people who get a demo of ProjectMap convert to become paying customers? This week's demo slot is on Thursday at 3pm (GMT). Why not sign up now?

The ProjectMap customer success team.



GOOD EXAMPLE

Hey <first name>,

Would you or anyone else at <company name> like a demo of ProjectMap? We think it will really help you unlock more value from the product. Just let me know and we can set up a time that works for you.

Best,
Jane

Советы по созданию сообщений

1. Обращайтесь лично
2. Персонализируйте

SELECT YOUR RECIPIENTS

Save

Cancel

spf_status

is

fail

 Your filters match 1,876 users in total

NAME



Fabrizio Grippo at ZIADAROO and 3 others



Thomas Levi at TRIPPOLEX

From: Martin Brennan martin@intercom.io

Subject: Improve your email deliverability

Hey, Matt

We noticed that you recently set up a verified sender address on ProjectMap. Great!

However, it looks like you haven't yet published an SPF policy that explicitly allows Intercom to send emails using that address. Publishing an SPF policy is very important for deliverability of the emails you're sending to your customers.

We've identified the following address(es) whose domains you should set up an SPF record for:

[Frank Murray <frank@projectmap.com>](mailto:frank@projectmap.com)

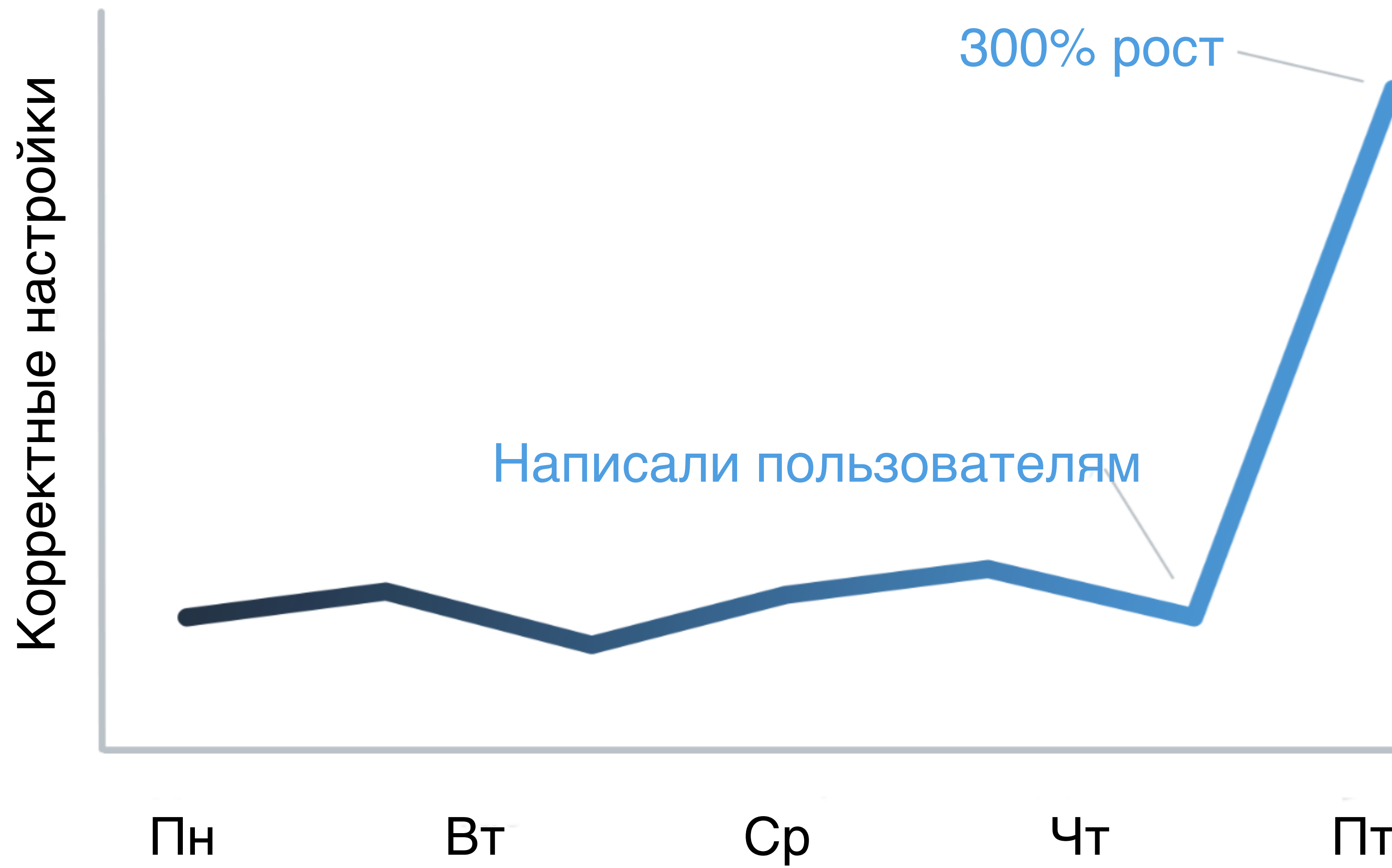
[Patrick Chase <patrick@projectmap.com>](mailto:patrick@projectmap.com)

