

Odoo Marketing Best Practices

An actionable guide for new marketers to leverage Odoo's integrated marketing suite for maximum impact.

45%

Potential increase in lead generation with marketing automation.

7x

Higher ROI from segmented email campaigns compared to generic blasts.

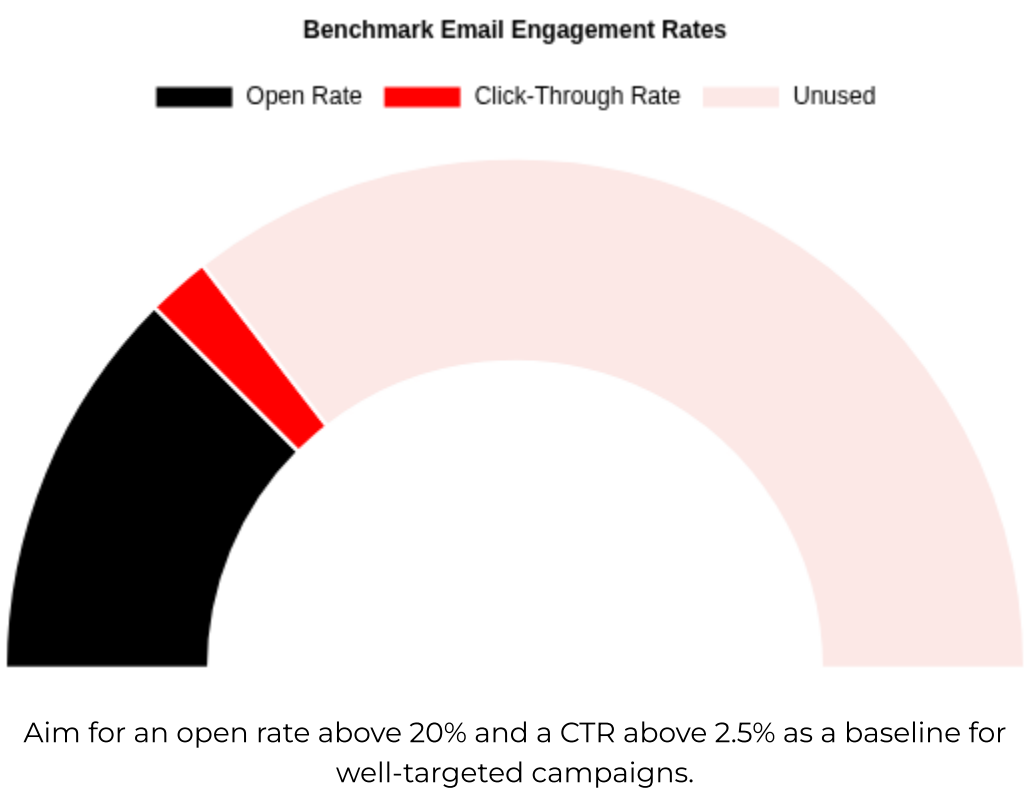
2.5s

The time you have to capture a user's attention. Make your content count!

Email Marketing: Your Direct Line to Customers

Email remains one of the highest ROI marketing channels. Odoo's Email Marketing app allows you to design, send, and track beautiful and effective campaigns without leaving your ERP.

