



10 email programs proven to increase revenue

BEST PRACTICE GUIDE



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What is marketing automation?

Put simply, marketing automation is sending the right message, to the right person, at the right time, automatically. And it's easier to begin the journey than you think.



Work smarter, not harder

What if you could re-create that personal touch your customers experience in their favorite store, but online? That personal experience where you know shoppers' names, their shopping needs, and can make suggestions based on what they've bought in the past? Well, if you had just a handful of customers, then that would be pretty easy.

But you don't. You have thousands. Hundreds of thousands. Each of them generating multiple activities, at different times of the day, all saved in your ecommerce store but impossible to track and respond to manually.

So, what do you do?

Turn to Dotdigital, that's what. We understand just how vitally important marketing automation is. What a beneficial difference it can make to your profits. Using our powerful marketing automation tools, you can engage with as many customers as you want, all on a one-to-one level.

Online retailers

Your online storefront allows you to build a personalized shopping experience.

But if your email marketing platform doesn't work well with your ecommerce store, sending the simplest email campaign can be a headache. This is where Dotdigital shines.

Our platform integrates seamlessly with ecommerce systems to make it easy for you to tap into your customer data-your most important marketing asset. This means sending highly personalized campaigns is incredibly simple.

In this guide, we share the 10 email programs our experience has proven will increase your revenue.

Email marketing automation

Email is the most effective marketing channel for online retailers. Just take a look at some of the stats.

- On average, email returns \$36 for every \$1 invested.
- There are 4 billion daily email users around the world.
- 78% of marketers have seen an increase in email engagement over the last 12 months.
- More than 8 out of 10 people open welcome emails, generating 4x as many opens and 10x as many clicks as other email sends.
- 59% of Millennials, and 67% of Generation Z primarily use their smartphones to check email.



10 marketing automation programs proven to increase revenue

Marketing automation allows you to send the right message, to the right person, at the right time, every time. We've evaluated 10 email programs we know will deliver a healthy return on investment.

- 1 **Welcome programs**
- 2 **Transactional programs**
- 3 **Post-purpose programs**
- 4 **Abandoned cart programs**
- 5 **Abandoned browsing programs**
- 6 **Product replenishment programs**
- 7 **Customer retention programs**
- 8 **Recommendation and upsell programs**
- 9 **Lost customer programs**
- 10 **Date driven programs**

1

Welcome programs

Good welcome programs focus on building the relationship, not selling to the prospect.

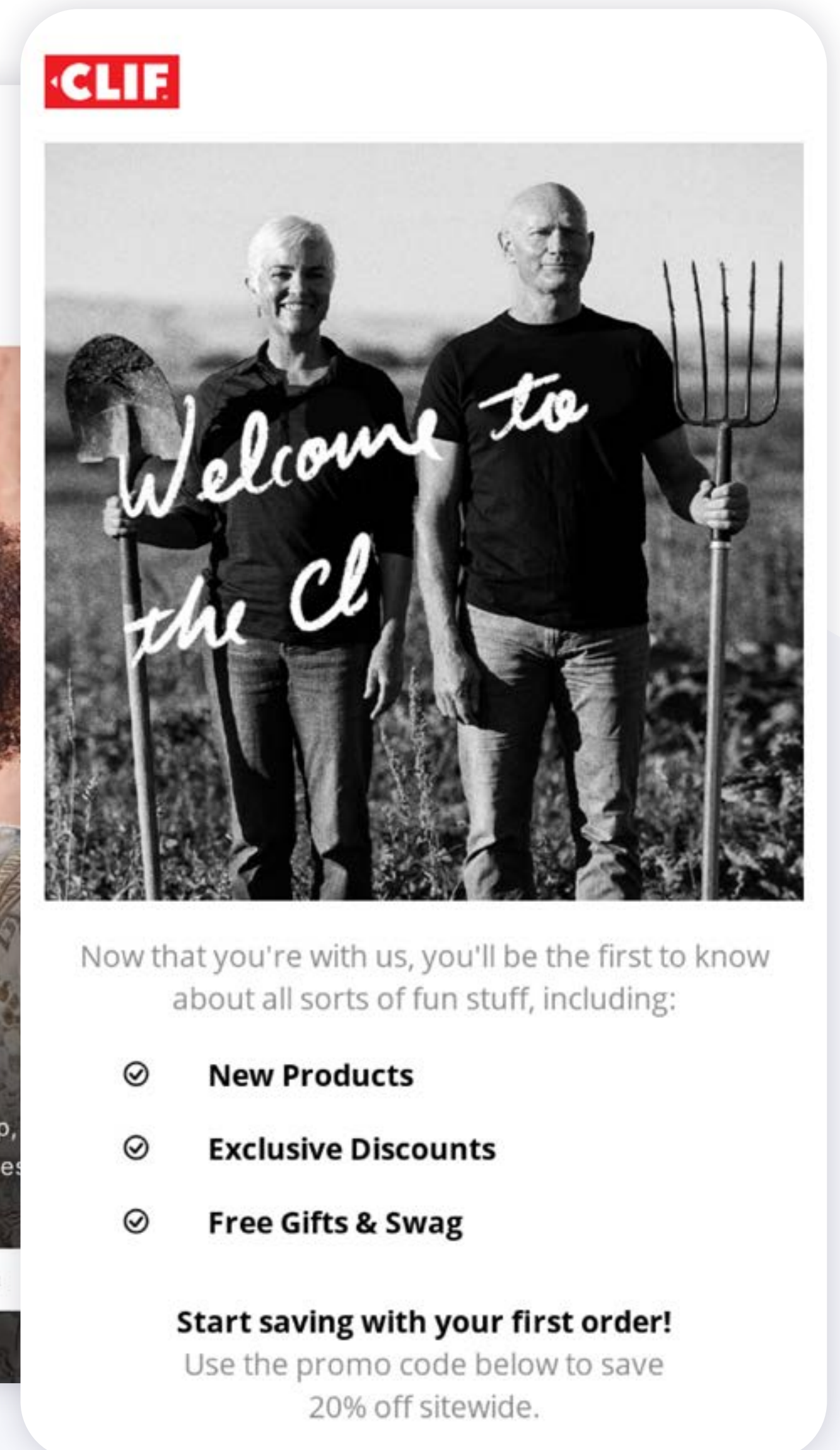
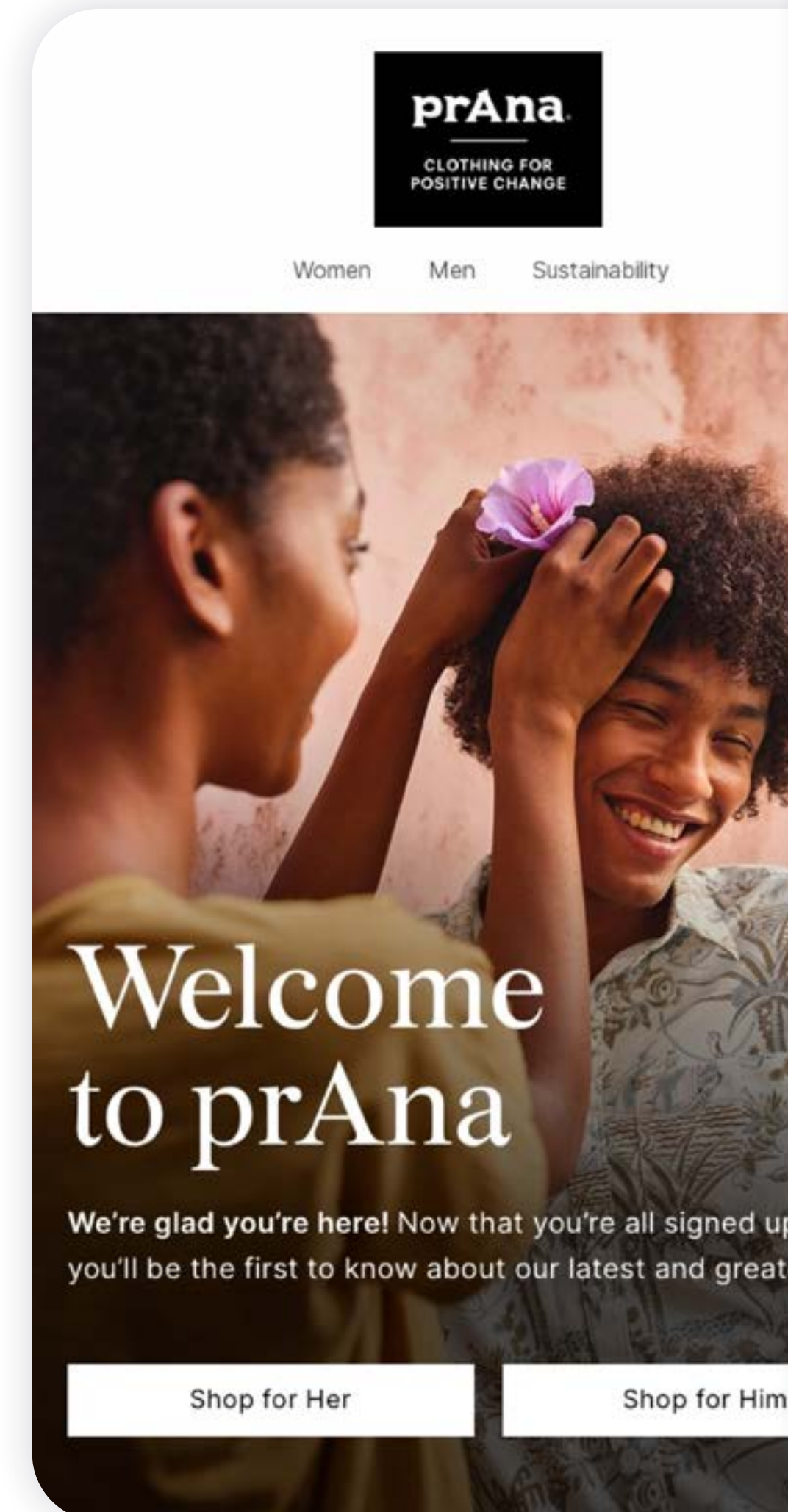
They're an important opportunity to collect valuable data on your prospects. They enable you to begin sending a series of personalized emails via marketing automation.



