

 ecomail

15 email campaigns to boost your sales

A guide to the customer lifecycle



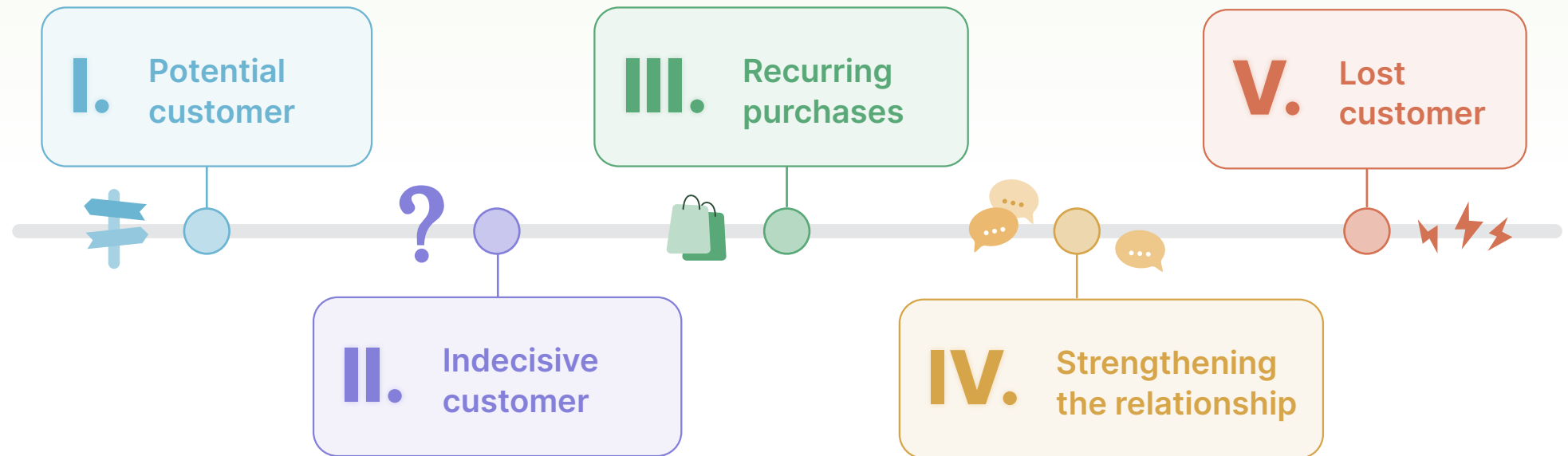
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Customer's lifecycle

The customer's life cycle describes the stages a customer goes through in the **buying process** - from when they first hear about you to when they become your loyal customer. To best **reach new customers through emailing and maintain relationships with existing ones**, you need to understand the stages and strategies for each stage.

Stages of the customer lifecycle:



I.

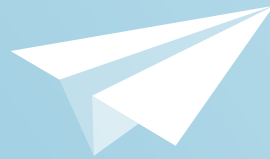
Potential customer

Don't let your site visitors just walk away

A site visitor has yet to decide to buy from you.

Use the cheapest way to attract a potential customer.

Simply ask for their email right away and increase the chances of making the first purchase.



1 Create a signup form

In exchange for an email address, offer your visitors something valuable so they feel motivated to **fill in their email**. It could be free shipping, a discount on the first purchase, an interesting ebook, or a simple newsletter signup.

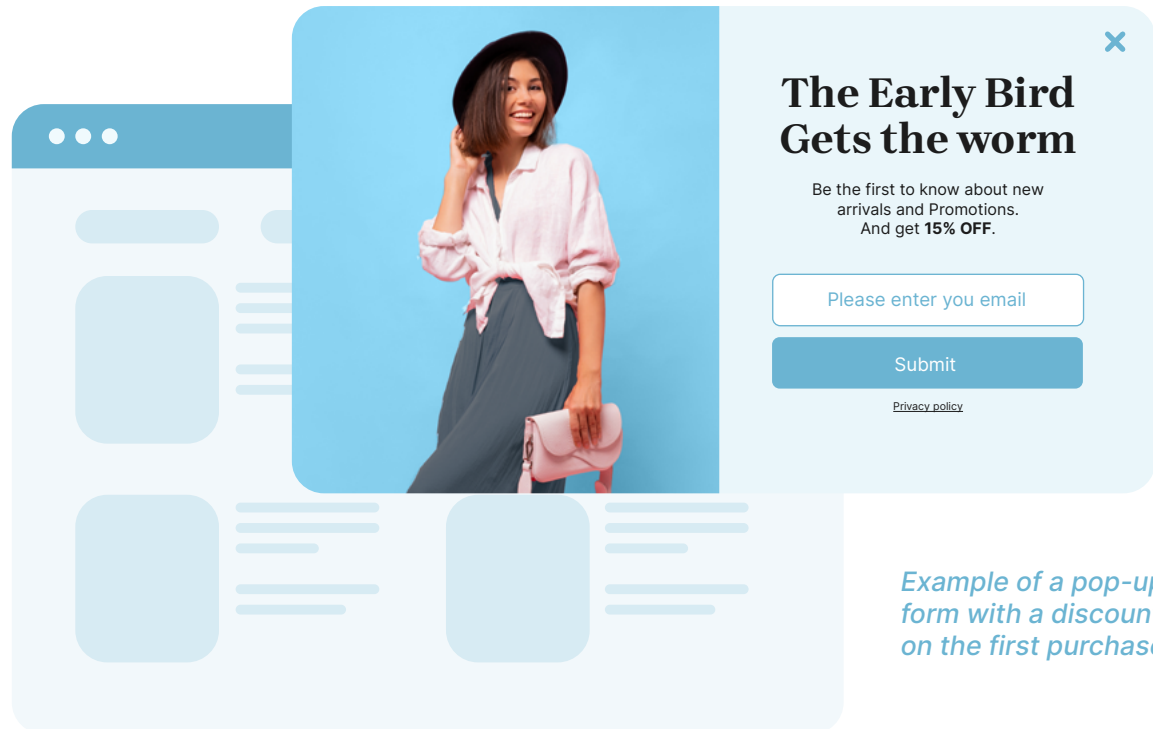
There are [three types of forms](#) you can use to reach potential customers.