Don't worry—publishing an SPF policy for your domain that includes Intercom as a permitted sender is quick and easy, and it means your emails are less likely to be marked as spam.

[Here's how to do it](#)

Let me know if you have any questions. We're always here to help.

—Martin



Советы по созданию сообщений

1. Обращайтесь лично
2. Персонализируйте
3. Будьте вежливы



BAD EXAMPLE

Hey there,

HAPPY CHRISTMAS!!

Well actually we know that not everyone likes spending quality time with their family at the holidays. **That's why we thought you might like to try our new calendar app** as you make plans for the New Year back at the office.

Why not run it up the flagpole and see which way the wind is blowing?

The ProjectMap team



GOOD EXAMPLE

Hey John,

For many of us the holiday period is time best spent with families. But we know from our user logs that some of you like to use the down time to get a head start on the New Year. That's why we just released a new calendar app that will make scheduling projects much easier.

[Why not give it a try?](#)

We'd also like to take this opportunity to wish all our customers Happy Holidays regardless of how you choose to spend the time.

Dwayne

Советы по созданию сообщений

1. Обращайтесь лично
2. Персонализируйте
3. Будьте вежливы
4. Говорите по делу



BAD EXAMPLE

Hey there,

I'm writing to you because we've been researching our calendar feature and it turns out not a lot of people are using it at the moment. We might remove it, but we we're just trying to make sure that we properly understand the issue.

So when you consider calendaring events, do you consider using our new features to do this? We're interested to find out why? Do you know we support recurring events, and also group events, so we can support most people's needs. If there's things that you'd like to do with our calendar, that are not currently supported, do please let us know, and we'll work hard to get them right.

Thanks so much for your time regarding this, and for being a ProjectMap customer.

Regards, Dwayne



GOOD EXAMPLE

Hey John,

We recently shipped a new calendar feature. I think you'd find it useful, but I'd love your feedback either way.

[Give it a try](#)

Regards,
Dwayne

Советы по созданию сообщений

1. Обращайтесь лично
2. Персонализируйте
3. Будьте вежливы
4. Говорите по делу
5. Постарайтесь не ошибаться



BAD EXAMPLE

Hey there Jimmy,

We'd love if you tried out the new calendar feature. It's available to everyone on the pro plan but if you haven't upgraded you can do so [heir](#).

Why not give it a spin and let us now what you think

Reagards, Dwayne



GOOD EXAMPLE

Hi James,

Just wanted to drop you a note about our awesome new calendar feature. It's only available on pro plans at the moment but we think you'll really like it. That's why we've automatically upgraded your account for one month so you can try it out.

[Why not give it a try?](#)

Regards,
Dwayne

Советы по созданию сообщений

1. Обращайтесь лично
2. Персонализируйте
3. Будьте вежливы
4. Говорите по делу
5. Постарайтесь не ошибаться
6. Будьте актуальны



BAD EXAMPLE

Date: November 21, 2014

Subject: Beta access

Dear John,

This September we are delighted to introduce our awesome new calendar feature for events. Because you are one of our long time loyal customers we'd love for you to get early access and give us some feedback on the calendar.

Please reply to this email before next Wednesday to let us know if you are interested.

Dwayne



GOOD EXAMPLE

Date: August 21, 2014

Subject: Beta access

Dear John,

Next month (September, 2014) we are planning to introduce our awesome new calendar feature for events. Because you are one of our long time loyal customers we'd love for you to get early access and give us some feedback on the calendar.

Please reply to this email before next Wednesday (August 26th) to let us know if you are interested.