A fully optimized welcome program should:

- Collect essential information on your customers using branded preference centers.
- Communicate the benefits of subscribing and explain your USPs.
- Demonstrate brand credibility by showcasing online reviews, testimonials, and links to social media channels.
- Connect with customers by sharing insider tips, exclusive sale previews, and highlighting upcoming events.

Remember: if you ask for additional data from the prospect, make it clear how you will use it, and what they will get in return.



2

Transactional programs

Your ecommerce platform will give you a number of default transactional emails for different types of customer interaction, from newsletter sign-ups to order confirmation. But the customization capabilities are relatively limited. Until now.

Imagine this: your expensively acquired prospect likes your products and requests more information. But when they receive your email it's uninspiring and doesn't match the brand experience they have had so far. By integrating with a marketing automation platform, you can take things to a whole new level.

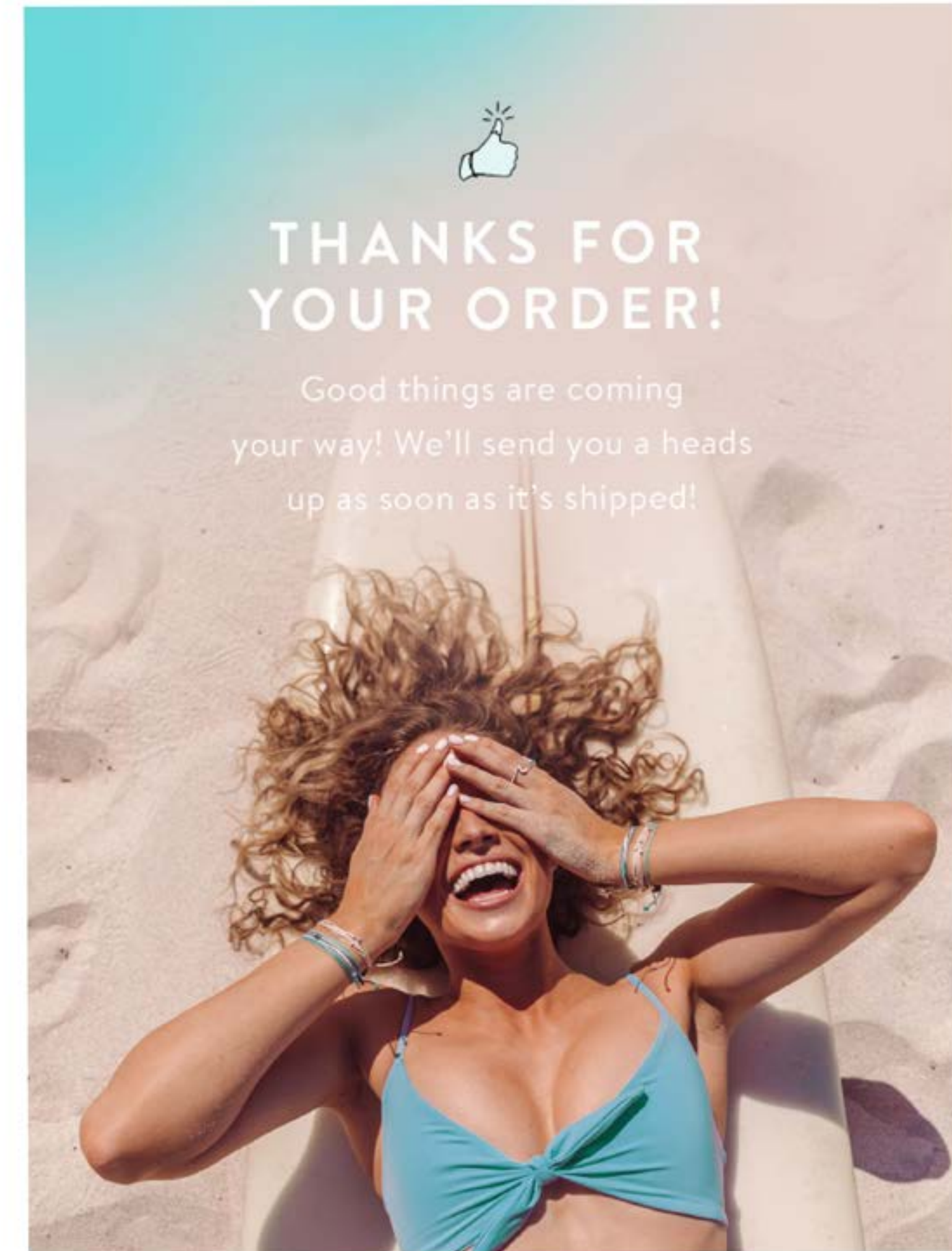
Dotdigital enables you to create highly customizable, branded, and personalized transactional emails.



Purchase confirmation optimization

- Thank the customer for their purchase.
- Confirm payment, delivery, and product details.
- Be as specific as possible about delivery and shipping, providing tracking links where possible.
- Showcase related products in a recommendation block and make it easy for the customer to add more products to their order.
- Share customer service contact information, live chat options, and links to FAQs.
- Introduce the customer to your social media community.
- Encourage unsubscribed customers or 'guest' checkouts to sign up for your newsletter during this 'honeymoon' period.
- If there are further emails to follow, confirming delivery information and shipping, tell them.

