

External Marcom Writing Examples

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Client Newsletter Example 1



Use Holiday to Recapture the Consumer Relationship in Low-Contact Delivery & Pickup

Delivery and e-commerce shopping behaviors increased in the wake of COVID-19, replacing critical discovery and engagement touchpoints in the customer journey. The unintended consequence of this is a reduction in the brand moments that can, over time, create consumer loyalty. But you don't have to lose that brand moment!



We bring the brand experience to life by providing a valuable brand interaction at the point of delivery or pickup, leading to sustainable consumer relationships. With so many people shopping for the holidays, it's a great time to take advantage of this strategy. [Contact us](#) to learn more.

Webinar: The Trends Driving Holiday 2021 Success

July 20 at 12 pm ET

The holiday season is a crucial time for brands, but even more so on the heels of a historic year. Consumers across every industry shared common experiences that will shape their purchasing behavior. [Reserve your spot](#) to hear our experts discuss trends that should be at the forefront of your holiday 2021 campaign strategy.

[Register for the Webinar →](#)

Client Newsletter Example 2



Don't just assume what your customers want from you and risk alienating your audience. Our report, [The Next Generation of Consumer Behaviors](#), will help you understand the changing expectations and experiences that drive brand engagement.

We surveyed 1,000 U.S. consumers to get answers directly from shoppers themselves about what they want and expect from the brands they love. Download the report for help creating customer-centric interactions that increase acquisition and retention.

[Download the Report →](#)

Client Newsletter Example 3



Understanding what customers really want/expect can be challenging amidst the rapidly evolving landscape of loyalty marketing. Our [2021 Loyalty Barometer Report](#) removes the guesswork by providing helpful insights to drive your loyalty efforts forward and solve business challenges.

Our fourth annual report dives into how consumers really feel about loyalty and rewards programs and where brands may need to pivot. Our research uncovered these key findings:

- Discounts and free products are still top rewards
- 81% of consumers want a relationship with a brand
- Surprises and convenience drive emotional connections
- How loyalty can sustain brands through disruption

Webinar March 31: Join us for the 2021 Blueprint for Impactful Loyalty webinar on March 31 at 2:00 p.m. ET. [Register now.](#)

[Get the Report →](#)

Client Newsletter Example 4



Marketers are looking for solutions to get to know consumers in the cookieless future. To do this, we all need to adopt a heightened focus on collecting first- and zero-party data, then use that data to drive one-to-one customer experiences.

Our [Preparing for the Cookieless World: 3 Ways to Accelerate an Identity-Centered Marketing Strategy eBook](#) will teach you:

- How promotions and loyalty close identity gaps
- The importance of identity's reciprocal relationship with promotions and loyalty
- Three ways to accelerate an identity-centered marketing strategy
- How to use identity solutions to tackle industry-specific challenges

Other resources to enrich your Identity efforts:

- Read [Rethinking Customer Loyalty in the Age of 1:1 Experiences](#) by Chris Wayman, EVP, Promotion & Loyalty Solutions, on Loyalty360.
- Watch our [Making Promotions and Loyalty Part of Your Identity Solution webinar](#) from James Riess, SVP, Strategy & Insights, Promotion & Loyalty Solutions.

[Download the eBook to learn how to fuel identity →](#)

Client Newsletter Example 5

Activation ideas for Q1 2021



How to spend the rest of your 2020 budget

There's still time to do a quick sweepstakes or instant win to drive consumer engagement over the last few weeks of the year. Over 40% of chance-to-win registrants opt-in for future engagement, so start building your database for 2021. In as little as two weeks, we can launch a promotion. And if your holiday plans are already set, we can help utilize the last of your 2020 budget for something early next year. Here are a couple ideas to get you started:

New Year Engagement Hub: This is a digital experience with activities that invite consumers to spend time with your brand over multiple visits in exchange for ongoing gamified rewards. Activities can include trivia, code entry, video, chances to win, and more. **Why This Works:** Engagement hubs result in data enrichment and behavioral insights and see 8 to 12 minutes of content engagement.

Valentine's Day Twitter Challenge: High volume Twitter sweepstakes drive social buzz and brand engagement around events or holidays. Before Valentine's Day, assign Twitter activities to consumers like "tweet your best kiss" in exchange for sweepstakes entries toward a grand prize. **Why This Works:** It creates a reason for people to participate with your brand and drives organic social activity.

Do you have questions about prizing and rewards?

We're currently planning our 2021 Prizing Report and would love your involvement! If you have any burning questions about prizing and rewards, please send them to your Merkle contact or reply to this email so we can include them in our consumer survey. In the meantime, here's the [most recent Prizing Report](#) that showcases what motivates consumers.

