



Digital Marketing Strategy

Workflow and Content Automation

NINTEX[®]

Who are we?

Nintex is simple, point-and-click workflow that connects every person, department and system inside or outside of your business.

Nintex effectively created the workflow automation business. We're driven by our desire to help people do their best work. Our platform is all about making processes easy:

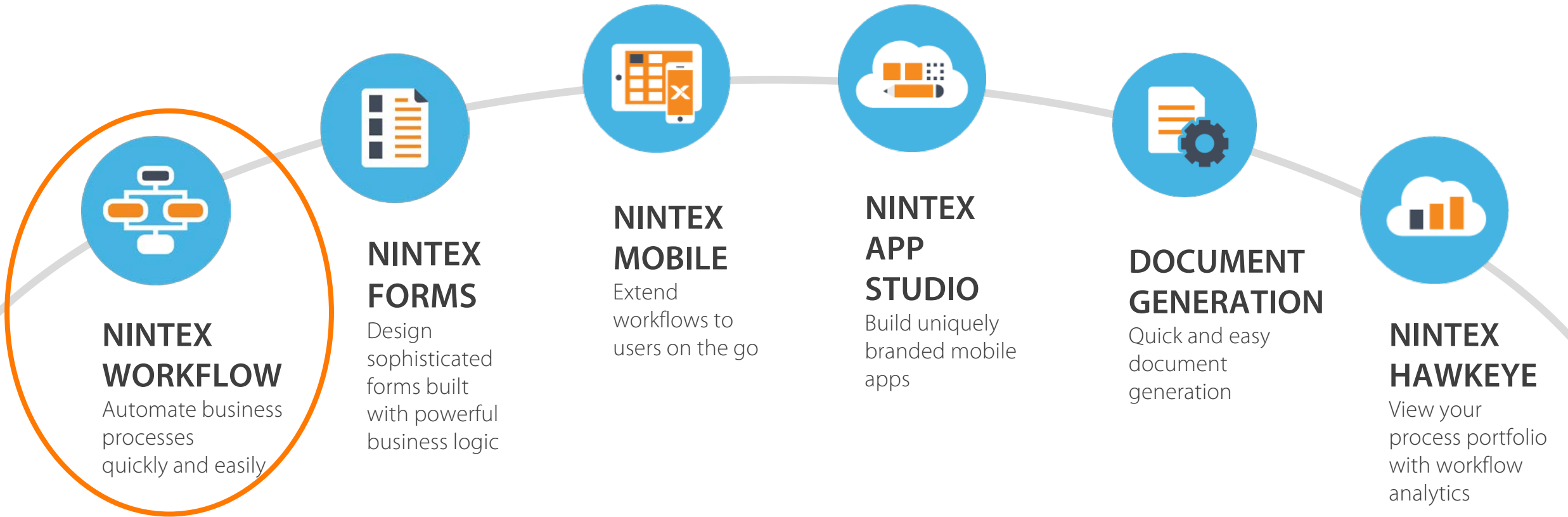
- ✓ Easy to automate
- ✓ Easy to improve
- ✓ Easy to monitor
- ✓ Easy to govern
- ✓ Easy to understand

And we do it without sacrificing power or flexibility. We've delighted customers, inspired partners and impressed industry leaders.

The business is currently in the *growth* phrase of the business lifecycle.