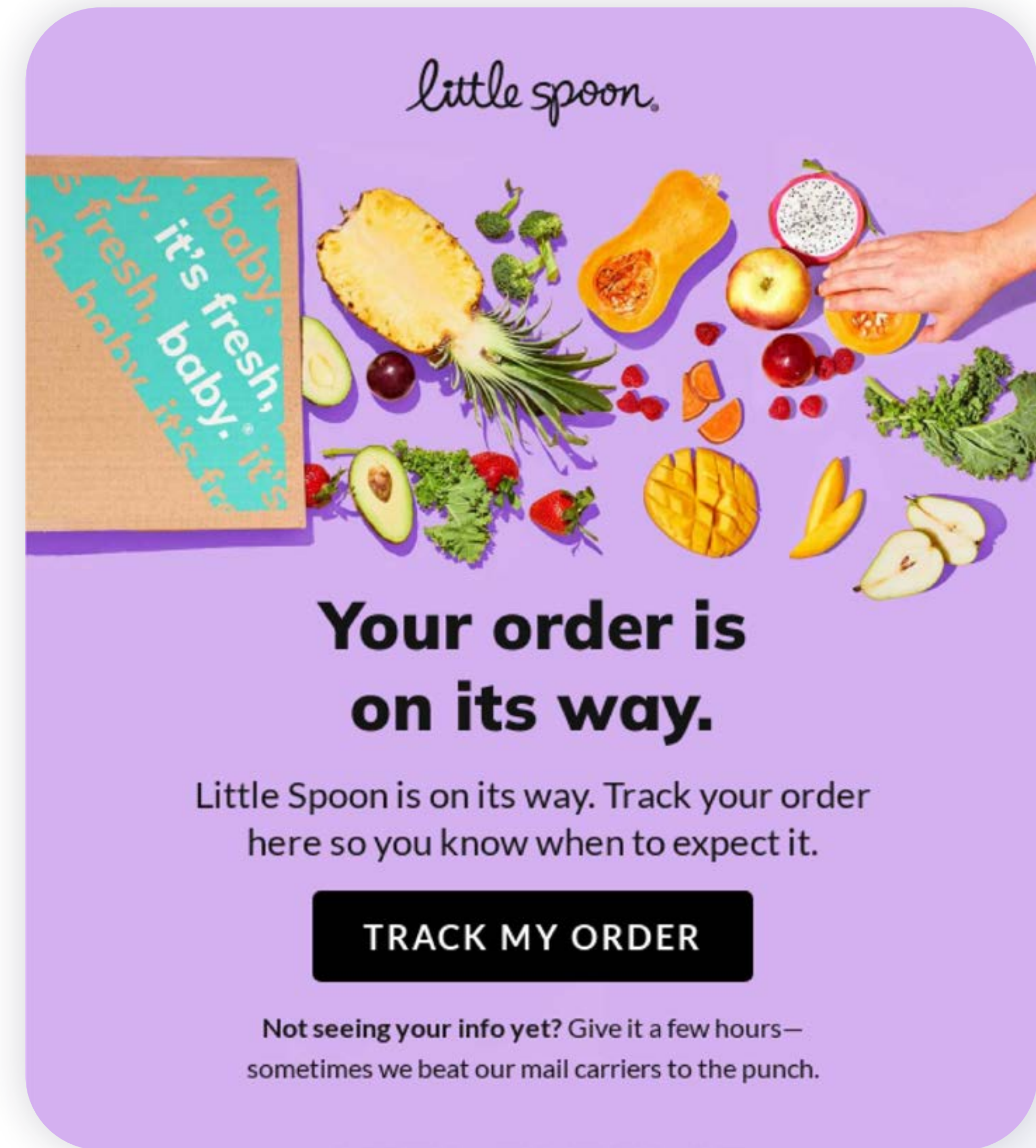
puravida
LIVE  FREE



Shipping confirmation optimization

- Make it clear which delivery service is being used to ship the item.
- As with the purchase confirmation, be as specific as possible about delivery times, address, and delivery tracking details.
- Include customer service contact details – it's better to be proactive about resolving any issues to avoid negative reviews and social mentions.
- You're delivering a positive message – a perfect opportunity to adopt a lighter tone of voice!

Remember: post-sale transactional emails have the highest customer engagement of any communication so make sure you have plenty of opportunities to cross and upsell your products.



3

Post-purchase programs

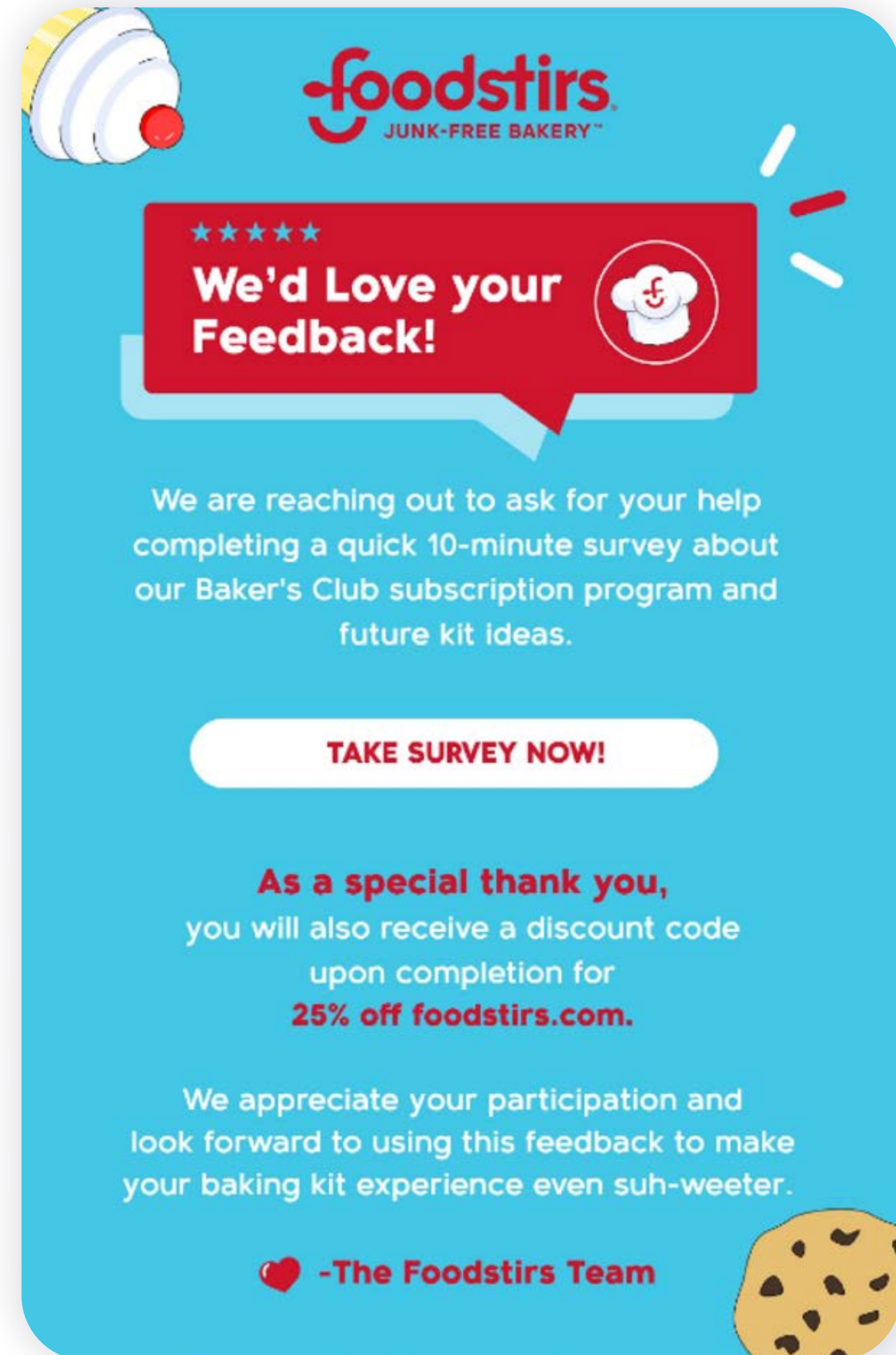
The post-purchase program engages with the customer at a different stage in the lifecycle following a purchase. This could be a feedback request immediately after a purchase or a win-back campaign.



A post-purchase program should aim to build trust and make them feel great about the product they've just bought, in order to:

- Reduce post-purchase uncertainty and therefore minimize returns.
- Further enhance your brand.
- Take advantage of repeat purchase opportunities.
- Develop customer loyalty and advocacy.
- Collect additional data to personalize your website and email in the future.

For online retailers, syncing your customer order data with your email marketing automation platform can be a headache. With Dotdigital it's easy.

