

# Practical Automation for Busy Marketing Teams with ClassDojo

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**blueshift**



# Speakers



**Andrew Tosiello**

Marketing Operations



ClassDojo



**Ben Okeya**

Customer Success Management



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**Practical  
Automation for  
Busy Marketing  
Teams with  
ClassDojo**

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# Housekeeping

- A copy of this presentation + session recording will be sent to all that have registered
- You can submit questions through the Q&A box at anytime. We will answer these at the end of the presentation
- For feedback and comments, please use the Chat Box
- We will share helpful resources at the end of the session



# Agenda

- Overview
- 4 strategies
- Results
- Key takeaways and useful resources
- Q & A

# ClassDojo overview



**ClassDojo**

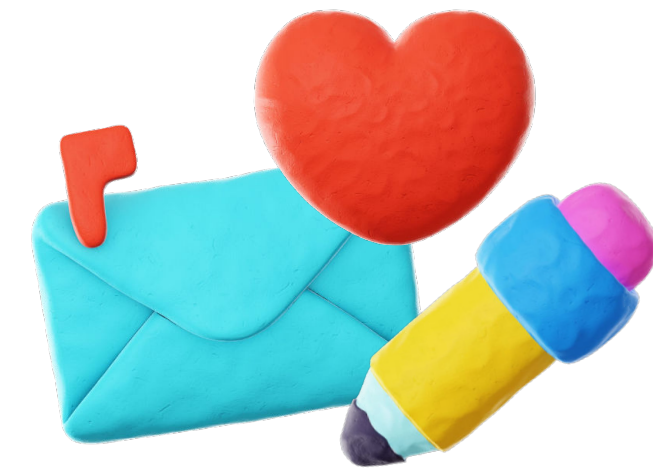
ClassDojo is a global community of more than **50 million teachers and families** who come together to share kids' most important learning moments, in school and at home

2011

Founded in 2011

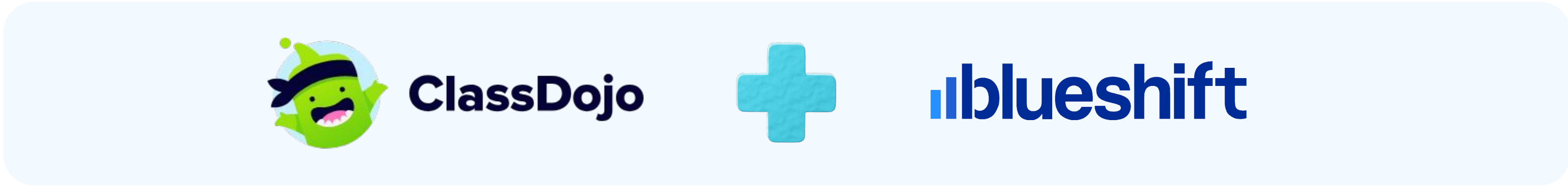


Mobile & web apps

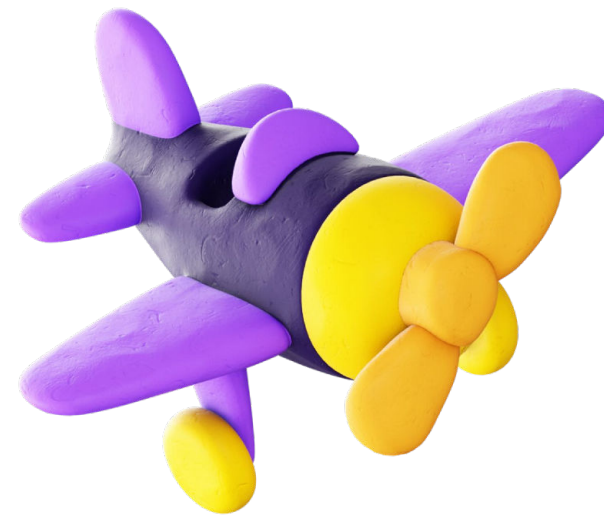


Products include messaging, tutoring, classroom tools, and more

# ClassDojo overview



Privacy and security



Robust customer journeys



A flexible platform

# ClassDojo's MarTech stack

- Blueshift (*CDP and Marketing Automation*)
- Redshift (*Cloud Data Warehouse*)
- S3 (*Storage*)
- Metabase (*Business Intelligence*)
- Sendgrid (*SMTP*)
- Custom Push Delivery Service
- Custom In-App Notification Delivery Service



