



## Monthly Coaching Services Marketing Automation

Fostering meaningful digital engagement doesn't happen overnight. As a leader in online communities and email engagement strategies, the Higher Logic Strategic Services team understands how to **leverage technology, data, and strategy** to **personalize audience experiences**. With our Monthly Coaching Strategic Services package, our marketing automation experts will be your trusted guides and advisors for **process efficiencies, strategic engagement tactics, performance metrics**, and **leveraging the power of the Higher Logic platform**.

### HIGHER LOGIC STRATEGIC SERVICES WILL HELP YOU:

#### **Expedite the learning curve**

Leverage the expertise of a dedicated team to lay a foundation of best practices. Get the answers to questions you didn't know to ask!

#### **Nail the strategy**

The Higher Logic team lives and breathes engagement strategy – tap into that expertise from a team of engagement experts.

#### **Strive for excellence**

Good marketing execution is revisited, revised, and continually updated to improve results. We'll work together to test, tweak, and tighten your initiatives and campaigns to maximize results.

#### **Understand the outcome**

Our team will walk with you through the maze of metrics, KPIs, and analytics, so you fully understand your results. Together, we'll identify actionable, meaningful data that impacts your organizational goals and objectives.

#### **Expand your knowledge**

Along the way, your team will better understand how to use the platform, create and implement goal-driven strategies, and make data-based decisions that maximize your investment, support your goals, and build your internal capabilities.



## MONTHLY COACHING PACKAGE

### **Campaign Performance + Reporting**

We'll help your team monitor campaign results and review performance metrics. We'll also provide ongoing recommendations based on those campaigns.

### **Continued Campaign Engagement**

Launching your marketing campaigns are just the beginning - let's work together to leverage current campaign data insights for ideas on continued engagement.

### **Education + Training**

We'll share marketing expertise, best practices, and relevant case studies, as well as identify training needs for you and your team.

### **Reporting on Impact Metrics + Milestones**

Put those data insights to work - we'll review all year-end performance metrics and milestones to see what worked and what's next.

\*The Monthly Coaching Session package requires a minimum 12-month contract.