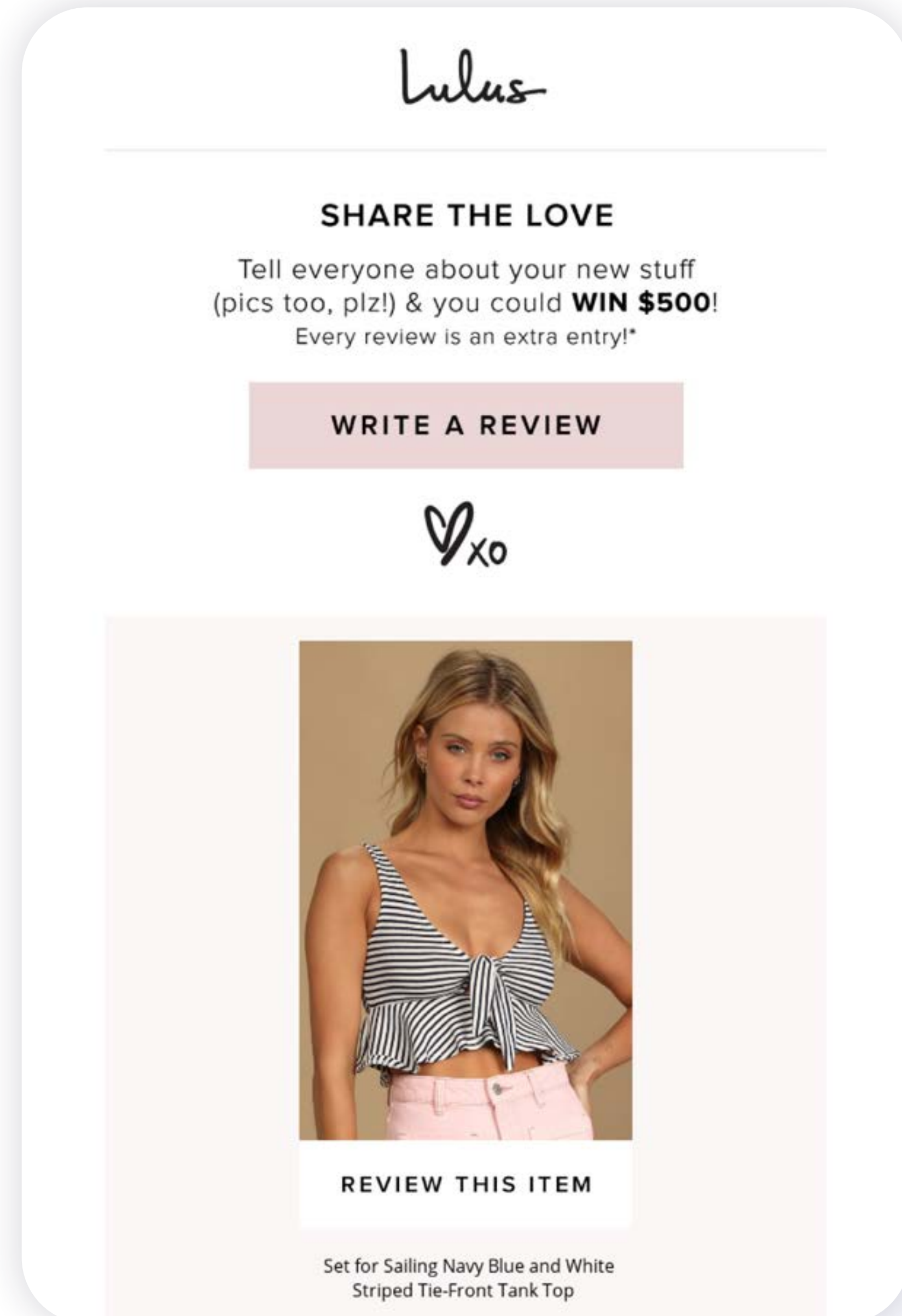


How did we do, and how do you feel?

Asking new customers for feedback on the shopping experience they've had is your opportunity to gain insight on the usability of your website, the product search and checkout experience.

Social media has taught us that people like to feel their opinion matters—so ask your customers what they think, and they'll respond.

- Make sure the email is well-timed-within a couple of days of delivery-so the experience is fresh in their mind.
- Include an image of the purchase to remind customers which product they're reviewing.
- Include customer service details to ensure the customer can resolve their issues with you before they post a negative review.
- Incentives will help encourage responses and make reviewing feel less like a chore.
- Use marketing automation to thank them once feedback has been left.



4

Abandoned cart programs

The average cart abandonment rate is around 77.13%. Shoppers are faced with more choices than ever before, and that means they're taking the opportunity to shop around. Some savvy shoppers have even come to expect abandoned cart offers.

In the revenue-rich world of marketing automation, abandon cart emails are the most popular and highest returning automation programs available. Open rates are incredibly high at 43.76% and click-through rates sit at 8.76%, significantly higher than the industry standard CTR of 1.99%



With so much potential, it's essential you focus your abandoned cart program addresses key factors that influence the customer's decision-making.

- Let your visitor know their cart is saved, so if they choose to check out it will be quick and easy.
- Introduce the fear of missing out (FOMO) by playing upon a limited-time message or a product stock alert.
- Outline the delivery options available and explain the suitability and value for money of each.
- Reinforce trust in the brand by providing links to reviews, testimonials, and social media platforms.
- Add a product recommendation block to suggest related products alongside the contents of their saved cart.
- As a last throw of the dice, try offering discounts and free delivery

We recommend sending the first reminder message within the first hour, and then testing and adapting based on results. Also, remember to experiment with different timings based on the day of the week.

Two and three-stage abandoned cart programs are effective ways re-engage prospects. A typical program might be built like this...

Triggered Email 1

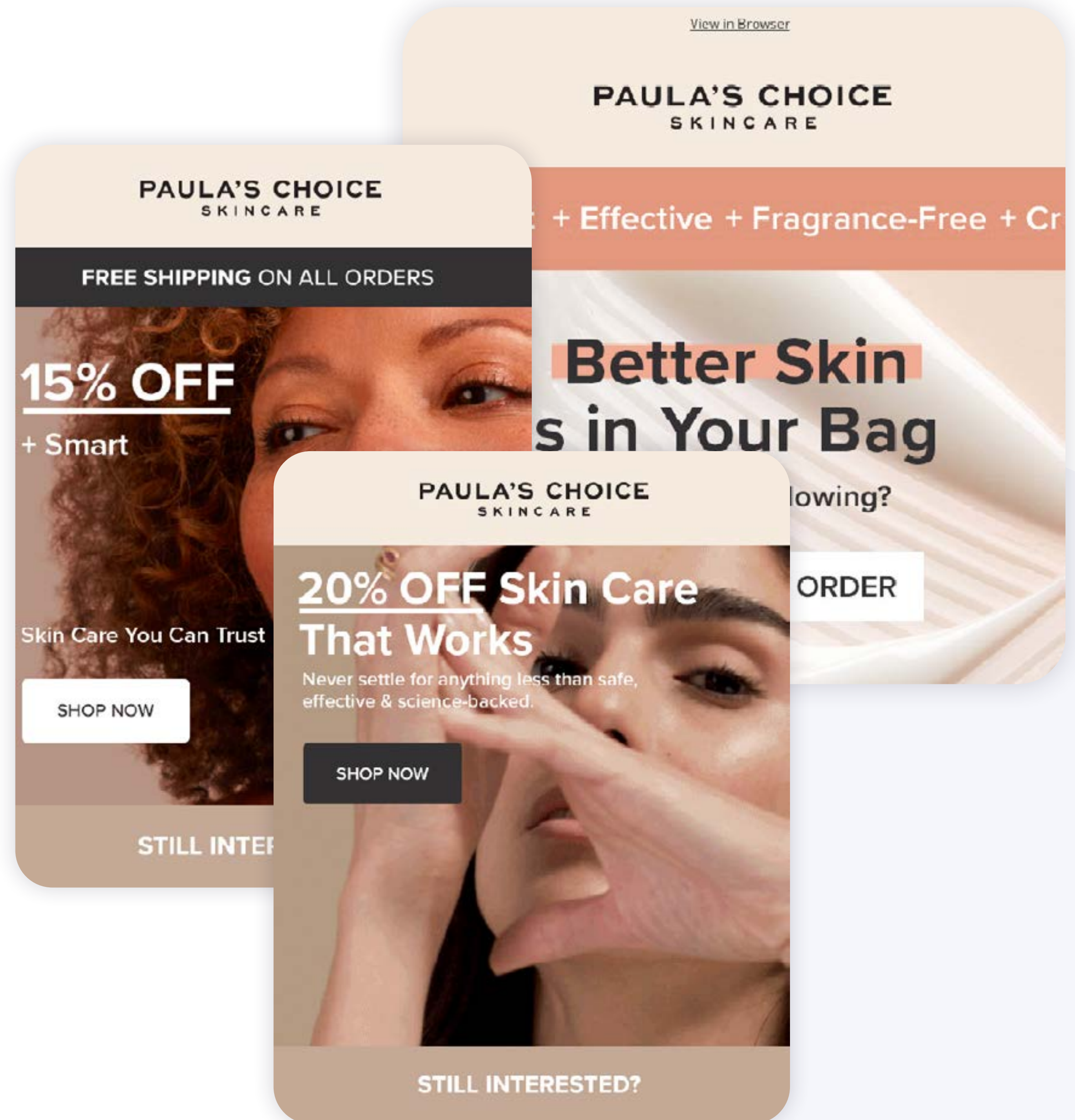
Sent 1 hour after the cart is abandoned. Ask your customer if they need any help. Remind them of the contents of their cart. Provide a call-to-action to revisit their cart and complete the sale.

Triggered Email 2

Sent 1 day after the first email. Remind them that the contents of their cart are still saved, and remind them of the benefits of shopping with you.

Triggered Email 3

Sent 1 week after the second email, offering your customer a discount voucher or unique discount code to use if they complete their saved cart purchase.