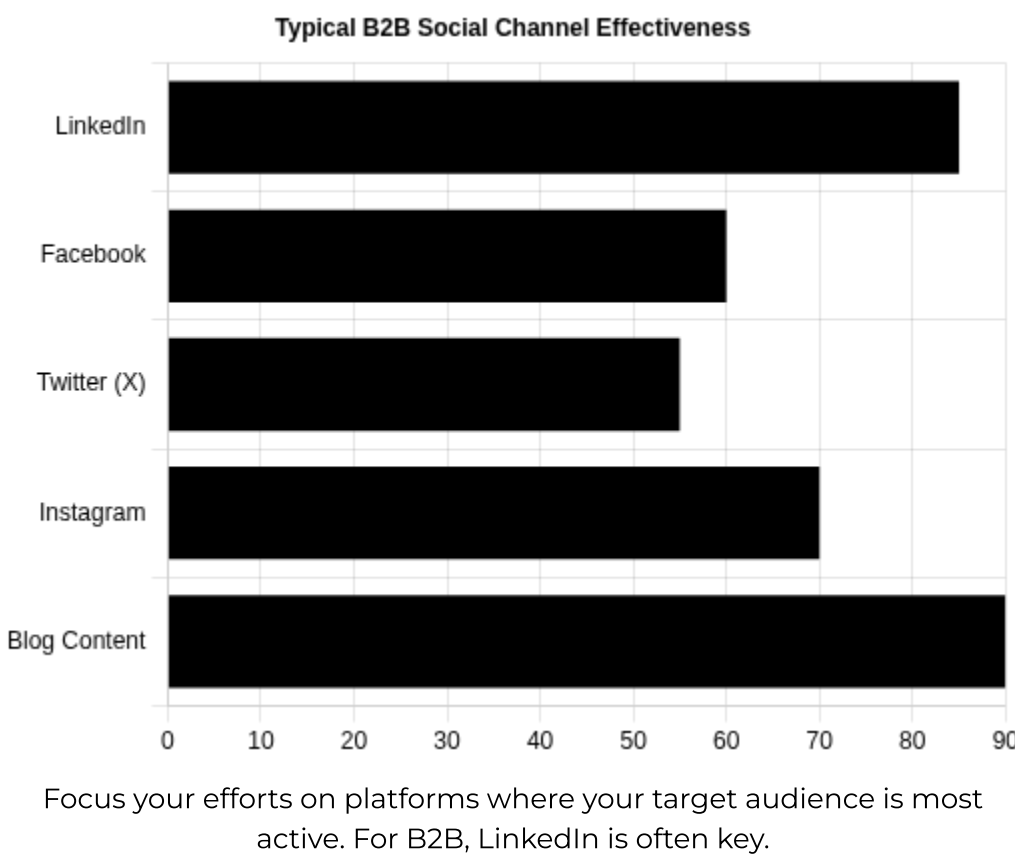
- What to do:** Segment your contact list based on purchase history, location, or interests. Create targeted campaigns for each segment.
- Expected Result:** Higher open rates, better click-through rates (CTR), and increased conversions because the content is more relevant to the audience.



Social Marketing: Engage Where People Gather

Use Odoo's Social Marketing module to schedule posts across multiple platforms, engage with your audience, and track performance from a single dashboard.

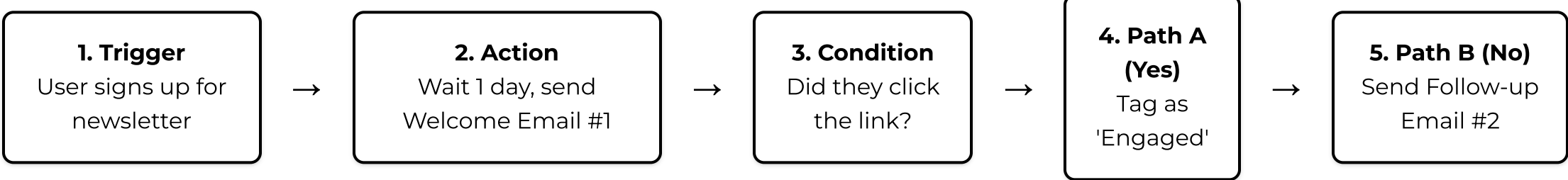
- What to do:** Plan your content calendar a month in advance. Mix promotional content with educational and entertaining posts (80/20 rule).
- Expected Result:** Consistent brand presence, increased follower engagement, and more traffic driven to your website.



Marketing Automation: Work Smarter, Not Harder

Automate repetitive tasks and create personalized customer journeys. Nurture leads automatically until they are sales-ready, saving time and improving lead quality.

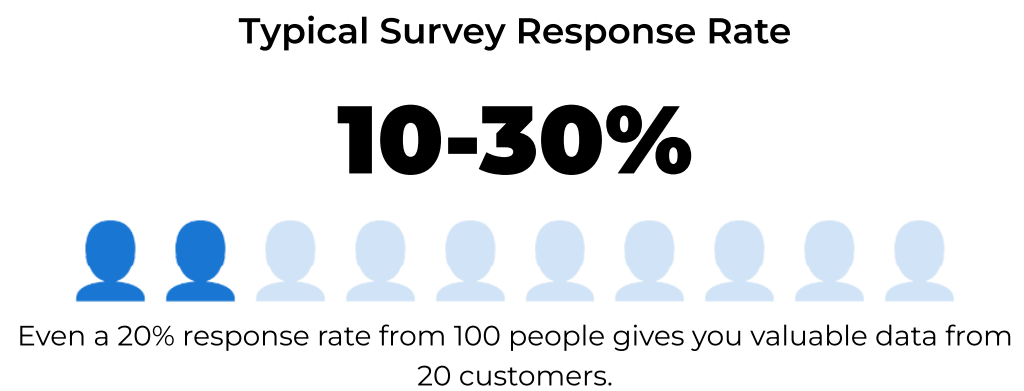
- What to do:** Build a "Welcome Series" automation for new subscribers. Send a sequence of 3-4 emails over two weeks introducing your brand and offering value.
- Expected Result:** Increased engagement from new leads, better brand recall, and a consistent nurturing process that warms up leads for the sales team.