Dwayne

Советы по созданию сообщений

1. Обращайтесь лично
2. Персонализируйте
3. Будьте вежливы
4. Говорите по делу
5. Постарайтесь не ошибаться
6. Будьте актуальны
7. Tone and voice



BAD EXAMPLE

Hey there,

This is a bit of a downer dude, but it seems like we has a security intrusion at the weekend. It looks like one of the interns messed up applying patches to one of our databases which created a vulnerability.

We're sure that no customer data was accessed and your billing details are stored on a different network so no panic there. Just to be sure though we are advising everyone to change their passwords,

Sorry for the inconvenience

Dwayne



GOOD EXAMPLE

Dear John,

We are writing to inform you we recently confirmed there was unauthorized access to a ProjectMap database which stored user profile information. We have since blocked this access and made changes to our infrastructure so there can be no repeat of this incident. We have published [an article on our blog](#) which we think addresses all relevant details. No specific action is required of you at this time.

However, we have also just released Two Factor Authentication (2FA) and we strongly recommend all users enable this feature, to create an additional layer of security on their account. Additional details are available in our [help center](#) and you can enable 2FA directly on your [account settings](#) page.

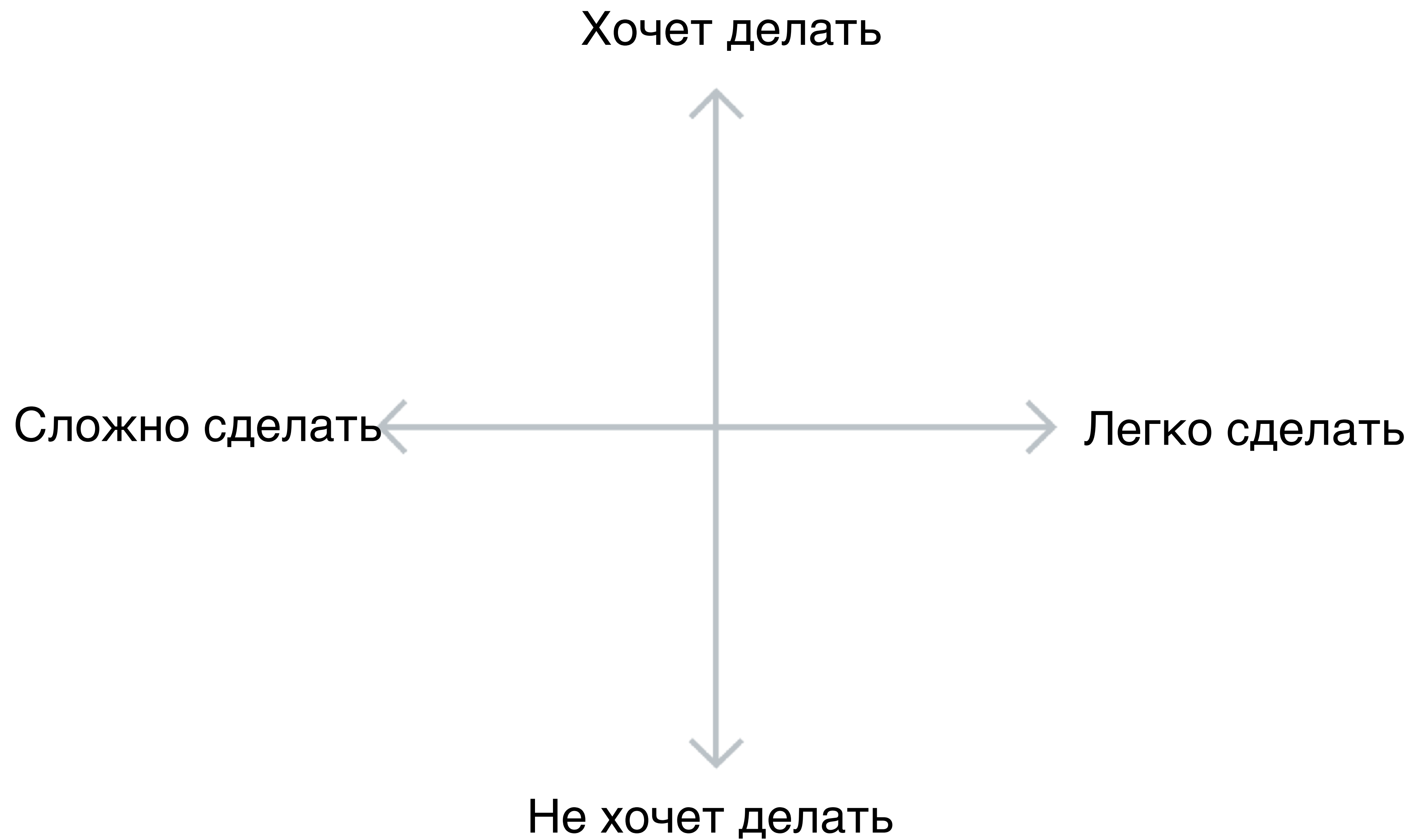
Earning your trust through the operation of a secure service will always be our highest priority. We deeply regret this incident and apologize to you and all your team who use ProjectMap.