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Abandoned browsing programs

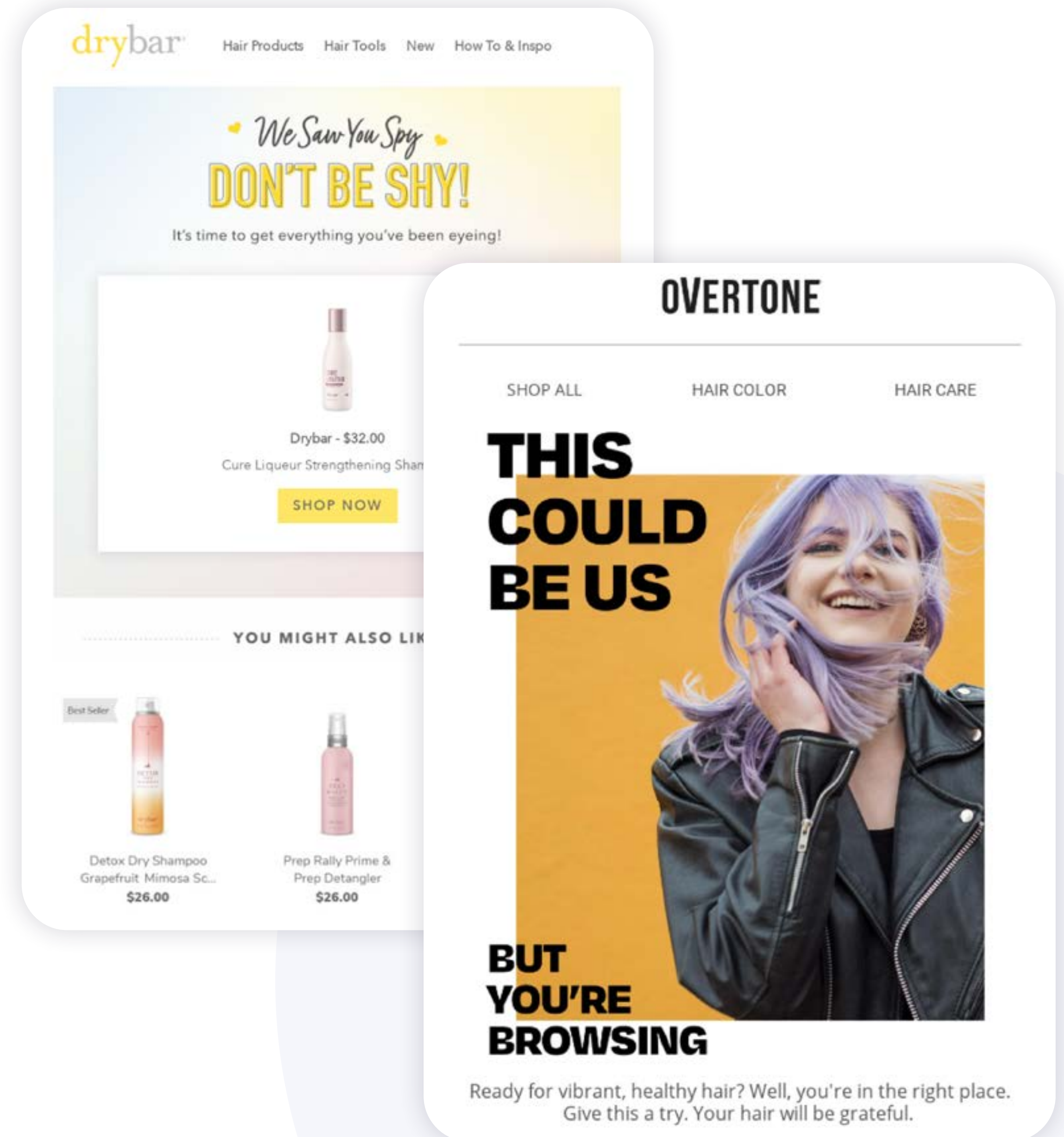
Using web tracking, online retailers can automate an email to follow up on potential customers who leave your site before completing a purchase or signing up for more information.

If you already have their email address, you can address their reasons for leaving and encourage them to return with an abandoned browsing program.



Although your visitor was not as close to completing a purchase as an abandoned cart visitor the returns on investment can still be healthy by following these steps:

- Send soon after they abandon, ideally within 1 hour.
- Help them choose the right product/service - provide product recommendations based on the data you do have.
- Educate them about your brand; ensure your email design is consistent with your website and includes educational content.
- Give them customer service information such as privacy/security information and a link to reviews.
- Let them know about additional benefits such as offers, free shipping, or returns.
- Include a clear call to action to return and add an item to the cart.



6

Product replenishment programs

Marketing automation is a really effective way of driving and increasing repeat sales and recurring revenue. It's particularly useful if you're an online retailer selling products with a repeat purchase or replenishment lifecycle.



An effective product replenishment program may be structured like this:

- Identify the product, its lifecycle, and the trigger point for re-stocking.
- Segment customers based on their purchasing habits – those who re-stock earlier or more frequently – and tailor programs around each group.
- Test incentives and calls-to-action for driving maximum conversions. The effectiveness of discounts, free delivery offers, bundles, simple reminders or Buy-One-Get-One-Free's may vary for different customer segments.

Dr. Mary Brittain Blankenship's Dispensary



Just a friendly reminder, Smiles Davis.

4 weeks ago you were prescribed **OmegaGenics® EPA-DHA 1000 (60 Softgels)** and you will run out soon!



OmegaGenics® EPA-DHA 1000 (60 Softgels)

Metagenics

If this is still within your prescription you need to reorder it.

[View your prescription](#)

You can also call the Fullscript patient ordering hotline toll-free at 1 (877) 941-1449

You may also need to refill the following products



D3 5,000 + K (60 Softgels)

Metagenics

If this is still within your prescription you need to reorder it.

7

Customer retention programs

When creating a customer retention program, the focus isn't on selling, but on building a customer relationship. It's designed to keep your brand front of mind, with the aim of turning apathy into advocacy.

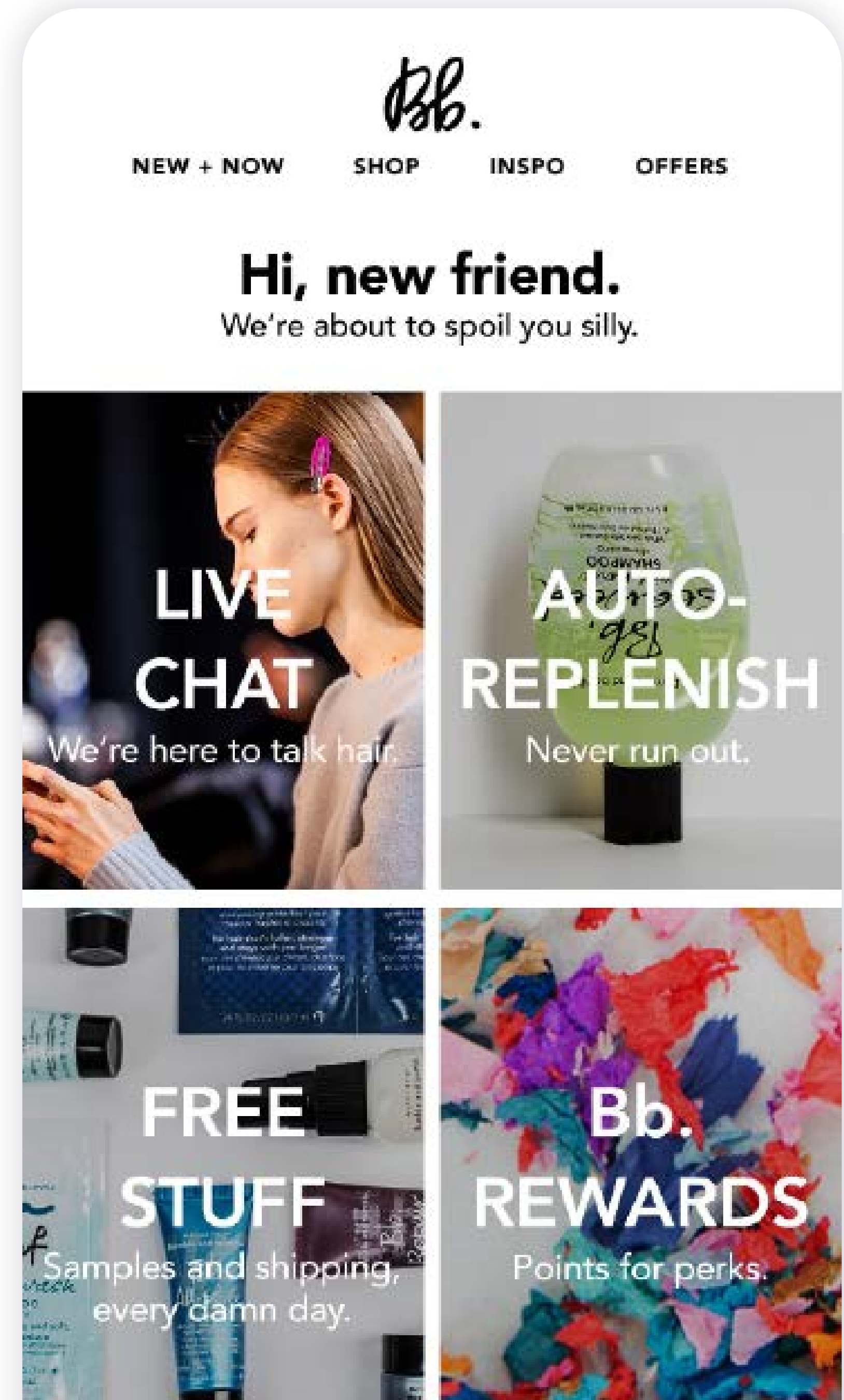


Brand building

The key is value-added content. This should take center stage with all customer communications.