Client Newsletter Example 6



As we head into the 2nd half of the year, we've aggregated some of our actionable thought leadership as a resource for you.

eBooks

- B2C marketing can inform B2B and B2E marketing: [3 Ways to Rethink Your B2B Marketing Approach](#)
- Navigate the uncertainty of the 2021 holiday landscape: [Holiday Prep Playbook](#)

On Demand Webinars

- The 2021 Blueprint for [Impactful Loyalty](#)
- Making Promotions & Loyalty Part of Your [Identity Solution](#)

Blog Posts

- Why Moments Are Key in Building [Emotional Loyalty](#)
- How [Incentivizing Your Employees](#) Can Help Reach Revenue Goals

Podcasts

- Experiences that add value and drive engagement: [Core Components of Digital Experience](#)
- Loyalty programs help businesses prepare for the deprecation of third-party cookies: [Exploring Trends in Customer Loyalty](#)

Client Newsletter Example 7

Hello, %%First Name%%.

We're sure you've heard the rumblings by now. But just in case, we wanted you to know that ePrize is now **HelloWorld!** We're your new (but old) partner in **rich consumer engagement**.

Why the change?

In short, we've come a long way in 15 years and it was time our name reflected what we truly do. It's now easier than ever to connect to your consumers with an easy-to-use SaaS marketing platform.

Why HelloWorld?

Here's [everything you need to know](#) about the state of our industry, what this means for brands, and an explanation of the name -- straight from our CEO.

Exciting times!

Client Newsletter Example 8

As we continue our momentum in creating [rich engagement solutions](#) that enable you to directly connect with your consumers, we have an exciting announcement to make about a change in leadership at HelloWorld. Industry veteran [Peter DeNunzio](#) is joining us as CEO. He succeeds Matt Wise, who has been with HelloWorld (and ePrize) since 2010.

HelloWorld has created a unique cross-channel consumer engagement platform that sits at the intersection of software and creative marketing services. Peter has proven success in the space and brings a wealth of experience in CRM, integrated marketing, agency services and technology to the team.

He joins us from Experian Marketing Services, where he has served as General Manager of the Cross-Channel Platforms Group, including CheetahMail, the industry's foremost email marketing provider. He has spent his entire career in marketing services, including leadership roles at Aimia's Carlson Marketing (President, U.S.), Draftfcb/FCB (President) and OgilvyOne (General Manager).

[Read the press: HelloWorld Names Peter DeNunzio Chief Executive Officer](#)

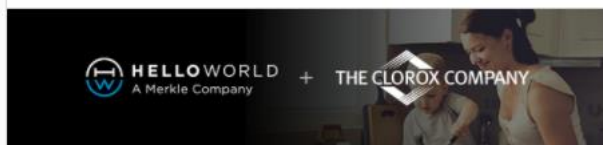
We look forward to continue to innovate with you.

Please let me know if you have any questions.

Account Based Marketing Examples

Page One

Clorox



%%first_name%%,

It's clear that social is a powerful tool in driving purchase. In fact, when interacting with a brand, 71% of shoppers who had a positive social media experience were more likely to go on to make a purchase.

We recently partnered with Kraft in their #FamilyGreatly campaign, leveraging their social presence to deepen their consumer and brand relationship and drive purchase consideration on the national and retailer level.



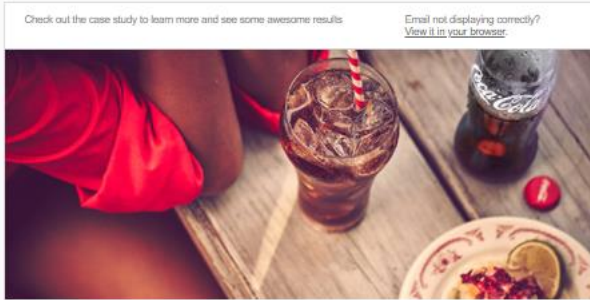
Purchase Consideration via Social
Consumers shared a photo socially for a chance to be in the Kraft Super Bowl commercial. [See it in Ad Age.](#)



Meijer Shopper Marketing Program
Meijer created their own spinoff of the campaign with a special hashtag and awarded Meijer gift cards as prizes.

I'd love to discuss our ideas on driving purchase for Clorox. What time works for you? Have a great day!

Coca-Cola



Hi %%first_name%%,

Super excited to share that our Royal Caribbean client is the *Loyalty360* Platinum Award Winner for Creative Campaign! We're [showcasing the Ticket to Adventure engagement hub](#) on our site and the following items are featured: the award submission video, a really cool GIF of the various instant win games, and some pretty awesome results that the eight-month campaign yielded for the client.



