



FIREFLY  
P A R T N E R S

Get Out the Map:  
Email Journeys that  
Return Results

# About Firefly Partners



We are a **women-owned** digital marketing agency delivering **tailored solutions** that help **progressive nonprofits** achieve their goals.



# What We Do



Digital Strategy + Support



Website Design + Development



Email + Fundraising Campaigns



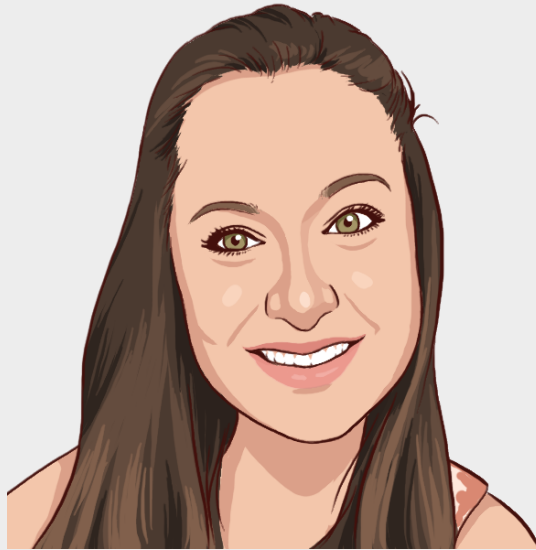
Tool Selection + Upkeep



Analytics + Optimization



# Speaker Intro



Monica Malmgren,  
Senior Digital Strategist



# Session Overview

- Why Automation?
- Example 1: Welcome Series
- Example 2: Re-engagement Series
- Example 3: Donor Nurture Series
- Reporting and Adjusting



# Automation 101



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A photograph of two people seen from behind, embracing each other. The person on the left has dark skin and curly hair, wearing an orange sweater. The person on the right has light skin and blonde hair, wearing a yellow sweater. They are standing in front of a large window with a view of green trees outside. The image is partially obscured by a white diagonal shape that contains the text.

# Right People, Right Message

- Email marketing generates 174% more conversions than social media
- Automated emails are messages sent automatically from your marketing tool to subscribers based on characteristics or actions.
- Automated email messages average 70.5% higher open rates and 152% higher click-through rates than “business as usual” marketing messages.