- Video content.
- Event invitations- especially if there's an exclusivity factor only available by associating with your brand.
- Identify, then smooth out possible pain points.
- Competitions and prize draws.
- New product previews.
- Product usage/care hints and tips.
- Customer feedback surveys.

Your transactional data, combined with the customer profiling data from your email marketing automation platform, form ideal trigger points for launching customer retention programs.



VIP customers

Not all customers spend equally, so segment your best customers and create an automation program that rewards their greater loyalty and extra spend. If, for example, 20% of your customers have an Average Order Value (AOV) twice that of your database average, purchase from you at least twice a month and have ordered in the last two weeks, then this may well be your customer sweet spot. You'll gain most revenue by investing in retaining this segment.

Your marketing automation platform allows you to focus on these key data points to profile your best customers.

- Recency of purchase and visits.
- Frequency of purchase and visits.
- AOV.
- Total spends.
- Email marketing engagement, e.g., opens and click-throughs.
- Product returns.
- Product reviews and social engagement.

To view this email as a web page, go [here](#).



MORPHE

Rewards

GET IN ON IT

Discover all the things you can score now that you're part of Morphe Rewards.

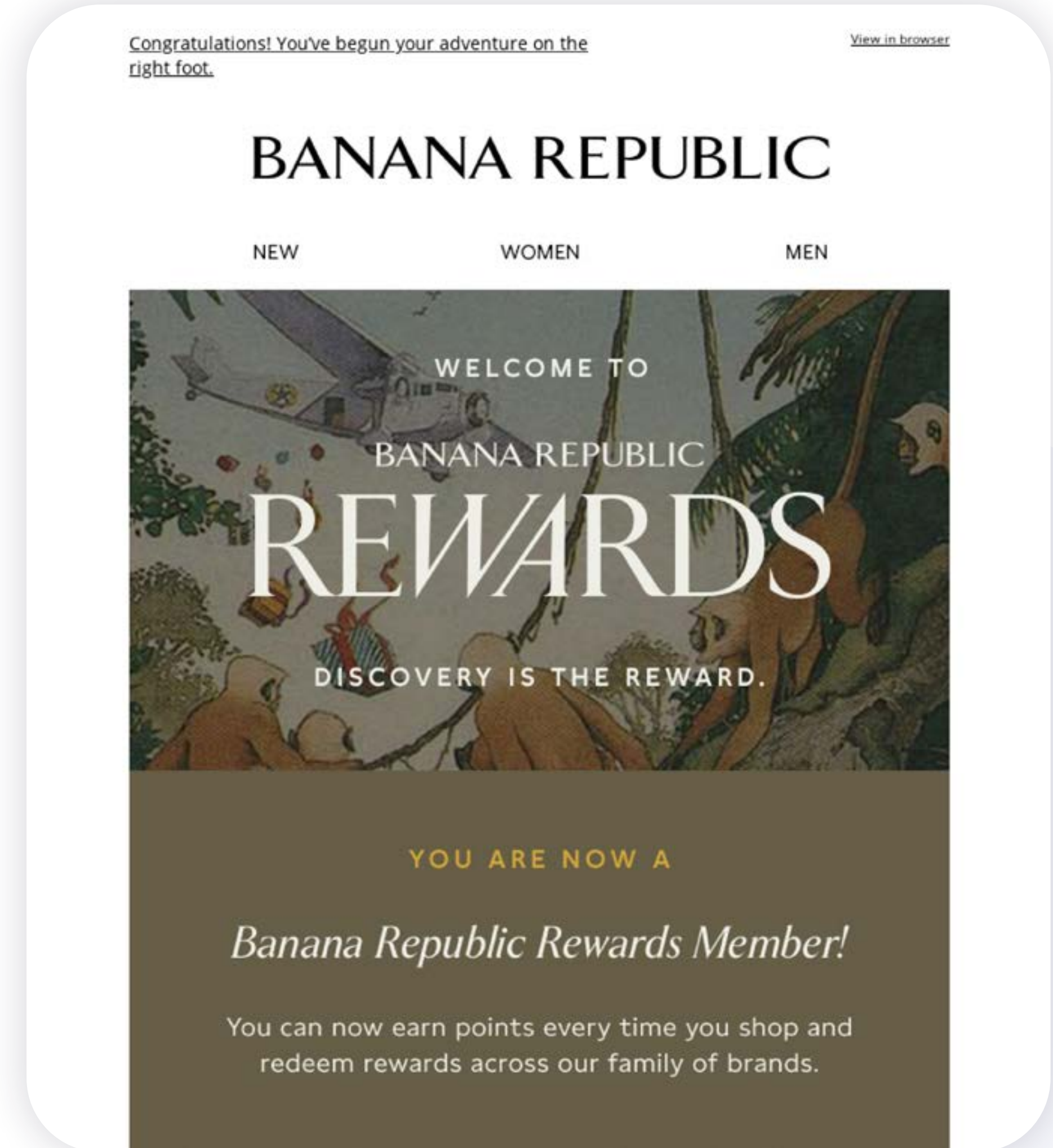


BENEFITS	ISING STAR FREE TO JOIN	HOTSHOT SPEND \$75+	ICON SPEND \$200+
15% OFF YOUR NEXT PURCHASE	✓	✓	✓
POINTS EARNED PER DOLLAR	1x	1.25x	1.5x
BIRTHDAY COUPON	20% OFF	25% OFF	30% OFF

Loyalty program

As an online retailer integrating a loyalty program with email marketing automation is a must to drive and reward customer loyalty.

It means you can create programs based on customer loyalty and encourage them to spend more to earn more.



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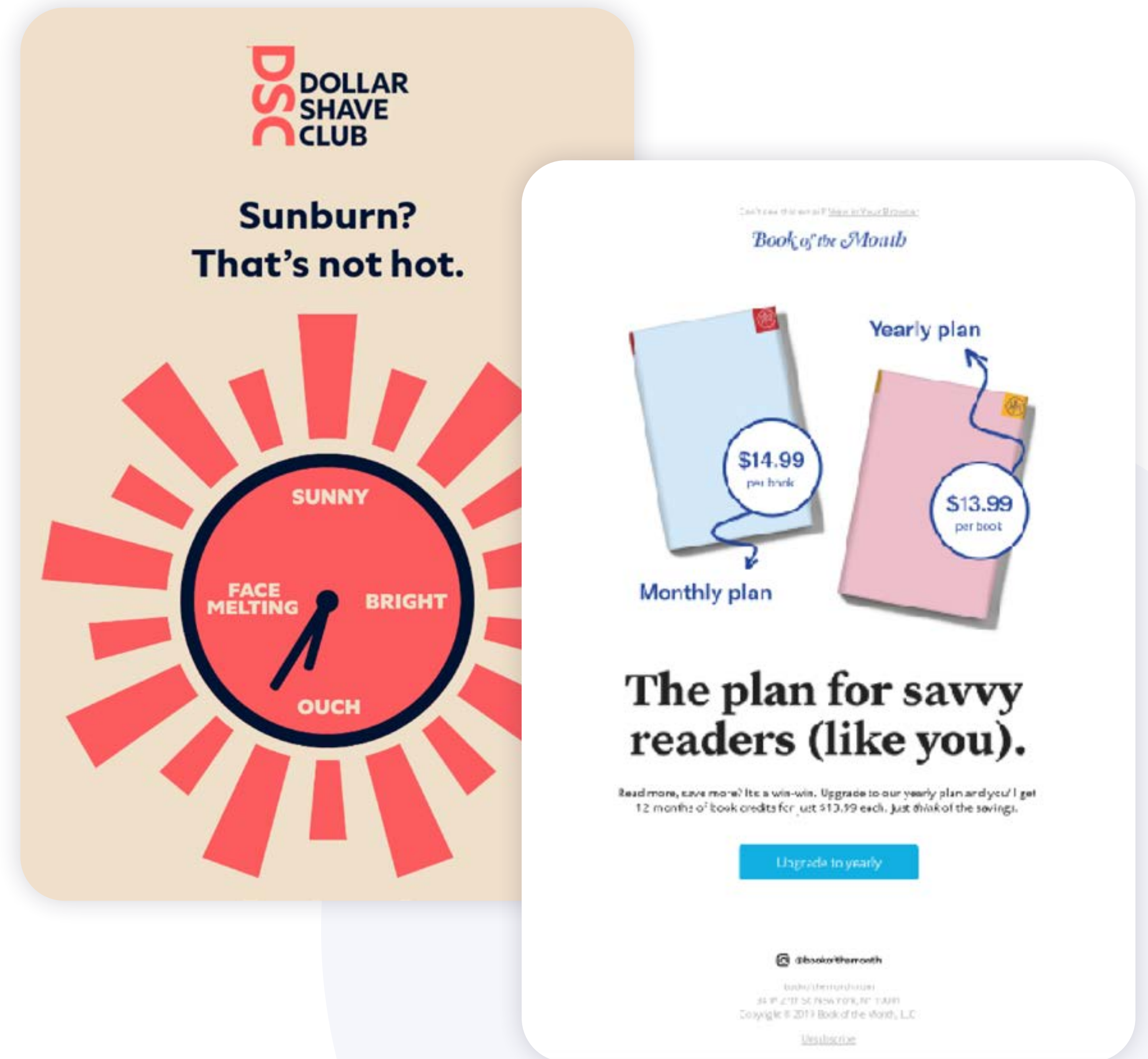
Recommendation and upsell programs

