



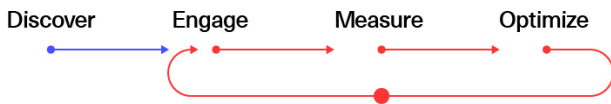
# Blueprinting / Process Documentation

A comprehensive strategic campaign plan for optimal content flows, triggers, transitions, cadence, scoring and measurement in your automation systems.

## Why you should care

You wouldn't cook a fancy dinner without a recipe, you wouldn't go hiking without a map, so don't attempt marketing automation without a defined strategy. Try it and you'll struggle to build sustainable campaigns and systems. Balancing the dual-disciplines of strategic and technical thinking is tough, but our system that makes it as painless as possible.

*The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.*



## Blueprinting in Action

### Citrix

Created a strategic nurture flow for Citrix Support Services to drive service uptake and renewal. The strategy, implemented by the internal automation team, resulted in:

- Renewal and Net Promoter Score targets
- Engagement targets with 30k+ organizations
- High subscriber update of value-adding services

[Learn more](#)



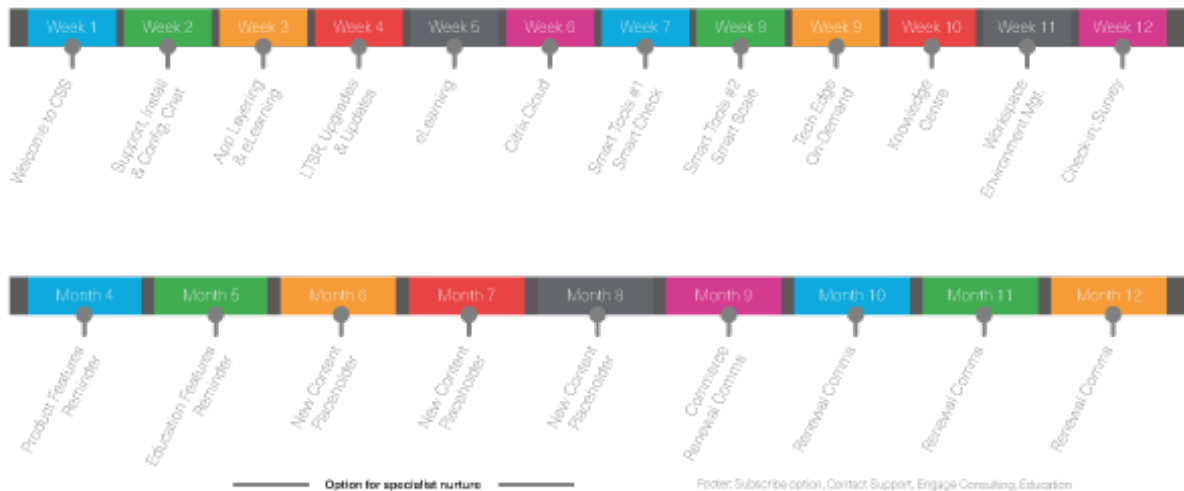
## How it works

Blueprinting is a complicated, multi-faceted process that creates an automation plan supported by media promotion, AB testing, data quality policies, and much more. It's an in-depth process you can break down to four core stages.

Information gathering	Alignment	Mechanics	Implementation
Generate input from sales and marketing stakeholders to determine your individual business requirements.	Align requirements to your relevant KPIs (Key Performance Indicators), content library and campaign plans.	Build a campaign and nurture narrative to translate cold leads into warm prospects supported by lead nurturing and scoring processes.	Working with your internal teams to ensure all essential campaign requirements are built into the final solution.

## Time-Based Tech-Touch Nurture Framework

XenApp & XenDesktop Customer Success Services Subscribers



## Getting started

You want to help your team deploy your content and messages for maximum impact? Get in touch.

Email [info@velocitypartners.com](mailto:info@velocitypartners.com) or pick up the phone +44 (0)208 940 4099