# ClassDojo Marketing Operations



**Team of two**



**Assisting 6+ teams**



**Identify audiences**



**Run experiments**



**Launch an average of 110 new campaigns per month**



**Analyze and report on data**



# Poll question #1

**Which channels do you use to interact with your customers?**

*(select all that apply)*

1. Website
2. Email
3. Push Notifications
4. In App Messages
5. SMS/MMS
6. WhatsApp
7. Social Media
8. Direct Mail
9. Chat
10. Something Else



# 4 Strategies for Improving Efficiency

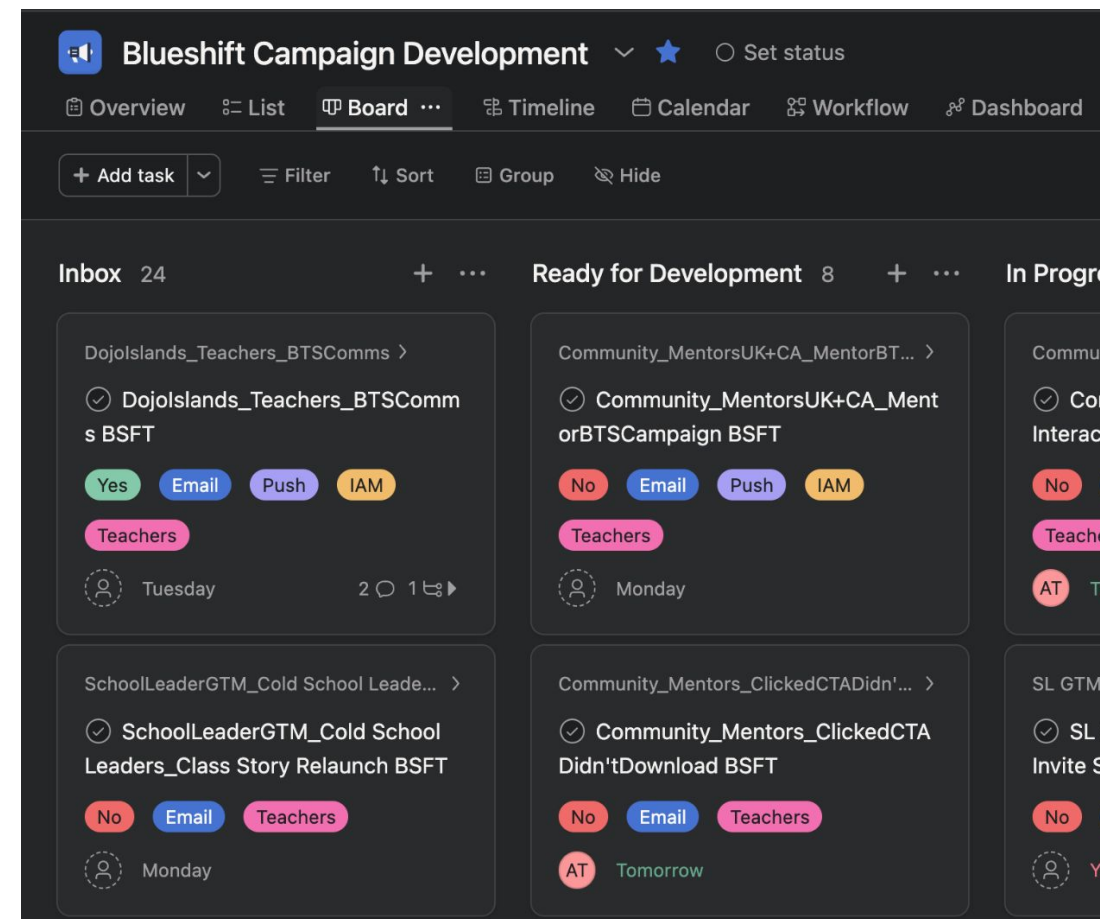
By standardizing the information provided by requesters, we have all the relevant information for each campaign build:

- Creative requests
- Copy text
- Links to Figma designs

All requests are centralized in Asana which updates stakeholders on our progress.