Royal Caribbean International saw a campaign ROI of over 200% and we couldn't be more excited for them! Once you've checked it out, give me a buzz and let's brainstorm some ideas to yield some great results for Coca-Cola and your customers. Have a great day!

Thank you,

Johnson & Johnson



Happy Friday J&J Team!

We wanted to share with you a quote from our CEO around our latest Forrester evaluation as Merkle/HelloWorld has been ranked a Strong Performer among loyalty technology solutions in The Forrester Wave™: Loyalty Technology Platforms, Q2 2019 report.

"By bringing together HelloWorld with Merkle, we now offer both leading technology and deep loyalty expertise across industry verticals. We are very pleased that Forrester has named us a Strong Performer and are proud of its evaluation as well as the client feedback," said Peter DeNunzio, CEO at HelloWorld, a Merkle Company. "Since launching Human Loyalty® — our unique pairing of robust technology and data-driven strategy, creative, and analytics — our clients have succeeded in developing ever more meaningful relationships both emotional and rational with valued customers."

The report takes a look at current offerings in loyalty management, personalization and user experience, strength of strategy, and overall market presence and provides a comparison among thirteen vendors across these various criteria.

Feel free to [download a complimentary report](#) directly from our site. Let us know if you have any questions or would like to further chat around our loyalty solutions!

STEPHANIE

- Cart Smart Series – Behavioral Economics
 - Follow up with Tia/Metzli around dates when the J&J team is available to connect live

YASMEEN

- Listerine Dental Cleaning Promotion
 - HW to provide concept to brand team by next week 4/19

KIM

- Tylenol Project Bear
 - Program cancelled – Reallocated some of the credited dollars to Motrin & Peds
- Motrin & Kotex / Peds BTS
 - Change Order has been signed!

DANIELLE

- MyAveenoReview Sweepstakes
 - Winner drawing to take place in early April
- Rogaine Rewards Program
 - Program is [live!](#)

Kimberly-Clark



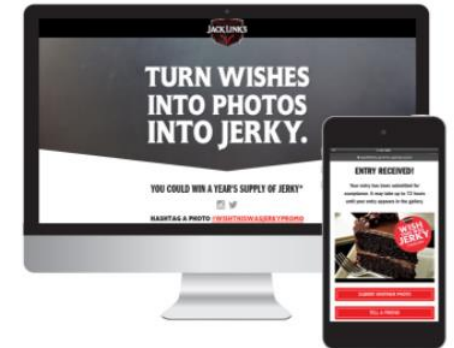
%%first_name%%,

How can you better attribute sales to promotional activity? Options can range from formal, validated purchase to more engagement-based interactions.

No matter where you land on this spectrum, however, there is great value for Kimberly-Clark, your consumers, and your retail partners in tying product sales to the promotions your brands run.

Here are a few of our favorite promotions that incorporate purchase validation.

Jack Link's Beef Jerky



Specially-marked bags of Jack Link's jerky featured a 'Wish This Was Jerky' sticker. Consumers were asked to place the sticker on something they wished was jerky and take a picture for a chance to win a year's supply of product. Jack Link's found a fun, natural, and irreverent way to be a part of consumers' daily social conversations.



Bud Light

Bud Light released limited-edition Strike Gold Bud Light packs and seeded 37,000 gold cans that opened the door to winning a grand prize. Consumers entered the Sweepstakes by taking a picture with the gold can and posting it on social media or to BudLight.com.



Dr Pepper

For every \$1 spent, consumers unlocked a custom Dr Pepper bottle with a unique 'Pick Your Pepper' label. Once consumers spent \$5, they chose to claim a reward or to continue to collect bottles to receive higher value rewards at \$10, \$20, and \$40 spend levels.

Contact me to discuss purchase validation promotions in more detail.

Account Based Marketing Examples

Page Two

Microsoft

Dear %first_name%,

The holidays are right around the corner, but it's not too late to hit your H1 FY19 goals. Use your spare marketing budget to build a quick-turn promotional campaign – one of many solutions HelloWorld offers. Let's talk about what we've done for MineCon Earth, Microsoft Store, and Xbox Game Pass Quests.

When are you free?

Dr Pepper

My name is Gina Bozza and I'm a Senior Account Manager with HelloWorld. Keurig Dr Pepper and HelloWorld have worked extensively together on digital activations for over 5 years. In fact, you might have seen my presentation at Partner Day earlier this year or recognize some of our work together, like the Dr Pepper/Dollar General Loyalty program or Little Sweet Rewards. We currently have an [exciting Dr Pepper promotion in market](#).

