Email Marketing Automation

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
What is Email Automation?

Way to create emails that reach the **Right people** with the **right message** at the **right moment** -- without doing the work every time.
Why Use Email Automation?

- Enables you to enhance your email campaign without manually sending out individual emails.
- Helps you increase engagement and provide a more tailored email experience to your email list.
How Do I Set Up Email Automation?

- The exact steps may vary based on your email marketing platform.
- Typically you can link your website analytics with your email marketing platform.
- Once linked, you’ll have the ability to target people based on:
  - Behaviors (added items to cart, viewed items, etc.)
  - Preferences
  - Previous sales
  - Etc.
How Many Emails Should be In a Automated Series?

- It depends!
- Choose a length and let the series run for several months
- Then, analyze the data to determine what adjustments are needed
- How to know when adjustments are needed:
  - When the conversion rate begins to drop
Automation #1: Welcome Series
Welcome Series – Benefits

- Put you in control of how subscribers are introduced to your brand
- Helps build a relationship and trust with your customers
- Reduces misperceptions
Welcome Series – Email #1

- **Topic**: Initial welcome email
- **Trigger**: 1 minute after sign up
- **Content**:
  - Welcome the new subscriber
  - Briefly introduce the brand in a few sentences or in list format
    - This should share how Lavish is different from its competition and why shoppers should be excited.
  - Call to action that engages the user such as:
    - Take our hair quiz to find the best products for you
    - Shop our products
Welcome Series – Email #2

- **Topic**: Educate customers further about Lavish’s competitive advantage
- **Trigger**: 24 hours after sign up
- **Content**:
  - Share the main problems customers come to Lavish with and solutions (products) that have helped remedy them
  - Call to action that provides more information: possibly to a blog post, hair quiz, or landing page specifically crafted around shopping by problem/solution
Welcome Series – Email #3

- **Topic**: Tell subscribers more about the brand
- **Trigger**: 72 hours after sign up
- **Content**:
  - Summarize the about page and tell the story of how Lavish started
  - Call to action to read the full about page
Welcome Series – Email #4

- **Topic**: Success story
- **Trigger**: 120 hours after sign up
- **Content**:
  - Share a customer success story.
  - Call to action to read more success stories, or invitation to shop to start writing your own success story.
Welcome Series
Example

We’re glad you’re here
Now that you’re a Starbucks insider you’ll be among the first to hear about upcoming coffee news, promotions and more.

Make the most of your experience

- Manage your Starbucks profile, and contact info and preferences
- Options abound with a Starbucks Card: reload it, pay with our mobile app and more
- Join our loyalty program to earn free drinks and exclusive member offers
Automation #2: Post-Purchase Series
Post-Purchase Series - Benefits

- Helps you create a great customer experience
- Attain feedback/reviews from customers
- Lay the groundwork for a second purchase
- Tempt people to come back to your site
Post-Purchase Series – Email #1

- **Topic**: Confirmation of order
- **Trigger**: Any time an order is placed
Post-Purchase Series - Email #2

- **Topic**: Order has been shipped with tracking information
- **Trigger**: When the order placed has been shipped
Post-Purchase Series - Email #3

- **Topic**: Product arrival
- **Trigger**: Two days after an order should have been delivered (if possible)
- **Content**:
  - Inform the customer that their products should have arrived. Ask if the product did arrive and if it arrived safely
  - How to reach customer service in case of any questions or concerns
Post-Purchase Series - Email #4

- **Trigger**: One day after email number three
- **Content**:
  - *New customers* - Additional support on how to get the best results from the products
  - *Existing customers* - Personalized recommendations for other products they may like
  - Ask for a review
**Post-Purchase Series – Email #5**

- **New customers only**
- **Trigger:** One week after order arrives
- **Content:**
  - Ask for a review
  - Share related products that other customers also enjoyed
Post-Purchase Series Example
Automation #3: Abandoned Cart Series
Abandoned Cart Series – Benefits

- Improve:
  - Conversion rates
  - Customer relationships
  - Customer experience
Abandoned Cart Series – Email #1