## STRATEGY 1

# Standardize and centralize the request process



**Project Name \***

Please provide a descriptive name for this project, eg, BTS Mentors Phase 1, New Parent Onboarding

Your answer

**Requested launch date \***

This is the anticipated date that the campaign will be shipped publicly.

Date

mm/dd/yyyy

**Please share relevant context about this project. \***

Your answer

**Campaign Goal \***

Please provide the goal of this campaign. If possible, provide success metrics.

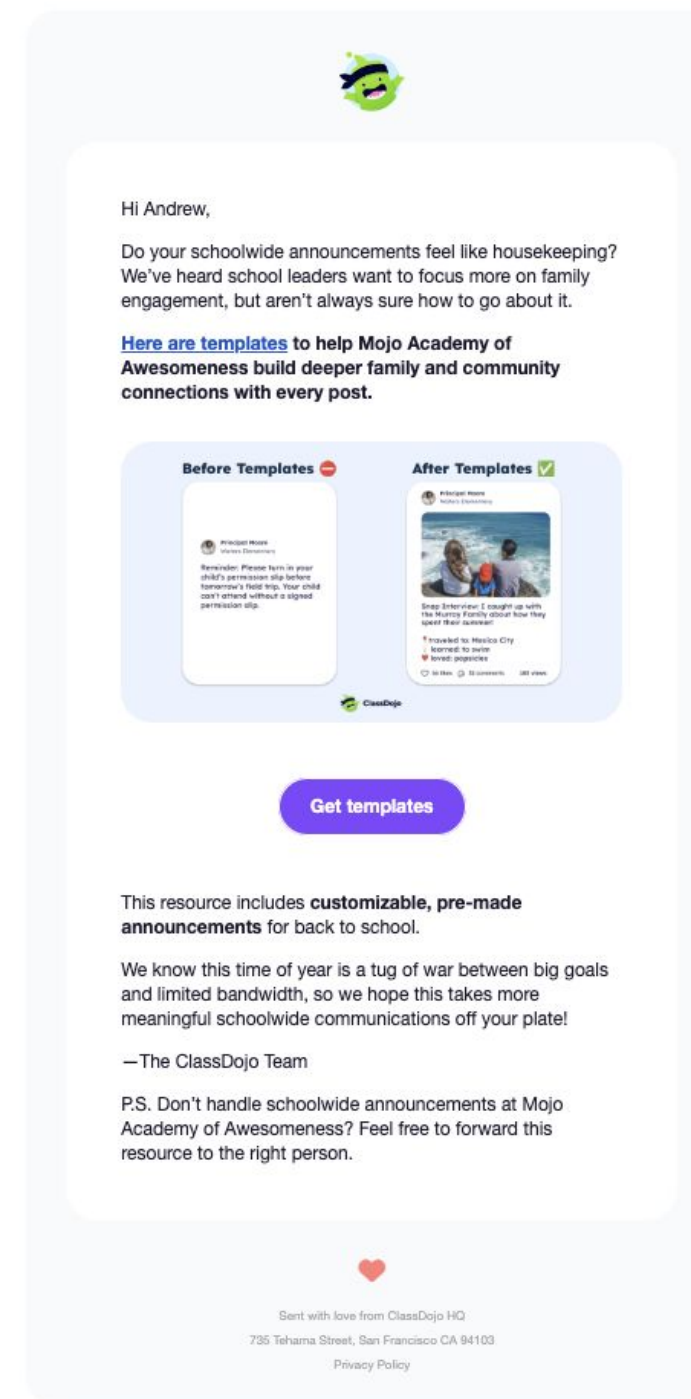
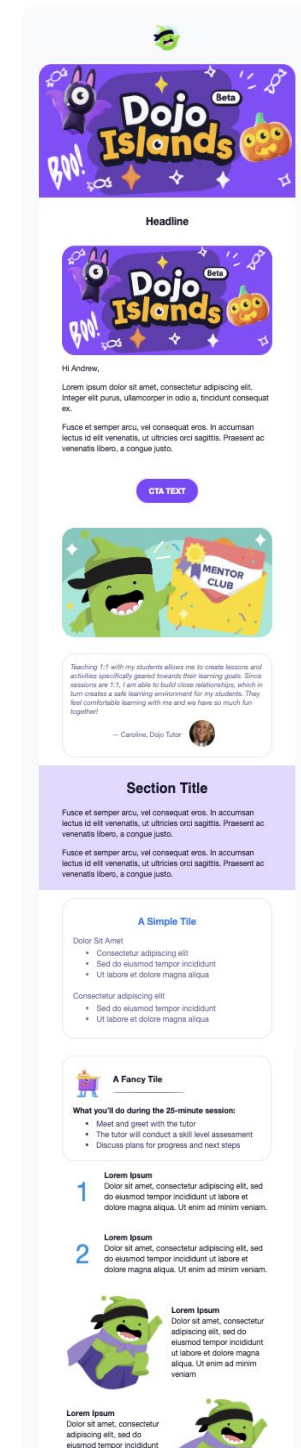
Your answer

