# Creating anniversary mailings
Smart Guide

This Smart Guide shows you how to wish your readers a happy anniversary using a trigger mailing. You can also use trigger mailings for other recurring, recipient-specific anniversaries. Please make sure that the recipient data table contains a column with the anniversary date. You can synchronise the data via a connection or set up the data manually.

Preparation: For the latter, click ▦ (*Configure column*), *Create new column* in the recipient database and define the 'Anniversary' column name (*Date only* date type). Then click *OK*.

CREATE ANNIVERSARY COLUMN

1. Select the desired mailing list, click the ✉ *Mailings* agent and open the *Trigger mailings* tab.

2. Select ▯ *(Create new trigger mailing)*.

3. Enter a descriptive name for the mailing.

4. Select *Anniversary mailing* as the type.

5. Specify the mailing format required, and, if necessary, a template.

6. Click *Next*.
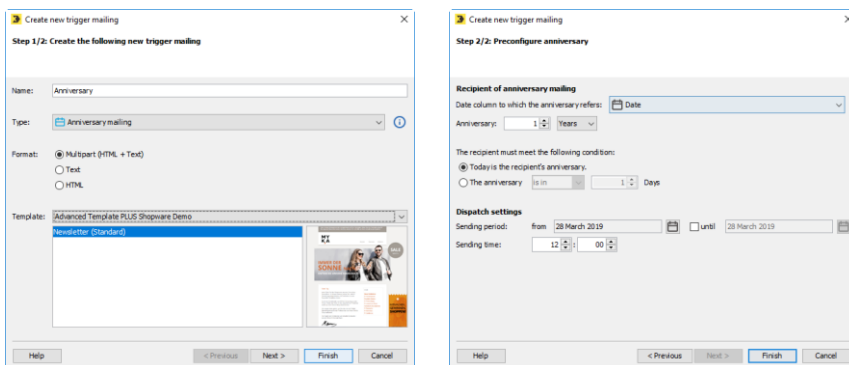
1. Select the recipient table column with the anniversary date and specify the sending conditions [1].

2. Specify the dispatch settings and then click *Finish*.

3. In the Mailing Editor, enter, check and approve the content in the usual way and assign the recipients.

4. In the ✈ *Dispatch* workflow step, check the dispatch settings again and modify, if necessary [2].

5. Click ✉ *Activate dispatch*. The anniversary mailing is active and will be sent to the relevant recipients in the list automatically on a daily basis [3].

[1] SENDING CONDITIONS

In the *Anniversary* field, select how often the anniversary recurs. Make the following entries under *The recipient must meet the following condition*:

› Select *Today is the recipient's anniversary* if you would like the mailing to be sent on the day of the anniversary itself.

› Select *The anniversary is in [...] days*, if you would like the anniversary mailing to be sent a specific number of days before or after the anniversary.

[2] DEFINED END DATE

If you want to stop the automatic dispatch at a specific time, define an end date in the sending period. The trigger mailing will be deactivated automatically after the sending period has expired.

[3] REPORTS

You can view reports on your mailing at any time in the ◔ *Analysis* workflow step. Alternatively, you can go to the ▥ *Reports* tab, ✉ *Mailing reports* navigation item, *'Reports on trigger mailings'* category to access the most important key figures.

'ANNIVERSARY MAILING' MARKETING BOOSTER

Anniversary mailings are sent to congratulate recipients on a one-time event. Anniversary mailings achieve significantly better response rates compared with standard newsletters. These campaigns can be set up with very little one-time effort and then run fully automatically afterwards. Nevertheless, many companies still choose to forgo this opportunity to strengthen customer retention and promote sales.

Certain key dates such as the anniversary of a purchase or registration or the recipient's company anniversary are occasions well suited for an anniversary mailing. Anniversary mailings are also a good way to thank the customer for their loyalty in the case of long-term memberships or a large number of orders. The mailing can also be used for reminders for recurrent services or consumer goods that are purchased at regular intervals.

Created as a trigger mailing, the mailing is automatically triggered at a time to suit the occasion. The trigger is the stored date value that relates to the anniversary. The sending time is individually determined per recipient. The easiest way to do this is to use the opt-in date of the newsletter subscribers as the trigger for an anniversary mailing. This date definitely exists, as you are legally required to log it.

Use the mailing to say thanks for your customer's loyalty. This is usually done in combination with a small thank you in the form of a (loyalty) voucher or other exclusive content. Design the mailing with emotional content and address the customer personally. Be sure to use other ways to personalise your mailings too.

For example, *Babywalz* sends out a special newsletter for its own company anniversary and uses the opportunity to thank subscribers with incentives [i].

[I] TIP

In general, the subscriber comes first and not the product. First decide on the objectives of the mailing and the date the anniversary should apply to.

Specify the sending time and consider whether or not you want to use incentives.

Use image personalisation to catch the readers' eye. This increases customer interest in your mailing. For example, you can integrate a name into the image. Sometimes even highly personalised videos are created and placed in the newsletter.