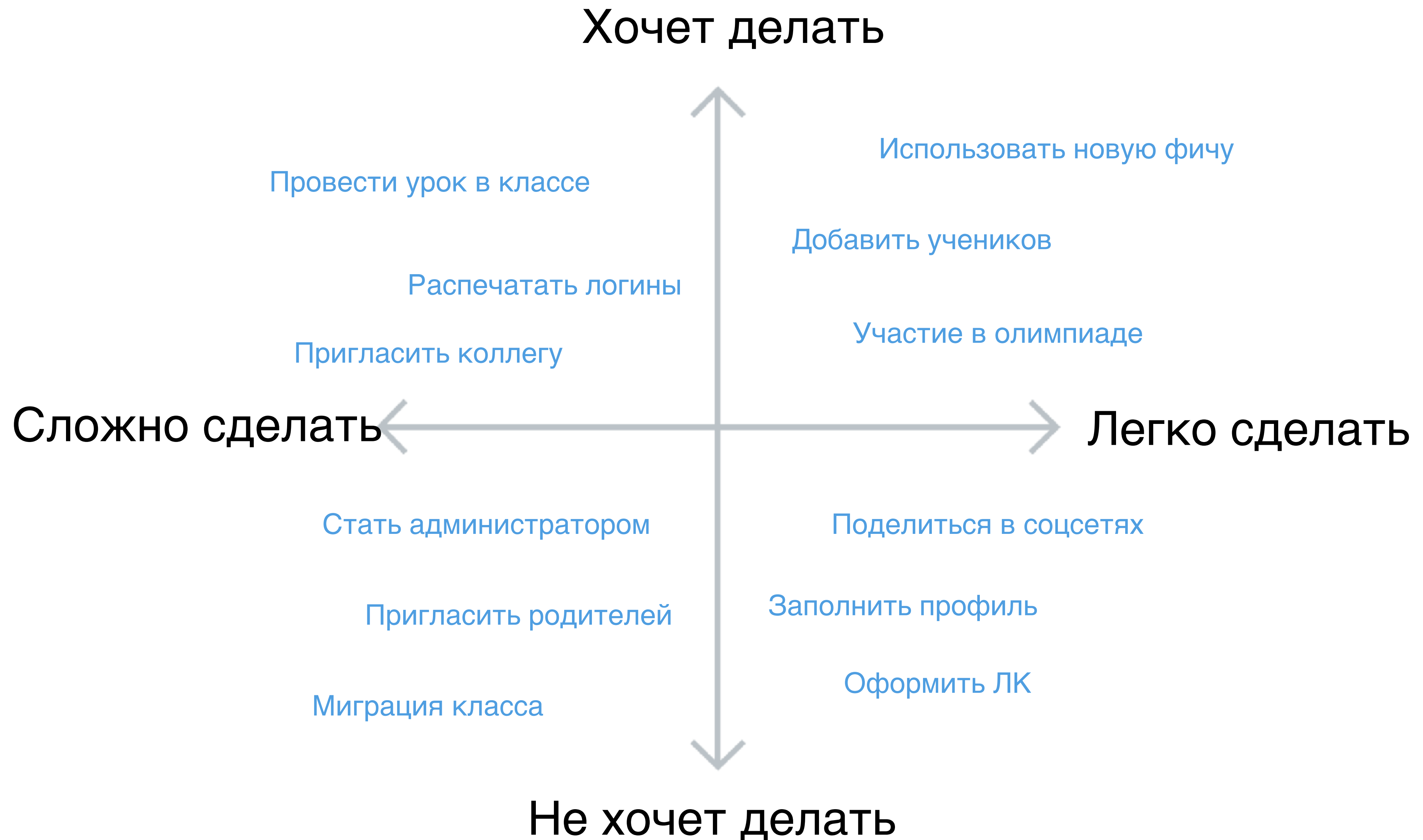
For more on our security practices and policies, click [here](#).