Pop-up form

Offer your visitors a discount in exchange for their email address to motivate them into making a first purchase. Pop-up usually appears when the visitor attempts to leave a page or after spending a few seconds on your website.

TIP

Create a pop-up form in Ecomail that will be displayed not only on your computer, but also on a phone.



Example of a pop-up form with a discount on the first purchase.

Slider form

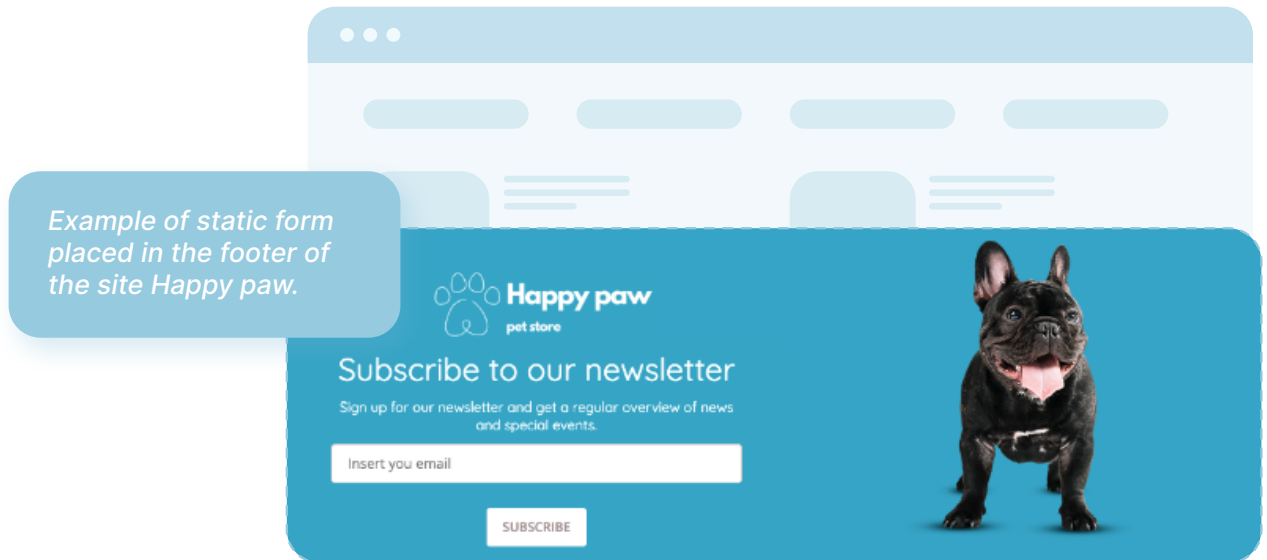
The slider is a less aggressive form, and it is ideal for offering downloadable content or a discount. It only slides out after a potential customer clicks a button at the bottom of the site.



Slider form with a discount before and after expanding

Static form

You don't have to offer discounts to everyone. Add a static email collection form to your website to provide an opportunity to receive your newsletters.



