

Best Automated Series (Auto Responder)
Silver Consumer
Adobe Systems – Monthly Event Emails

Brand/Client Side Team:
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Vendors/Agencies:
G2 Direct & Digital, McMillan

MarketingSherpa Summary – Why They Won:

Every month, Adobe has news and events that their opt-in base should be updated on. The primary purpose of these emails was to increase registration for online and live events. This gave Adobe the opportunity to keep a consistent communication stream with their targets.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

Adobe had previously sent out individual emails to promote each event (up to 170 per year) from multiple groups across the company...

By segmenting the emails into key groups of verticals, we were able to narrow it down to about nine email versions, which were sent on a monthly basis. We created a consistent look, feel and tone in our event email to give readers a consistent experience they recognized and looked forward to monthly event email. Each month, our readers received an email with all events that were relevant to them and their vertical segment, including product updates and discounts. This also has helped to build trust with our opt-in customers and greatly improved registration for online and live events.

January

This new year, uncork your creativity.

Another year brings us new opportunities to improve our talent and technique. So this January, why not make a resolution to take your work above and beyond? Join us at our Adobe events and seminars this month and throughout the year. Each time you do, you'll discover new ways to enhance your creative vision. Get started today by signing up.

Learn on location	Learn in real time	Learn on your time
<p>Shortcut to Brilliant: The Adobe® Creative Suite® 4 launch tour January 16, 2009 – New York, NY January 21, 2009 – Chicago, IL</p> <p>Whether you've already upgraded or are still deciding, this one-day event is filled with informative presentations from Adobe and inspiring real-world techniques and advice from renowned authors and trainers. Learn more</p> <p>Getting Started with Adobe Dreamweaver® and CSS January 27, 2009 – Los Angeles, CA January 29, 2009 – San Diego, CA</p> <p>Learn everything you need to know about building compelling websites using Adobe Dreamweaver CS4. You'll learn</p>	<p>Create Cool Animations in Adobe Flash® CS4 Professional January 13, 2009 10:00 A.M. PST</p> <p>Learn how to use Adobe InDesign® CS4 to easily layout interactive projects, including how to design a document to appear online with simple interactivity and more. Register now</p> <p>Adobe Photoshop® Lightroom® 2 for Advanced Amateur Photographers January 15, 2009 10:00 A.M. PST</p> <p>Discover why Adobe Photoshop Lightroom 2 is the professional photographer's essential toolbox, providing one easy application for importing, processing, managing, and showcasing large volumes of photographs. Register now</p>	<p>Try Adobe Photoshop CS4 Extended Adobe Photoshop CS4 Extended software delivers all the features in Photoshop CS4, plus new features for working with 3D imagery, motion-based content, and advanced image analysis. Try it free for 30 days</p> <p>Try Adobe Acrobat 9 Pro Extended See for yourself why Adobe Acrobat 9 is the complete PDF solution for business and technical professionals. Try it free for 30 days</p> <p>Introduction to Adobe Creative Suite 4 Design Premium Learn about the tools in Adobe Creative Suite 4 Design Premium that allow you to explore new creative territory, take advantage of simplified workflows, and collaborate near and far.</p>