Sincerely,

All the team at ProjectMap

Обучение и убеждение пользователей

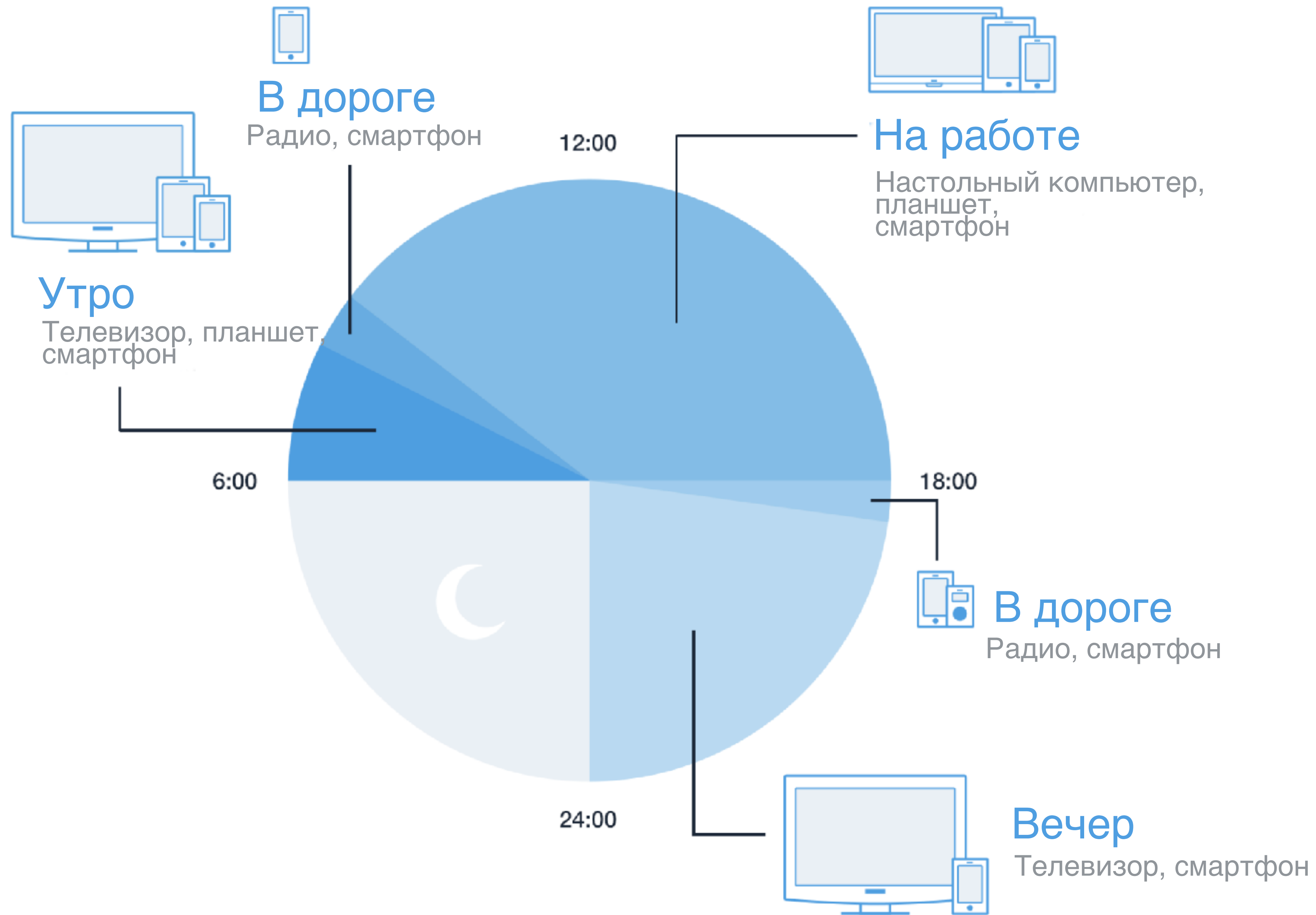






Правильный способ в
нужное время





Правильный способ

1. Телефонный звонок
2. Смс/мессенджеры
3. Direct mail
4. Facebook
5. Push
6. Email
7. In-app