We built standard HTML templates that contain a variety of our commonly used modules, so that we can quickly generate new emails without having to start from scratch.

Everything is clearly commented in the HTML template, so it's easy to cut or copy various blocks of code.

# STRATEGY 2

## Build ahead of time



## STRATEGY 3

# Set up self-serve tools



**Self-serve tools are the keys to the kingdom**

STRATEGY 4

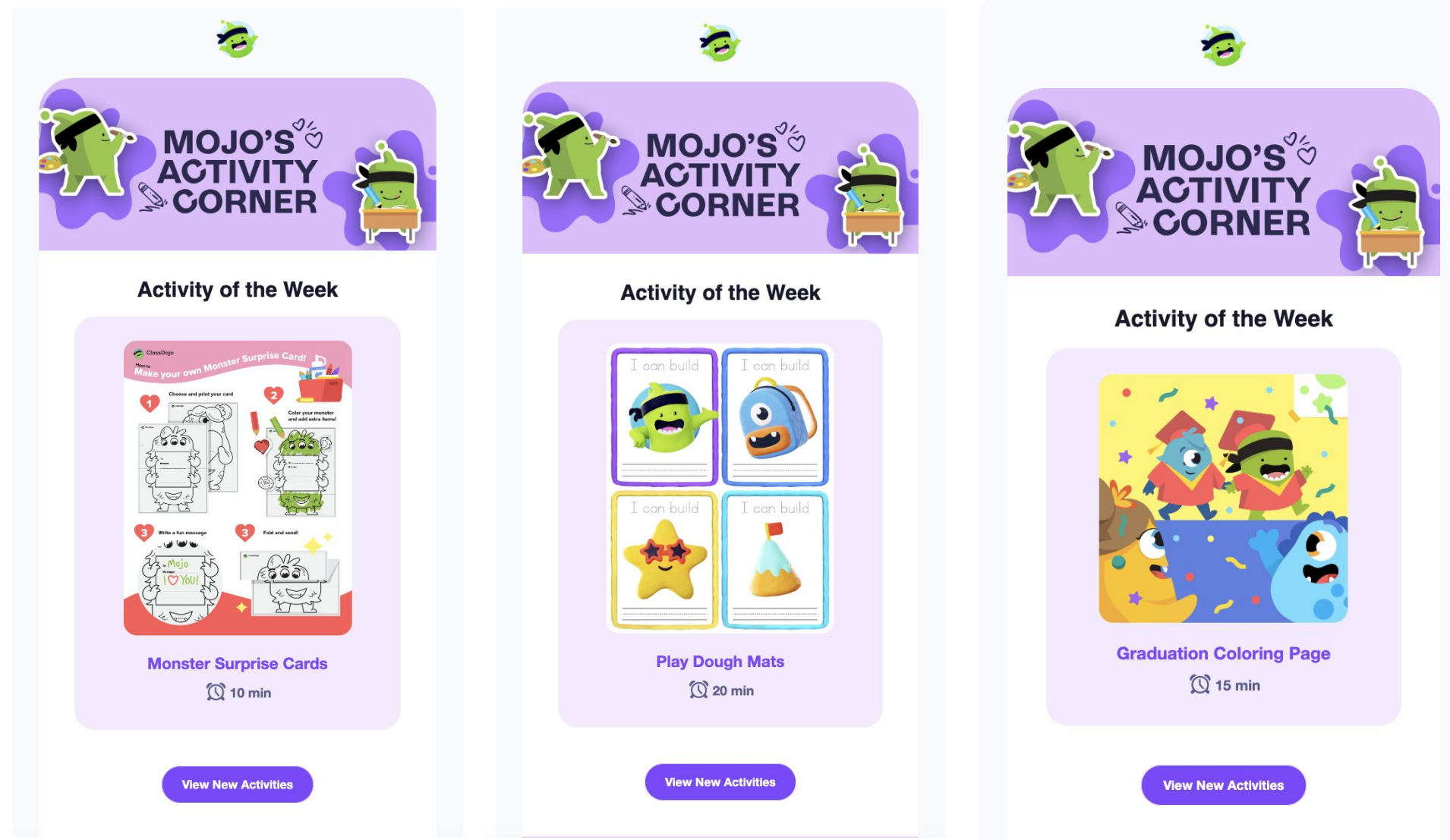
**Automate everything**

## EXAMPLE

# Mojo's Activity Corner

When this campaign launched, it required up to **1 hour** of hands-on marketing ops time, from requesting assets from the campaign manager, updating the email with new assets and links, to sending out test emails.

After automating it, the campaign took **15 minutes** of active work by marketing ops.



## Poll question #2

How many data sources and tools are part of your MarTech Stack?

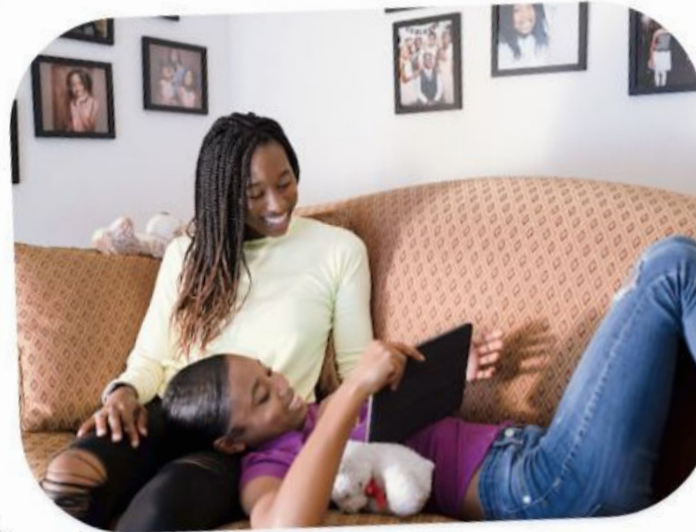
1. 1-10
2. 11-20
3. 21-30
4. 31-50
5. 51+
6. I don't know / Unsure





# Other automations

- Submitting requests to the Marketing Ops board in Asana
- Creating survey emails
- Sending test emails on demand
- Updating user attributes on demand



# Results



**Time saved**



**Launched products**



**Enabled connections with our users**

# Helpful resources

- [Blueshift API Documentation](#)
- [Google App Scripts](#)
- ChatGPT
- **Smart Guide to Cross-Channel Campaigns**
  - Learn how marketer-accessible AI can help you scale your marketing, identify the right audience and send them the best message across every channel in real time.



# Questions?

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Submit your questions through  
the Q & A box

 blueshift



# Thank you!

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**Andrew Tosiello**  
Marketing Operations  
ClassDojo

**in** [LinkedIn](#)

**Ben Okeya**  
Customer Success Manager  
Blueshift



[Ben.Okeya@GetBlueshift.com](mailto:Ben.Okeya@GetBlueshift.com)



[LinkedIn](#)