Nintex Workflow & Content Automation Platform

NINTEX



Microsoft Azure

Office 365

SharePoint

salesforce

box

Dropbox

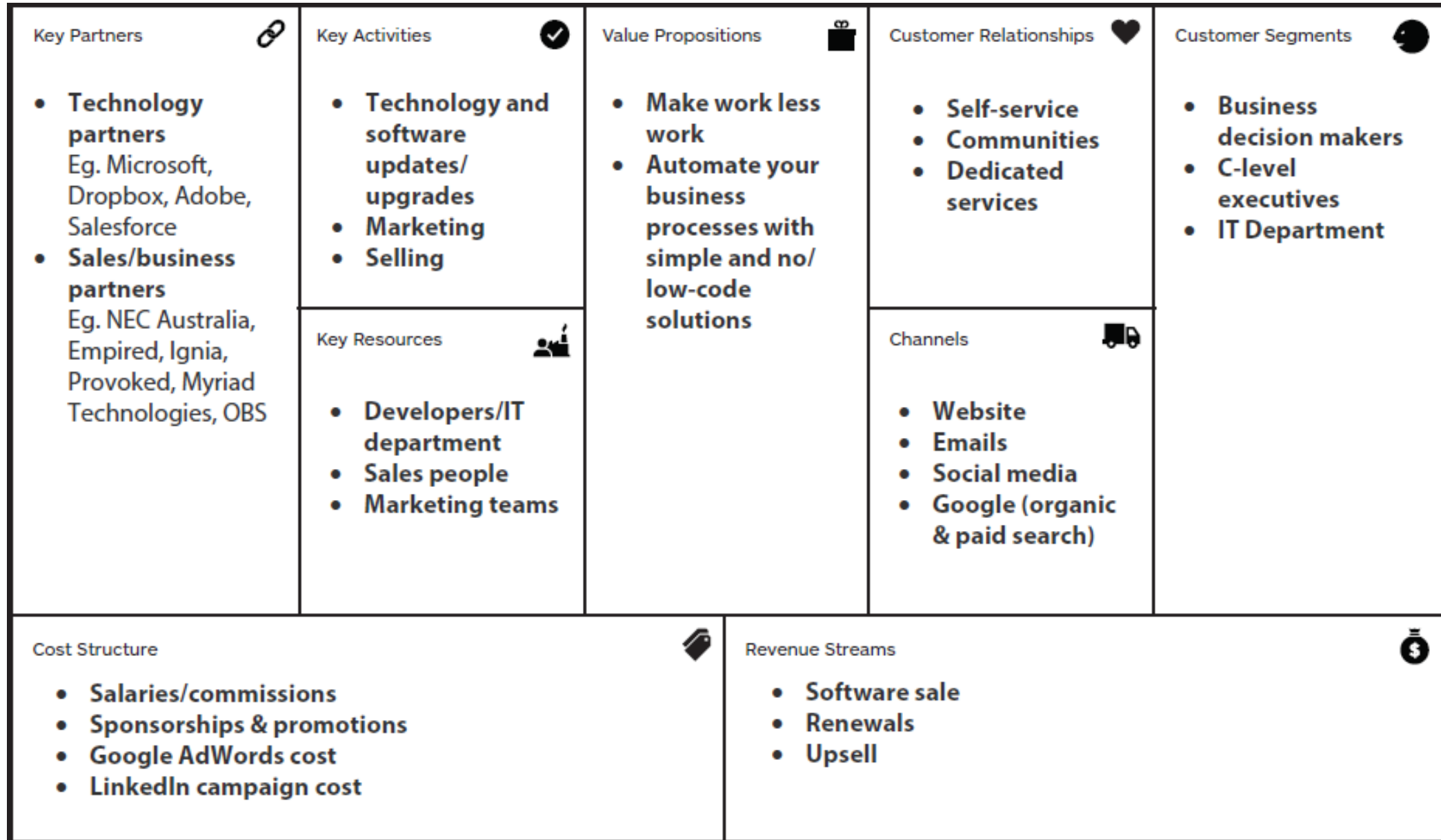
Microsoft Dynamics

NETSUITE

SAP

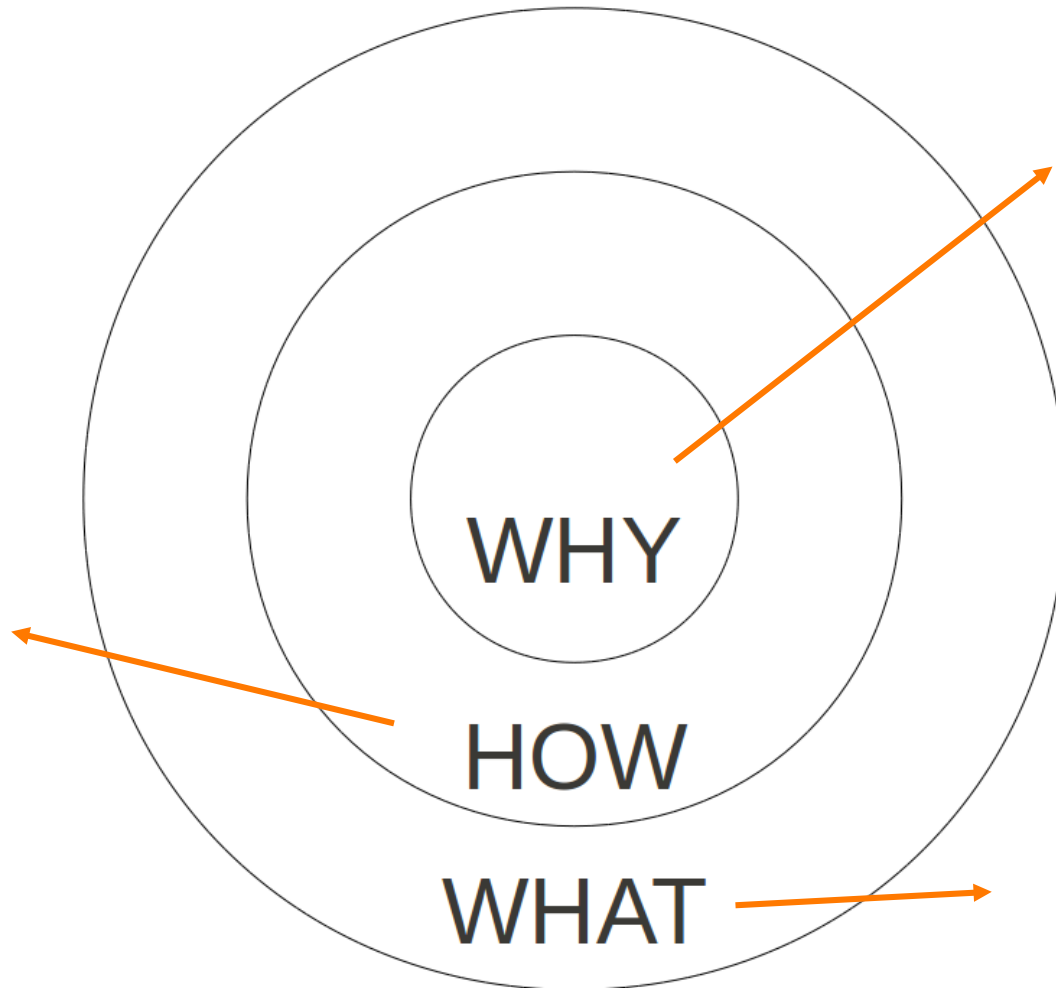
workday.

Business Model Canvas



The Golden Circle

Nintex have a no/low-code and click-drag-drop easy to use software for non-developers to automate mundane business processes.



We believe that your time is precious. You can free up more time to do and focus on more important things in your business.

We are a workflow automation company, automating business processes for you and your business. Workflow automation is an easy way to streamline manual and paper-based processes often comprised of unstructured tasks involving people, processes, and content.

Channels



I. Owned

- Website
- Blog and Community site
- LinkedIn
- Facebook
- YouTube
- Twitter
- Email Database