Правильное время

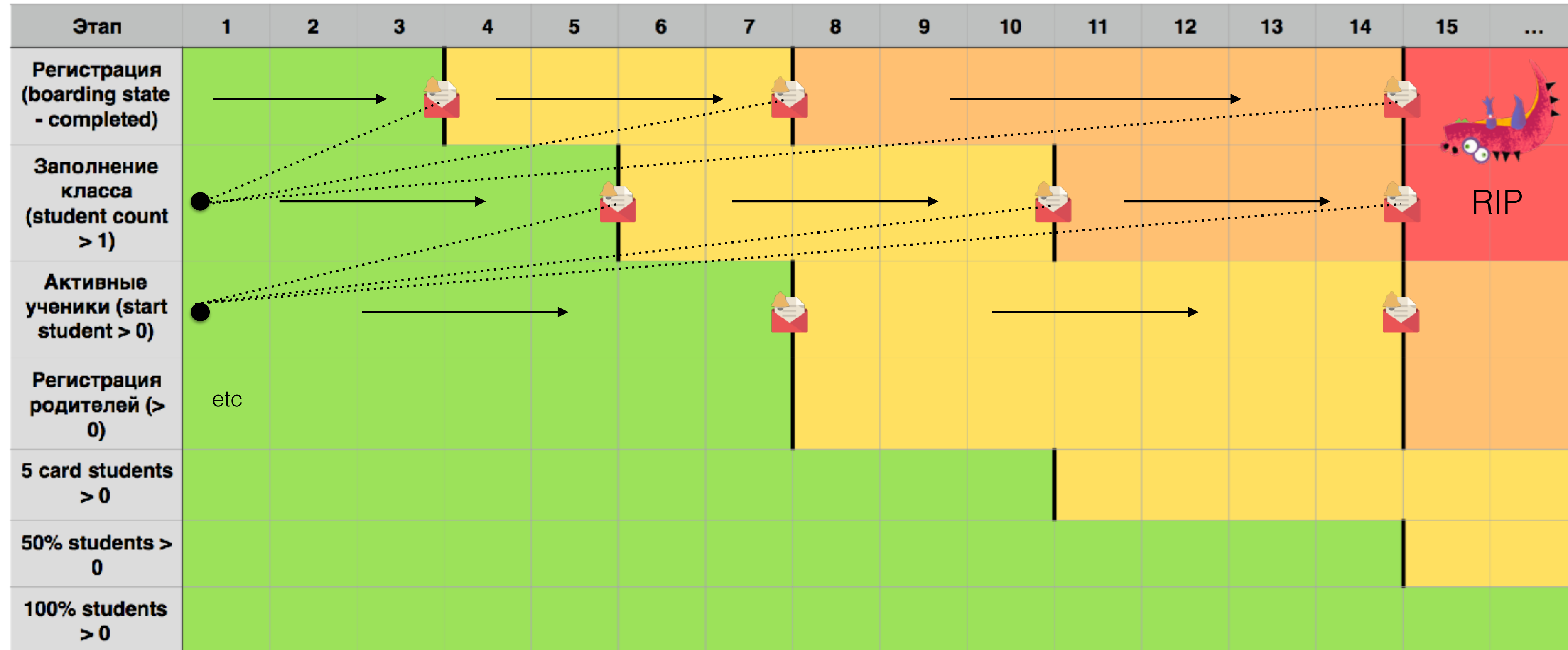
факторы:

1. Частота
2. Локальное время
3. Календарное время
4. User lifecycle



Учитель

дни



мотивирующий триггер
(email, in-app или push)



