



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

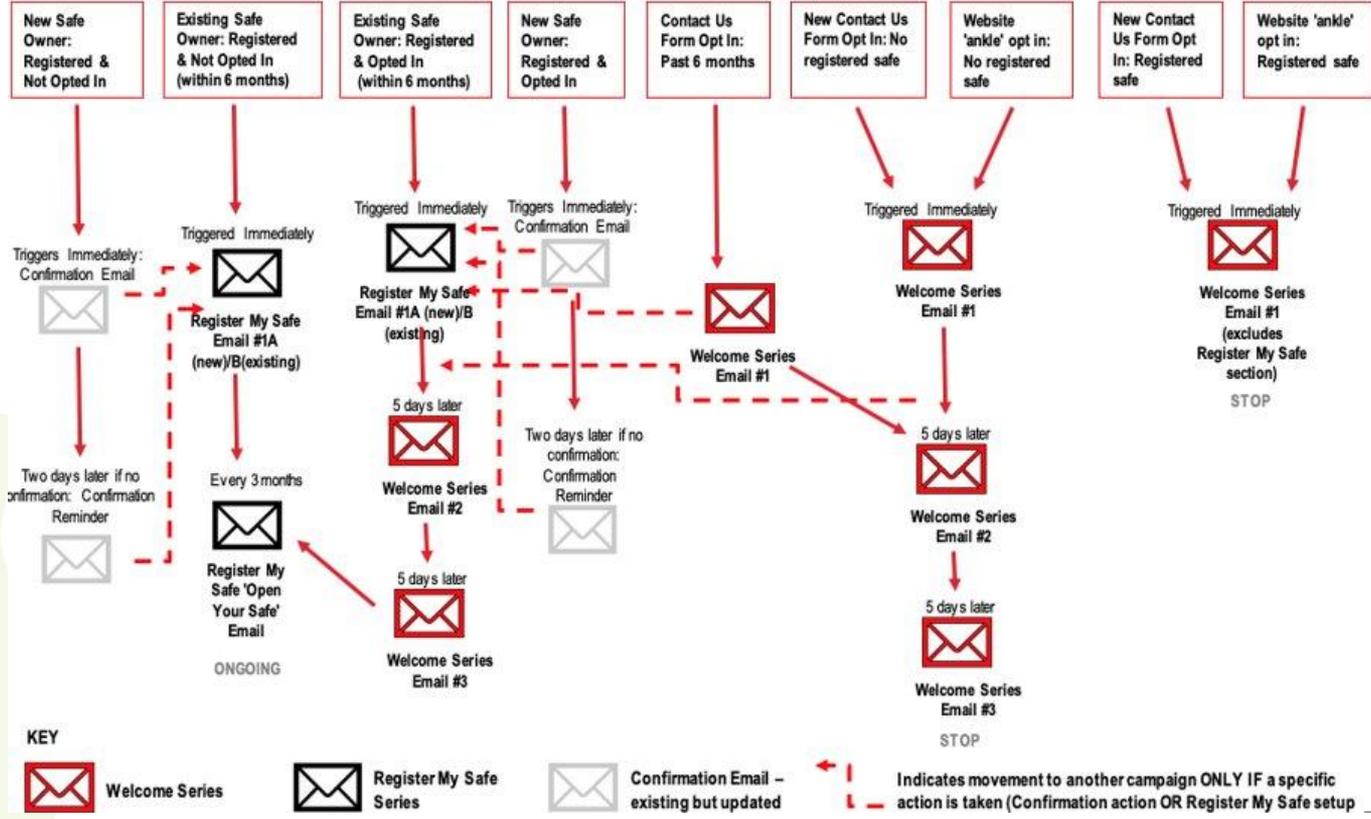
- ✓ No email program
- ✓ Some data was old
- ✓ Where to start?
- ✓ Getting approval

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

WELCOME JENNY

You're joining millions of people who love SentrySafe to protect the things that are important and irreplaceable. Our advice should go to you like fire, water, theft and more. All so you have peace of mind knowing the things that are important to you are safeguarded.

STILL NEED TO REGISTER YOUR SAFE?

Registering your safe and combination means you'll never pay a service charge for a lost or forgotten combination. We can also assist you faster with warranty questions, offer promotions, and provide product updates.

[REGISTER MY SAFE](#)

HELPFUL RESOURCES

- PRODUCT MANUALS**: Download the latest owner's manual for your product. [Find your product manual](#)
- SUPPORT**: We're dedicated to providing you with fast and exceptional service. [Get Support >](#)
- VIDEOS**: Updates to safe setup, troubleshooting, and more. [View videos >](#)

Safe Selector
FIND YOUR PERFECT SAFE

Answer a few questions to dial in your decision.

[FIND YOUR SAFE](#)

CREATING PEACE OF MIND FOR A LIFETIME

- FIRE PROTECTION**
- WATER PROTECTION**
- SECURITY PROTECTION**

[SHOP NOW](#) [LEARN](#) [PRODUCT SELECTOR](#) [SUPPORT](#)

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

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



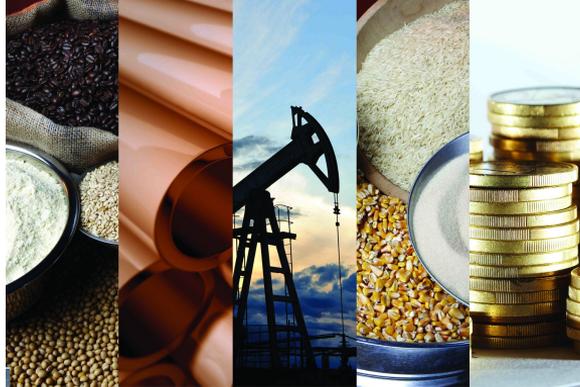
It's all about the experience



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...