Tailoring content for an individual customer is a proven technique for driving up revenue. By using a marketing automation platform that sync's with your customer data, it's easy to use online behavior and preferences to make intelligent predictive purchase recommendations.



A fully optimized welcome program should:

- Test segmenting your cross-sell/upsell automation program by AOV, last order date, and last login date, to identify groups most likely to purchase.
- Base product recommendations on declared preferences, products, and product categories browsed, added to cart, added to wish lists, and purchased.
- Show images of recommended products.
- Include value-add content as well as recommendations.
- Link to customer reviews of complementary and related products.
- Invite customers to post product reviews to leverage the power of peer-to-peer marketing.
- Make it easy for customers to share your content and engage with you socially.
- Test the use of unique promotion discount codes in upsell/cross-sell emails.



9

Lost customer programs

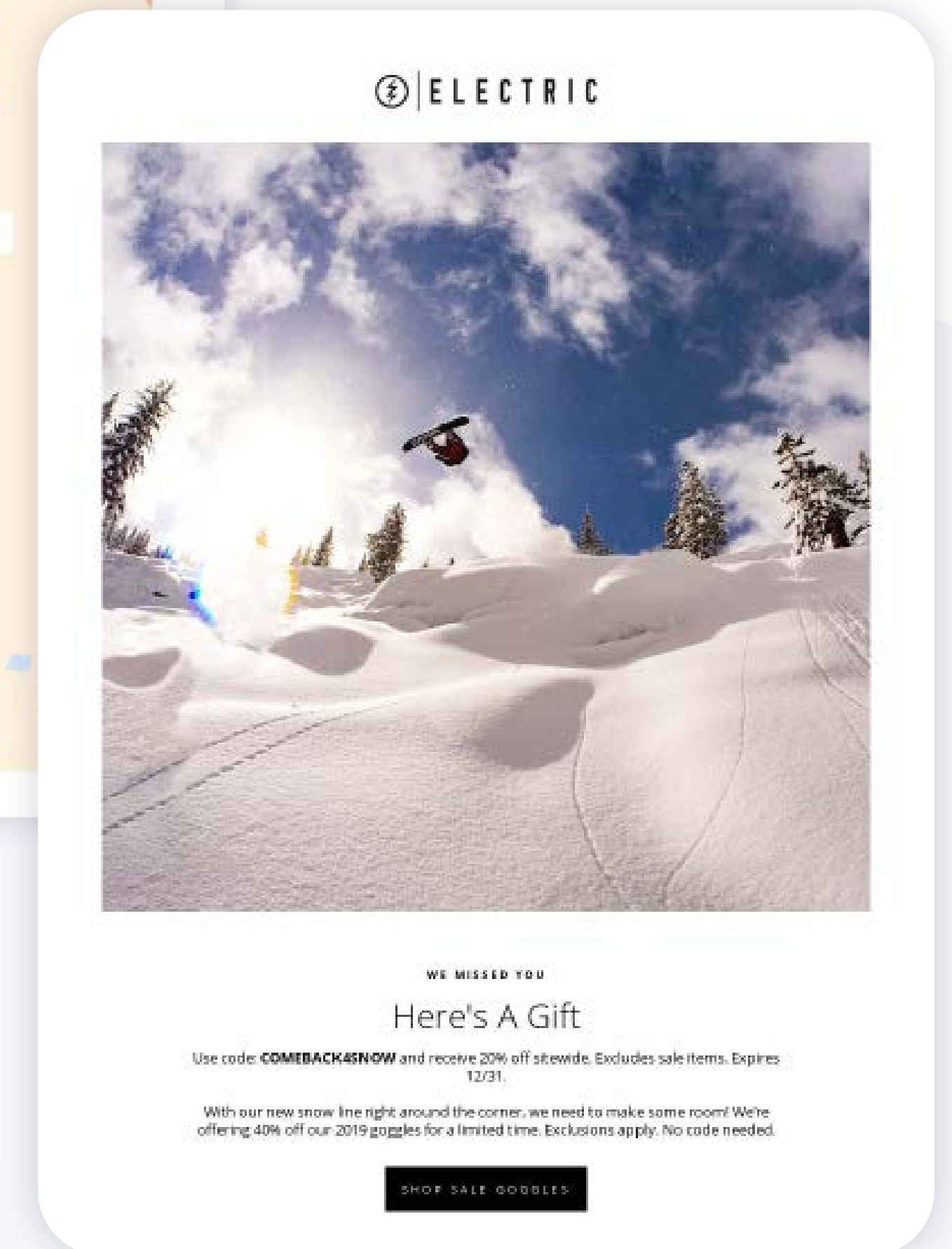
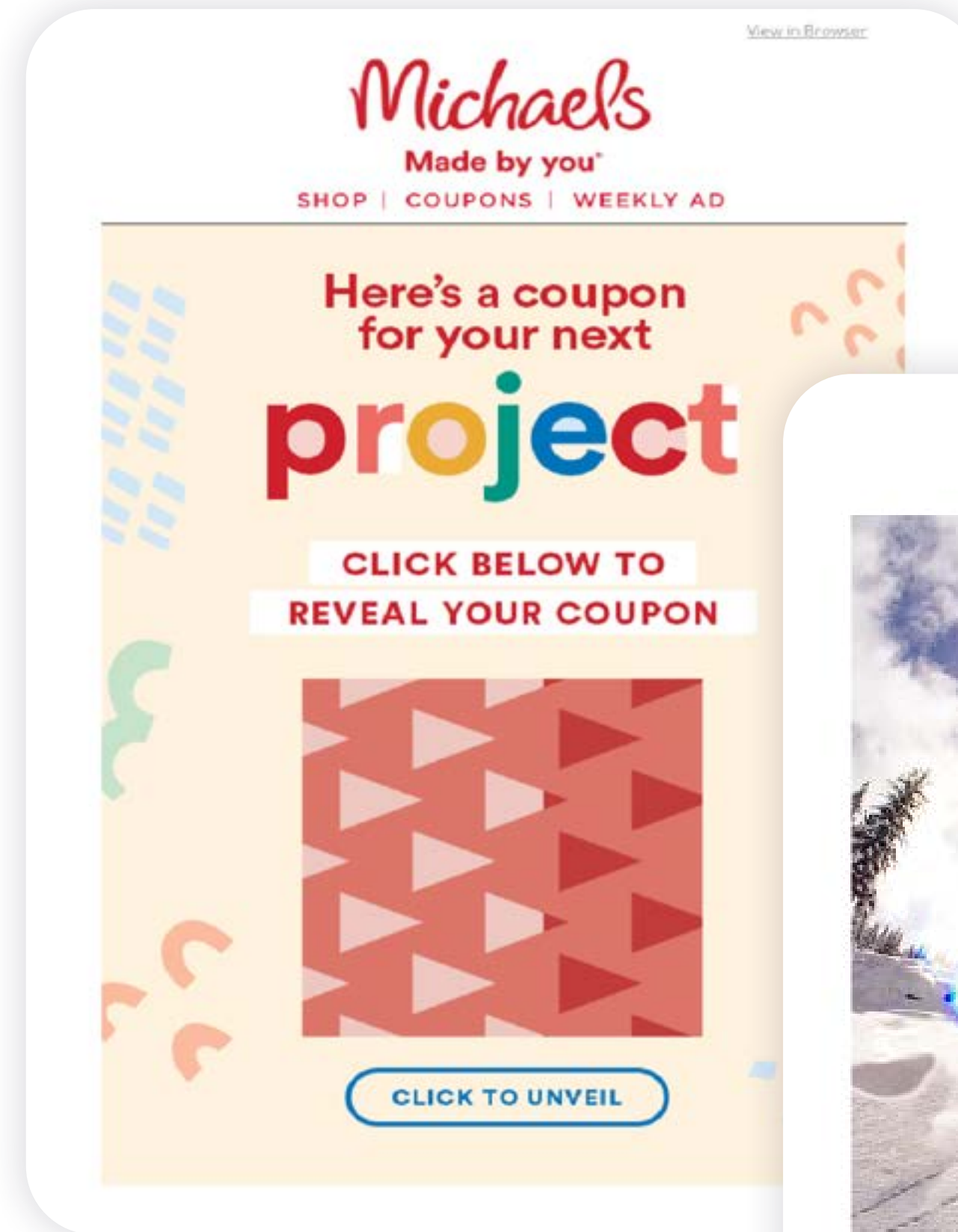
With the right marketing automation platform, it's quick and easy to target customers before they become 'lost.'