I would love to put some time on our calendars to discuss how we can support you in 2019. Are you available for a meeting next week? I know the holidays can be busy, so if there is a better time for you, let me know. If you have general availability, I'll have Jordan Balok from Dr Pepper Fountain schedule the meetings.

Thanks so much, and I look forward to chatting with you soon!

Anheuser-Busch

Happy National American Beer Day! The AB HelloWorld team is definitely celebrating and toasting our partnership. As you know, HelloWorld is Anheuser-Busch's exclusive promotions provider and we've created some amazing work together over the past 12 months.

As an agency, HelloWorld helps brands and customers create relationships and evolve them over time. We do this by running promotions, gamified experiences, rewards, and loyalty programs. Check out the [Domino's promotion](#) HelloWorld recently helped launch to promote National Pizza Month.

To celebrate our partnership and toast 2018, we're going to be in the AB NY offices on November 15th with a delicious assortment of Sigmund's Pretzels. Please stop by from 1 to 3 pm to say hello and grab a pretzel. Location tbd.

Industry Segmentation Examples

Page 1

tech

Gamification may seem like the latest buzzword, but for us it's the powerful consumer engagement tactic HelloWorld was founded on. With your audience inherently in tune to gamification, I wanted to make sure you saw our latest tips on [Motivating Consumer Engagement with Gamification](#) published in *Loyalty360* where our Senior Director of Strategy and Insights notes:

*Gamification is so much more than making an experience fun. And mechanics like badges or instant win games can certainly be used effectively to enhance consumer engagement campaigns. However, **well-designed gamification executions that drive business results will apply techniques found in behavioral science, a system of mechanics, and a mix of intrinsic and extrinsic rewards to enable experiences that put consumers' goals first.***

We have a few ideas on how we can leverage gamification tactics to reach your audience – are you free this week or next to speak?

finance

We know from our benchmarks that campaigns featuring an instant win game drive twice as many logins as a sweepstakes. Supported by behavioral economic theories, the addictive nature of the chance to instantly win keeps players returning to engage. This tactic not only works for D2C but is also a successful B2B motivator.

So how are brands in your sector currently leveraging instant win? Check out our [live promotion](#) with PSCU where they artfully combine both a guaranteed offer and an instant win game to educate and engage with employees.

I'd love to discuss how we can drive results for your brand. Are you available for a quick call?

Thanks,

travel

Did you happen to catch the latest [J.D. Power Airline Loyalty Program Satisfaction Study](#)? The rankings didn't catch my attention as much as the findings did, particularly:

The study shows that member satisfaction climbs when members understand how to earn and redeem points, yet nearly half (45%) of loyalty program members say they do not completely understand how to redeem rewards and 43 percent say they do not fully understand how to earn miles or points.

That's a challenge, but it can be remedied. We'd love to share some thoughts on how to best educate your audience – are you free this week or next to connect?

Industry Segmentation Examples

Page 2

CPG

I just read an article, [In CPG, Use Purpose to Drive Purchase](#), and thought of you. The article notes:

Today's consumers often expect more from brands they buy and respond best to marketing that is authentic and purpose-driven. Successful, well-executed and socially conscious campaigns can also help to drive consistent and positive brand narratives, which are critical when user-generated content across digital platforms can otherwise repurpose a brand's image.

We've helped execute countless socially conscious campaigns, like J. Crew's #MeetMyCrew social contest that awarded \$10k to a community in need. I'd love to discuss how we can leverage your brand purpose to drive purchase – are you free this week or next to discuss?

retail

Did you happen to see [Sailthru's latest RPI \(Retail Personalization Index\) ranking](#)? For the third year in a row, consumers ranked Sephora first in retail personalization. As *Retail Dive* notes, "Sephora is the brand to emulate when it comes to personalizing the user experience."

We support Sephora with both consumer and employee activations that help build the database the company relies on to drive personalization efforts. I'd love to take you through their latest campaign that wrapped up last month – are you free this week or next to discuss?

hotel

HelloWorld's [Loyalty Barometer report](#) showcases the science behind driving brand loyalty. **Surprises are a key driver of building emotional connections for your brand**, and 61% of survey participants say the most important way a brand can interact with them is by surprising them with offers or gifts *just for being a guest*.

Specifically for the travel industry, 60% of guests would love the ability to choose their own rewards over any other benefit, allowing them to create their own memorable experiences with your brand.

This type of emotional connection begins with **building a strong database** of current and interested guests. Leveraging your consumer data for remarketing purposes leads to richer relationships, and [our work](#) can help you activate these remarketing strategies.

Let's connect over the phone to talk through 2020 calendar planning.