Surveys: Listen to Your Audience

Create and send professional surveys with Odoo to gather valuable customer feedback, conduct market research, and measure satisfaction.

- What to do:** Send a short Net Promoter Score (NPS) survey to customers 30 days after their purchase.
- Expected Result:** Gain a clear metric for customer loyalty and identify promoters (brand advocates) and detractors (at-risk customers) to follow up with.

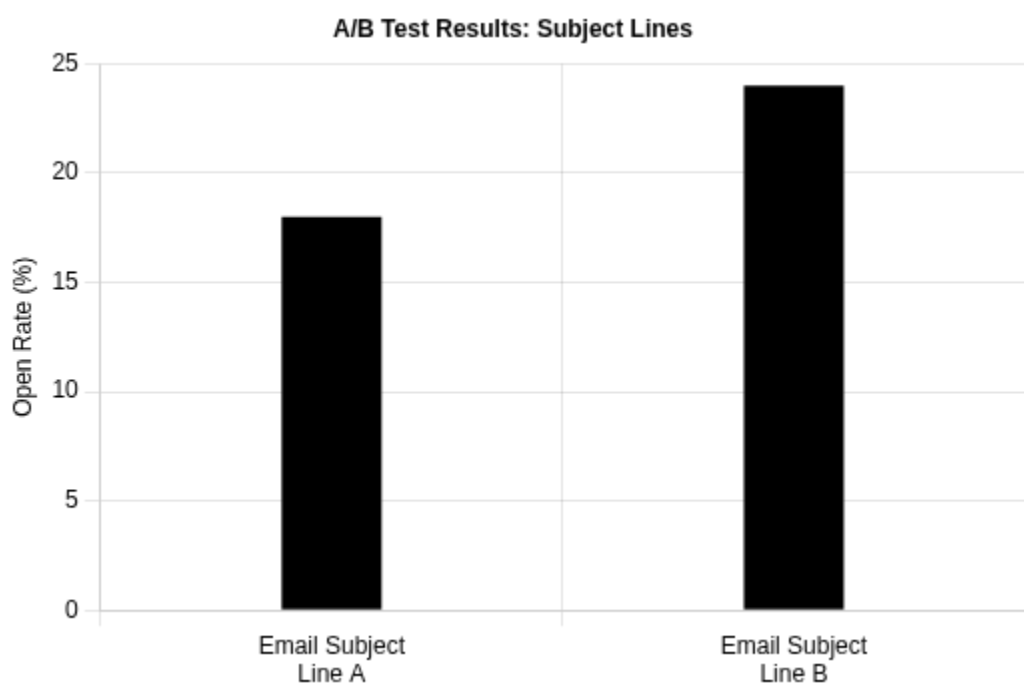


Measure & Optimize Your Campaigns

You can't improve what you don't measure. Odoo provides tools to track campaign performance and test for better results.

- Link Tracker**
- What to do:** Use Odoo's Link Tracker to create unique, trackable URLs for every campaign and channel (e.g., one for Facebook, one for your email newsletter).
 - Expected Result:** Pinpoint exactly which channels are driving the most traffic and conversions, allowing you to allocate your budget more effectively.

- A/B Testing**
- What to do:** When sending an email campaign, create two different subject lines and use Odoo's A/B testing feature to send them to a small portion of your list.
 - Expected Result:** The winning subject line (with the highest open rate) is automatically sent to the rest of the list, instantly improving your campaign's performance.



The Odoo Marketing Flywheel

All Odoo marketing modules work together in a continuous cycle of attracting, engaging, and delighting customers, turning them into advocates who help you grow.