- **Topic**: Remind shoppers of what they’ve left behind
- **Trigger**: 24 hours after cart abandoned
- **Content**:
  - Details about what items they’ve left in the cart with photos of the products, if possible
  - Call to action to complete the purchase now
Abandoned Cart Series – Email #2

- **Topic**: Handle objections
- **Trigger**: Send 48 after cart abandoned
- **Content**:
  - Address general objections that might come up that are keeping shoppers from completing the purchase
  - Answer any frequently asked questions shoppers may have
  - Call to action to review their cart and finish their purchase
Abandoned Cart Series – Email #3

- **Topic**: Discount or incentive
- **Trigger**: Send 78 hours after cart abandoned
- **Content**:
  - A discount or free gift with purchase.
    - NOTE: This should be A/B tested to find the right offer that compels shoppers to take action
  - Details about what items they’ve left in the cart with photos of the products, if possible
  - Call to action to review their cart and finish their purchase
Abandoned Cart Series Example

THERE'S SOMETHING IN YOUR CART.

Would you like to complete your purchase?
Thank you for shopping with FiftyThree.
Automation #4: Re-engagement Series
Re-engagement Series - Benefits

- Turn inactive customers into active customers!
- Remove customers from your email list who are not active and do no re-engage
Re-engagement Series – Email #1

- **Trigger**: After a period of time outside the normal purchase cycle, such as eight months after the last order *or not* opening an email or clicking in an email in 60 days.
- **Content**:
  - General “we miss you!” message
  - Ask if they need a refill of the last products purchased.
Re-engagement Series - Email #2

- **Trigger**: Two days after email number one

- **Content**:
  - Offer a discount with a compelling message to make a return visit
Re-engagement Series - Email #3

- **Trigger**: Two days after email number two
- **Content**:
  - Kindly inform the subscriber that you will be deleting or unsubscribing them soon if they do not respond or make a purchase
  - This message should have a specific date for them to take action by. We recommend 48 hours
  - Remind them of the discount in email number two
  - Ask for feedback on why they haven’t been opening/clicking emails or making a purchase
Re-engagement Series - Email #4

- **Trigger**: After time period stated in email number three (recommendation: 48 hours) if no action is taken
- **Content**:  
  - Inform them that they’re been unsubscribed (action must also be taken in the email database)  
  - Link to where they can resubscribe to the email list or adjust their email preferences
Re-engagement Series Example

Let's Start Fresh

It's been a while since we've cooked together, and we'd love to share our newest recipes and ingredients with you.

Restart My Deliveries
Automation #5: Purchase Cycle Series
Purchase Cycle Series – Benefits

- Reminds customers to make a purchase
- Drives sales for your business from loyal customers
- Improves customer experience & relationship
Purchase Cycle Series – Email #1

- **Trigger**: When a customer is due for a product replenishment
- **Content**:
  - General messaging of “running low? It’s time to stock up!”
  - Potentially offer free shipping on orders over a specific amount with code or similar low-cost offer
  - Mention subscribe and save option
Purchase Cycle Series – Email #2

- **Trigger**: 48 hours after email number one if no action is taken
- **Content**:
  - Compelling message highlighting the benefits of continuing to use our products and staying stocked up
  - Mention subscribe and save option
Purchase Cycle Series Example
Other Automations to Consider
Birthday Emails

- Send one email to customers on their birthday
- Offer a freebee or discount code
  - Include an expiration date
- Can be simple and straightforward

Happy Birthday

Our gift to you? $25 to spend on your favorite dress.*

USE CODE: RTRBDAY25K480 BY SATURDAY, JANUARY 21.

GET THE PARTY STARTED
Holiday/Seasonal Emails

- Major Holidays
  - New Years
  - Christmas/Hanukkah/Etc.
  - 4th of July
  - Etc.

- Seasonal changes
  - Promo relevant products
  - Seasonal sales
Length of Customer Relationship

- Length of relationship
  - One year
  - Three years
  - Five years
  - So on…
Number of Orders Placed

- After X amount of orders
  - 5 orders
  - 10 orders
  - 20 orders?
  - Whatever works for your biz
Product Back in Stock

- Re-engage customers
- Allows you to resell to customers who were unable to purchase a product they wanted
- Drive “right-now” buys because the item is in demand and customers don’t want to miss out again
And so many more...