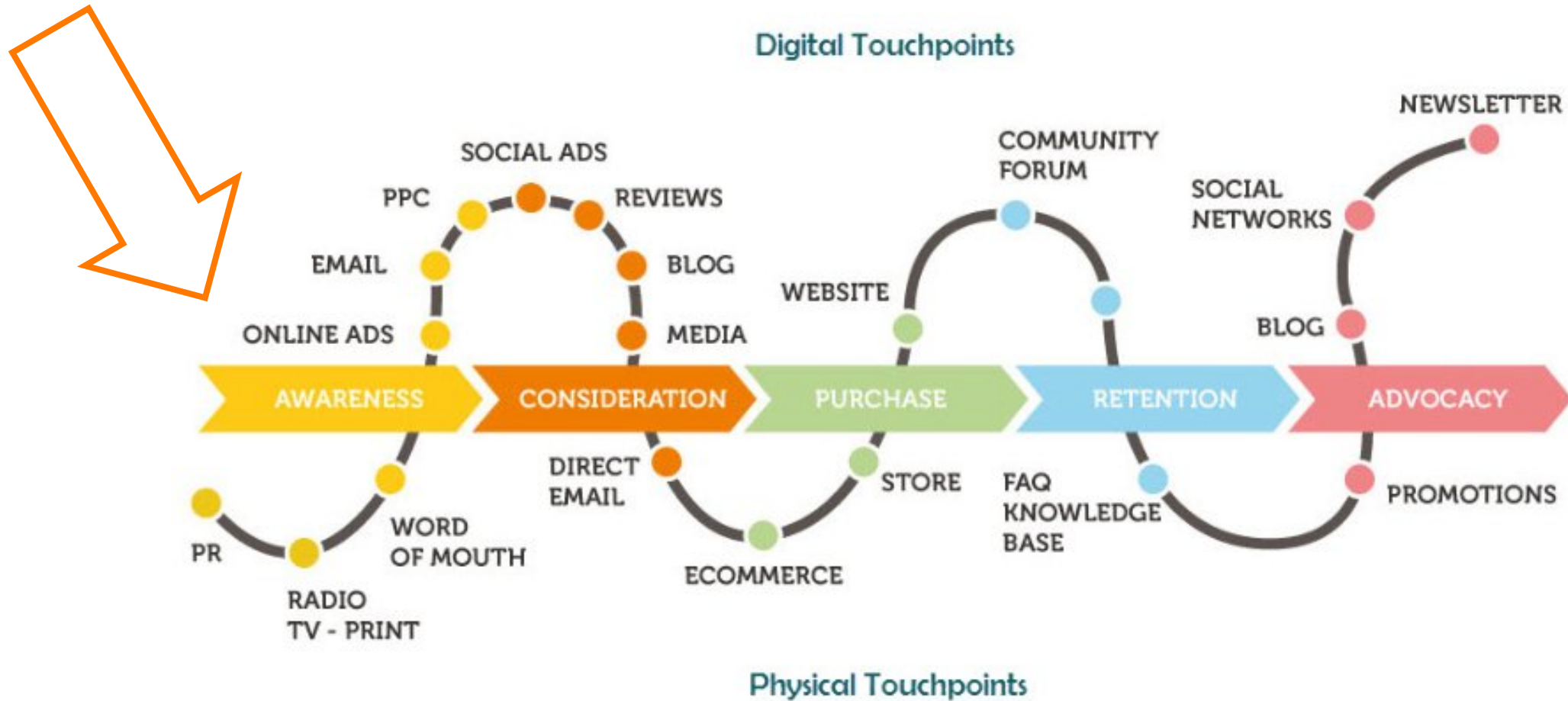
II. Paid

- Google AdWords
- LinkedIn Ads
- Facebook Ads

III. Earned

- G2 Crowd
- Gartner Peer Insights
- Finances Online Reviews
- Press releases

Customer Journey



Ideal Buyer Persona



Name: “Busy” Brian Walshe

Age/Gender: 55 years old/Male

Education: Masters Degree

Family: Married with 3 kids

Job Title: VP of Sales for APAC region

Channel consumption: Industry websites, Email, LinkedIn

Challenges/pain points:

- Not enough time to focus on the important business decisions
- Need faster and quicker ways to manage business processes
- Not confident about digitally transforming business

Goals: To improve business efficiency within organisation

Decision Influencers: CEO, direct reports within own team



Objective: Acquire New Leads

SMART Goal: The goal this quarter (July – September 2017) is to acquire 100 quality new leads for Australia in order to raise brand awareness via a whitepaper download.

Tactic 1: Google AdWords

KPIs

- 50 leads
- CTR: 3%
- Conversion rate: 5%

Tactic 2: LinkedIn Ads

KPIs

- 50 leads
- CTR: 0.40%
- Conversion rate: 0.10%
- Post reach: 1200 views

Benchmarks

B2B

- Avg CTR (Search): 2.55%

Sponsored Content

- Minimum: .30% CTR
- Range: .35%-.45% CTR

UX: Landing Page

NINTEX

Workflow and Content Automation: The Smart Way Forward

Help your organisation understand how to automate, manage and analyse your business processes, data and content. Download a complimentary copy of the new report, "Workflow and Content Automation: The Smart Way Forward" by Aragon CEO Jim Lundy.

"Enabling a Digital Business means being able to create new digital processes and to generate the content associated with that business transaction easily and rapidly", said Jim Lundy, CEO and Lead Analyst at Aragon Research. "The flexibility and automation offered by WCA means it will be an integral component to taking the enterprise fully digital."

According to Aragon, the emerging Workflow and Content Automation (WCA) category represents the consolidation of traditional workflow and content generation to support the needs of all businesses. WCA integrates workflow capabilities with document generation, then provides actionable insights through rich analytics.

The world's best documents and processes will be quickly analysed to ensure your best processes are recreated and poorly performing ones are improved.

Key insights from the report include:

- **Digital Transformation:** Workflow and content automation technologies are a key part of a content-focused digital business initiative.
- **Digital Business Platforms:** WCA is part of a larger trend that Aragon has identified as digital business platforms. These are platforms that automate all aspects of a business with different levels of focus.
- **Empowered Users:** As a business application WCA is designed to be used by business people and should require little to no programming. For content-centric applications WCA can be viewed as a "critical component."
- Aragon has identified **Nintex** as the WCA category leader for its easy-to-use digital business platform.