все по плану



мы его теряем



что то не так

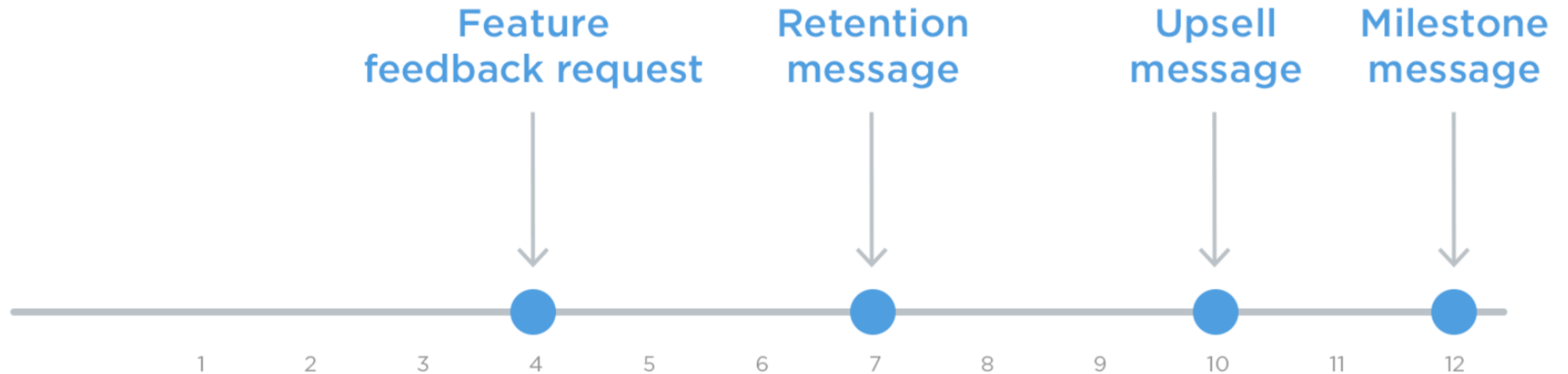


ПОТРАЧЕНО

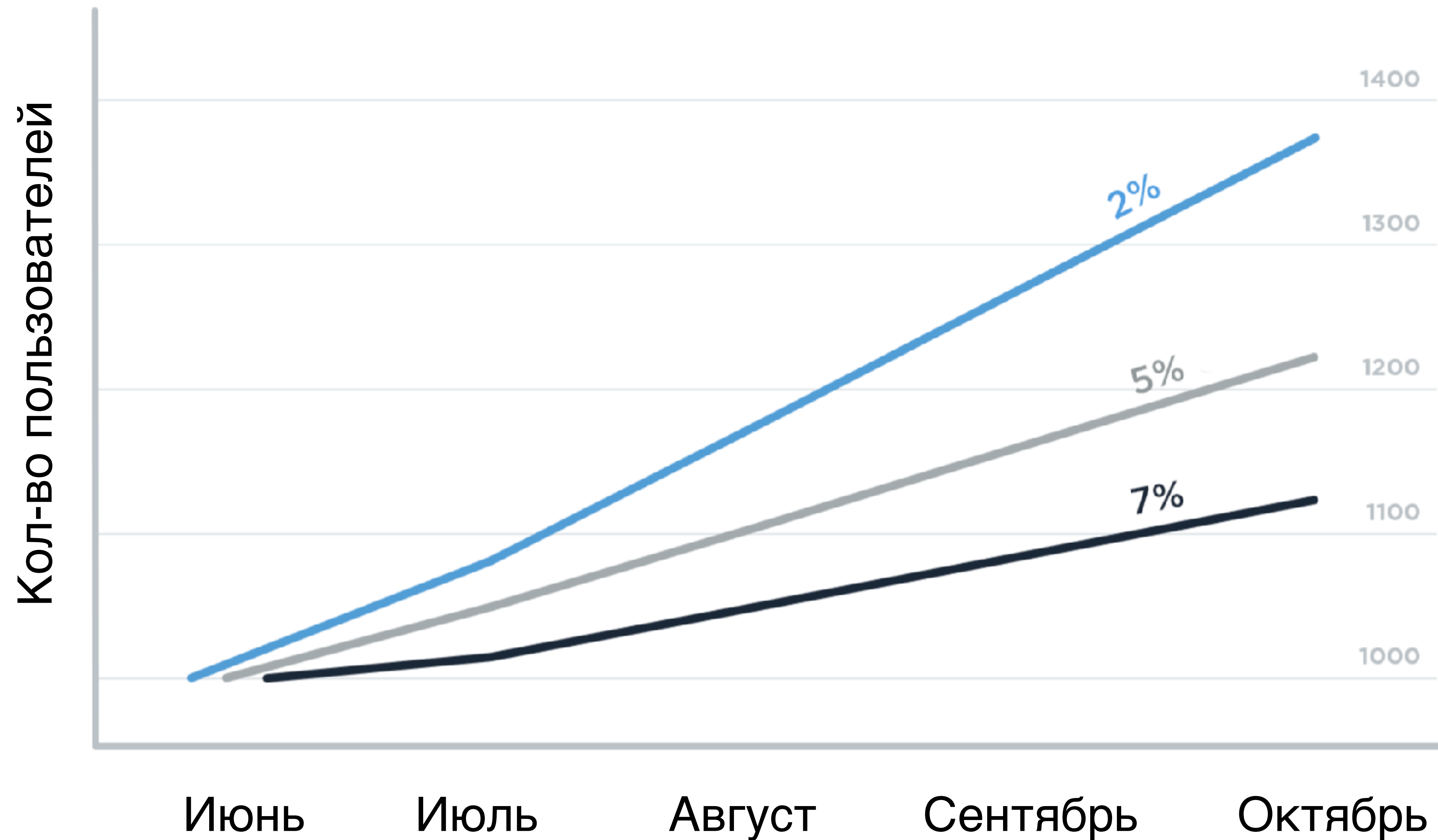
Onboarding