To reduce this attrition rate, sync the last purchase date and last login date from your ecommerce platform into your automation platforms to trigger a lost customer emails program.



Have the greatest impact on ROI by ensuring you:

- Deliver personalized messages.
- Incentivize re-engagement, such as money off their next order.
- Capture customer feedback on why they have lapsed. The more you know the better you can learn lessons and adapt.
- Provide value-add content to build brand advocacy.



10

Date-driven programs



Calendar driven programs

The holidays represent a lucrative period of the year for retailers, and as such justify a marketing automation program of their own.

Key dates in November, December, and January offer lucrative opportunities to automate date-triggered email campaigns to help maximize your share of the spend.

In fact, many of the dates give you creative opportunities to show off your brand in its best light.

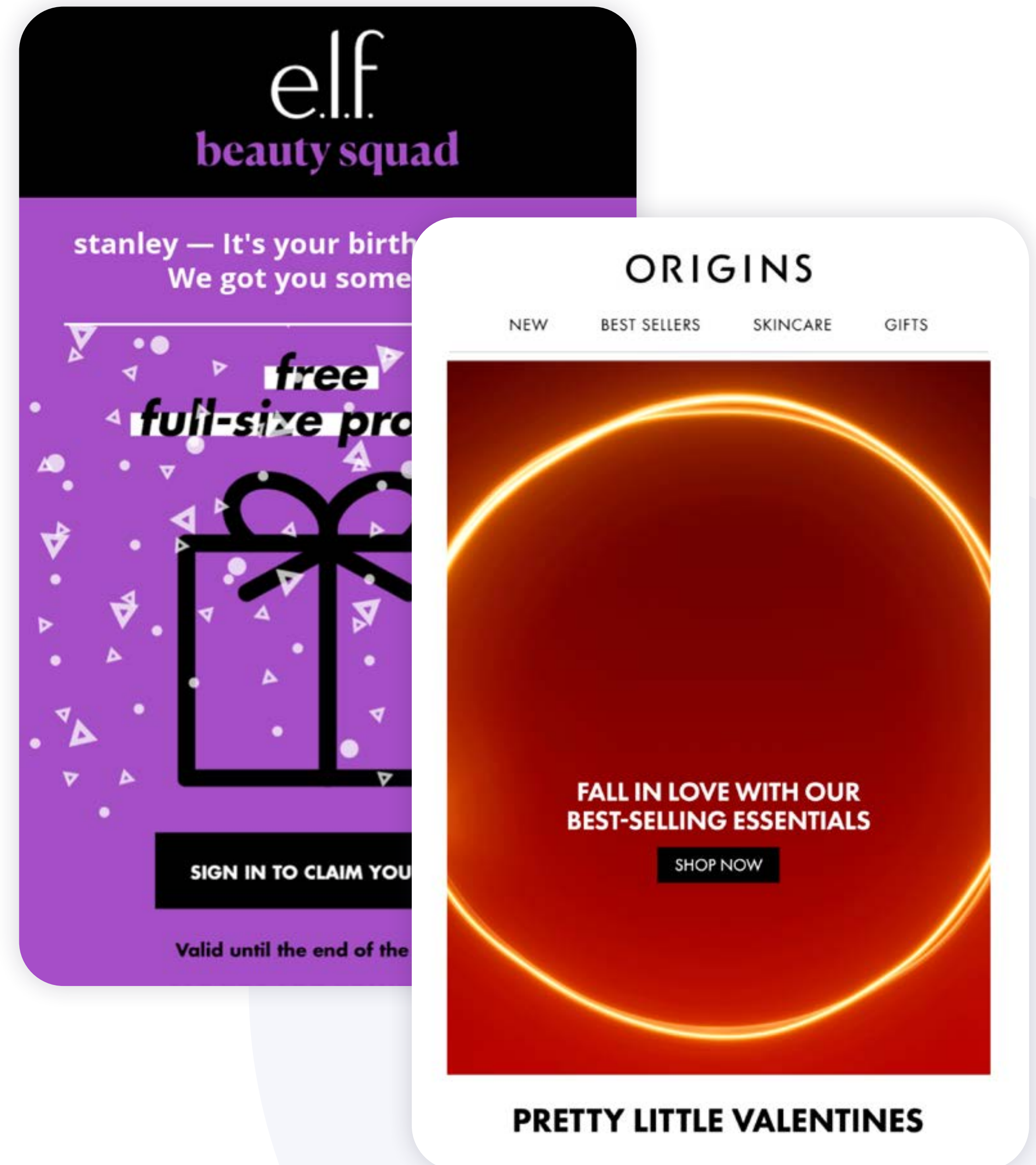


Personalized date programs

Emails triggered by dates important to the customer, such as a birthday or anniversary, are simple, quick-wins that provide a feel-good engagement with your customers.

- Offer a unique discount code, free sample, or gift to mark the occasion.
- Encourage them to spend some of their birthday money on your site.
- Invite them to create and share wish lists with their friends and relatives.

Your transactional data, combined with the customer profiling data from your email marketing automation platform, form ideal trigger points for launching customer retention programs.



Getting started with automation

Marketing automation is a journey- the more you do, the easier it will get, and the more ROI it will deliver.

Start with programs that can be made and implemented quickly and easily, then build your activity up from there.



Setting objectives

Be clear about what you want to achieve from marketing automation, and why those objectives matter.

Begin by defining your goals and metrics. Be clear about the drivers that will deliver your numbers.

- Drive repeat business.
- Increase AOV.
- Increase the value of initial customer spend.
- Reduce churn and attrition.
- Win more referrals and recommendations.
- Increase the number of recovered carts.

Whatever it is, ensure each of your automation programs that lead to a conversion path on your site can be tracked for ROI.

Also, remember to ensure you're using an email marketing automation platform that efficiently syncs with your ecommerce platform. This is essential for clear and accurate reporting on the key metrics you need.

Creating content

The common mistake some marketing teams make is to begin a program that requires the creation of new content. Thinking big but starting out small can help you avoid this pitfall.

Take stock of the usable content you already have on your website, your blog, social media channels, previous newsletters, and email campaigns. Re-purposing content is a secret weapon used by savvy marketers.

In order to avoid delays, treat programs that require new content differently than those using existing content.

Remember to tailor your messages: offers and content should be based on data you hold on a particular customer.

Walk before you run

By taking these simple steps first, you'll set the stage for more sophisticated communications to come later.

- Create some simple segments based upon purchase history, recency of visit, eRFM, or customer interests.
- Begin with a short program aimed at a single audience and then build over time with personalization and dynamic content.
- Consider beginning with an abandoned cart program to provide a quick and highly profitable win.
- Then look at launching a simple post-purchase welcome program.
- Next, create a prospect nurturing program, following email newsletter website signup.

Your choice of email marketing automation platform is crucial.

Choose correctly and you'll find getting started and increasing your ROI is easier than you think.

Convert with Dotdigital

See Dotdigital's automation tools in action.
You'll discover the unlimited possibilities at your fingertips using our powerful automation, segmentation, and personalization capabilities.

[Watch a quick demo](#)





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