See the report now

First Name:

Last Name:

Work Email:

Company:

Country/Territory:

Job Title:

Industry:

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Tactic 1: Google AdWords

- Paid ads will appear on Google search pages to targeted audience to increase the number of whitepaper downloads
- Helps to spread brand awareness with the right keywords
- Ads will only be focused on desktop version as many professionals are more willing to submit the form and receive the whitepaper on work computers instead of mobile phones
- However, the mobile ads and landing page will still be optimised for the best UX should there be any potential downloads via mobile phones
- The ad will run only on weekdays, during hours of 0700 – 1900, where the target audience commute to and from work
- UTM tagging will be placed in all ads to ensure the right data is tracked on Google Analytics for future references and benchmarking
- Optimise the ads via A/B testing



<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Status ?
<input type="checkbox"/>	<input checked="" type="radio"/>	workflow automation	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	workflow	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	workflow system	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	business workflow	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	workflow management systems	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	automated workflow	Eligible

New text ad

Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)
Text ads have been expanded to give you more headline and description space. [Learn more](#)

Final URL ?

Headline 1 ?

Headline 2 ?

Path ?

Description ?

Preview ? [Mobile](#) | [Desktop](#)

Workflow and Content Automation - The Smart Way Forward

[Ad](#) info.nintex.com/Aragon/WCA

Help your organisation understand how to automate, manage and analyse your business processes today.

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Empower your work with Nintex - Workflow and Content Automation

[Ad](#) info.nintex.com/Aragon/WCA

Check out how you can utilise time better by automating processes with Nintex!

* Website URL
The full website URL (e.g. [https://www.example.com](#))

* Campaign Source
The referrer: (e.g. [google](#), [newsletter](#))

Campaign Medium
Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

Campaign Name
Product, promo code, or slogan (e.g. [spring_sale](#))

Cloud Optimized Workflow
Nintex Workflow Cloud
www.nintex.com/workflow/cloud
Build & Deploy Automated Processes In The Cloud. Get Your Free Trial Today.

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

Tactic 2: LinkedIn Ads

- Have sponsored ads on feed to look like it an integrated post instead of an advertisement
- Increase brand awareness, directing audiences to landing page and promoting the whitepaper will help to increase the number of downloads, thus increasing the number of leads coming through
- Ads can be specifically targeted to niche audiences – B2B, business decision makers, located in Australia/Singapore/Hong Kong
- Ads will only be focused on desktop version as many professionals are more willing to submit the form and receive the whitepaper on work computers instead of mobile phones
- The ad will also only run on weekdays, during the hours of 0700 – 1900, where the target audience commute to and from work
- UTM tagging will be placed in all ads to ensure the right data is tracked on Google Analytics for future references and benchmarking
- Optimise the ads via A/B testing

Nintex
13,507 followers
12m

Help your organisation understand how to automate, manage and analyse your business processes, data and content. Download the whitepaper today!

Like Comment Share

Add a comment...

Nintex
13,507 followers
6m

Help your organisation understand how to automate, manage and analyse your business processes, data and content. Download the whitepaper today!

Like Comment Share

Add a comment...

Campaign Results & Budget

Tactic 1: Google AdWords

- Track ad performances via UTM tracking
- Constantly A/B test ads to optimise results

Tactic 2: LinkedIn Ads

- Track ad performances via UTM tracking
- Constantly A/B test ads to optimise results
- May take awhile for data to be collected due to shorter number of logins on LinkedIn

<i>Media</i>				<i>Website</i>		
<i>Site Name</i>	<i>% of Spend</i>	<i>Budget</i>	<i>CPC</i>	<i>Clicks to Website</i>	<i>Signup Rate</i>	<i>Conversions/ Signups/ Leads</i>
<i>AdWords</i>	88%	\$25,000	\$2.00	12,500	0.40%	50
<i>LinkedIn</i>	12%	\$3,334	\$2.00	1,667	3.00%	50
<i>Total Budget</i>	100%	\$28,334	\$0.50	14,167	0.71%	100

*The estimate cost per click is \$2.00 (however it may be less/more depending on the competition for the keywords)

Plan B: Retargeting & Conversions

- LinkedIn

- Retarget LinkedIn Members Who Visited Your Website
- Target lookalike audiences on LinkedIn

- Display Ads on Google

- Remarketing ads have much higher click-through rates and conversion rates than typical display ads
- Retarget audiences who have not converted over the following quarter (October – December 2017) to see better results

- Converting leads into sales

- Nurture lead into sales funnel via webinars, emails, blog/newsletters

Brand Affinity **DRAMATICALLY** Impacts CTR (+2-3x!)