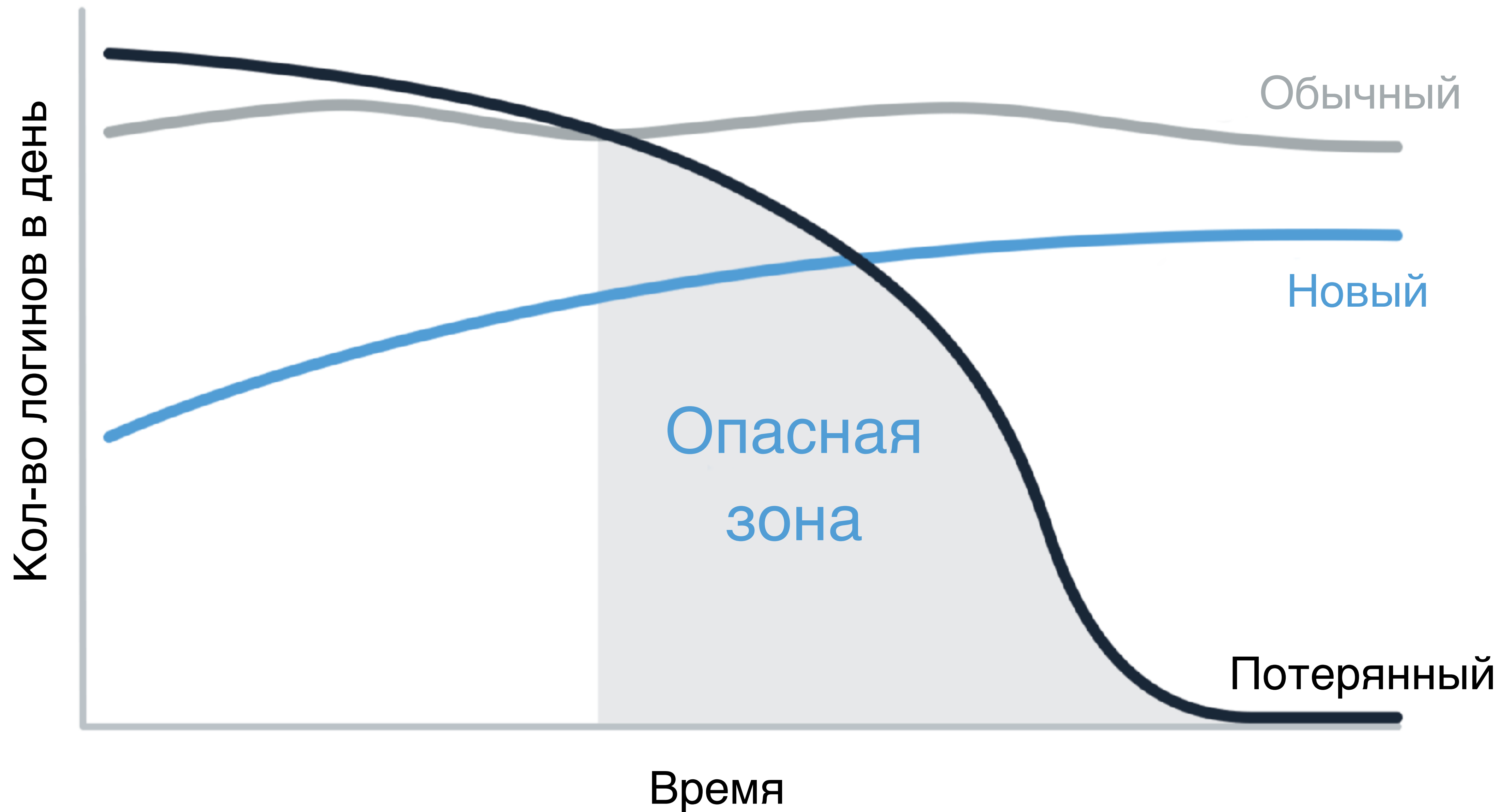
Сопровождение



Отток пользователей



Снижение активности



Keep in touch.



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