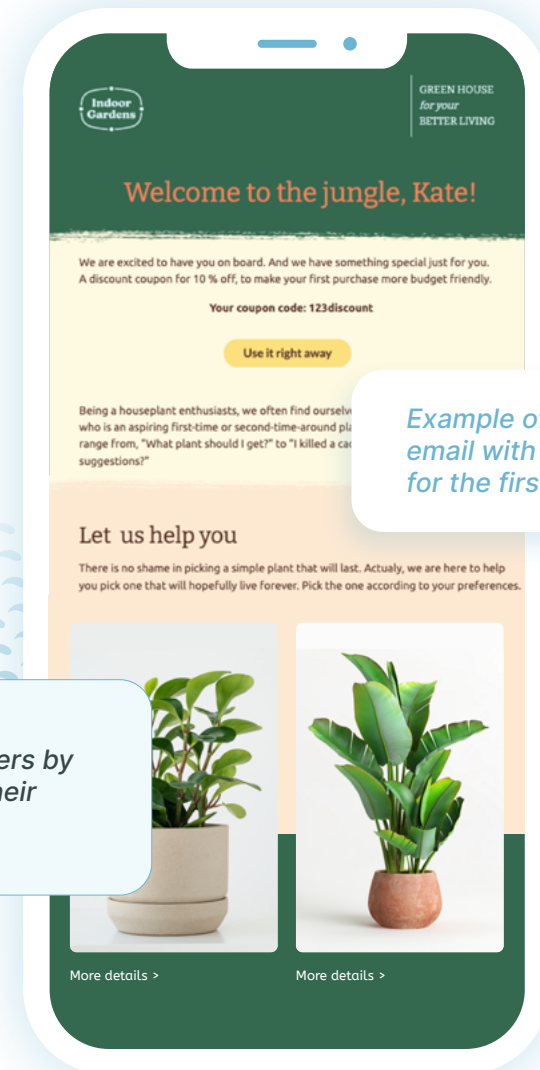
2 Set up a welcome campaign

Start communicating with your new subscribers right away. The main goal is to get the potential customer to make the first purchase as quickly as possible or to introduce your company to the newcomer and encourage them to communicate with you.

The potential customer usually expects a welcome email, so it can have an open rate of over 80%. And if you put a clear CTA in it, up to a third of recipients will click on it. Don't forget to deliver what you promised in the collection form - [send a discount coupon](#) or interesting content. In Ecomail, you can set up welcome automation in a few clicks, thanks to the [preset scenario](#).

TIP

Encourage your potential customers by sending them a sale coupon on their [first purchase](#).



Example of welcome email with a coupon for the first purchase.

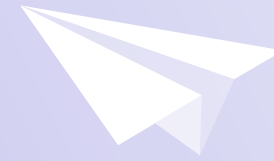
II.

Indecisive customer

Increase the percentage of completed purchases

Up to 70% of customers do not complete their purchase. Set up remarketing campaigns and get undecided customers to take action.

These campaigns are automated - you set them up once, and then they're working on their own, creating extra conversions.



3 Reminder of an abandoned cart

Automated [cart abandonment emails](#) are opened by more than 45% of recipients, 21% of them click through to the website and up to 50% of them complete the purchase. With automation set up right, you can save up to 11% of sales from all abandonments. Send the customer an email with the exact contents of their basket and let them easily complete the purchase by using the button that links to the basket.

TIP

You can set up automations in Ecomail easily, thanks to preset scenarios. You can find more about setup and personalization [here](#).

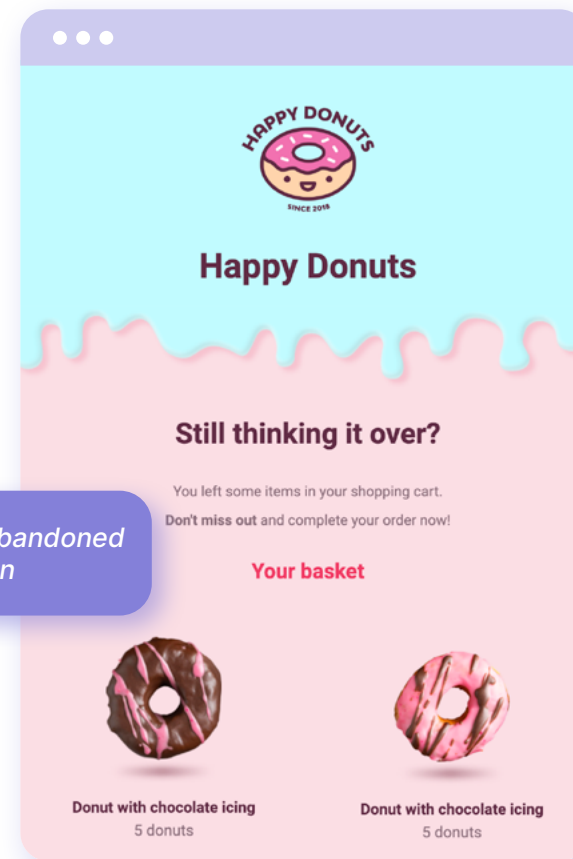


This is how the last viewed products appear in the newsletter.

TIP

Check how to [set up this automation](#) in Ecomail

Example of abandoned cart campaign



4 Reminder of last viewed products

With this campaign, you can remind an undecided customer of the products they last viewed at your store. You have the chance to convince them that they must not miss your products. Highlight important information and add product reviews, for example. This makes it easier to bring an undecided customer back to your website, to complete the purchase.

III.

Recurring purchases

The first purchase is complete, now all the effort begins!

Retention is cheaper than acquisition, which is why loyal customers are the most important group you have.



5 Discount on your next purchase

As a thank you, send an email with a discount code for the next purchase with limited validity, which will create a sense of urgency and interest to purchase again. For this action, use discount coupons.



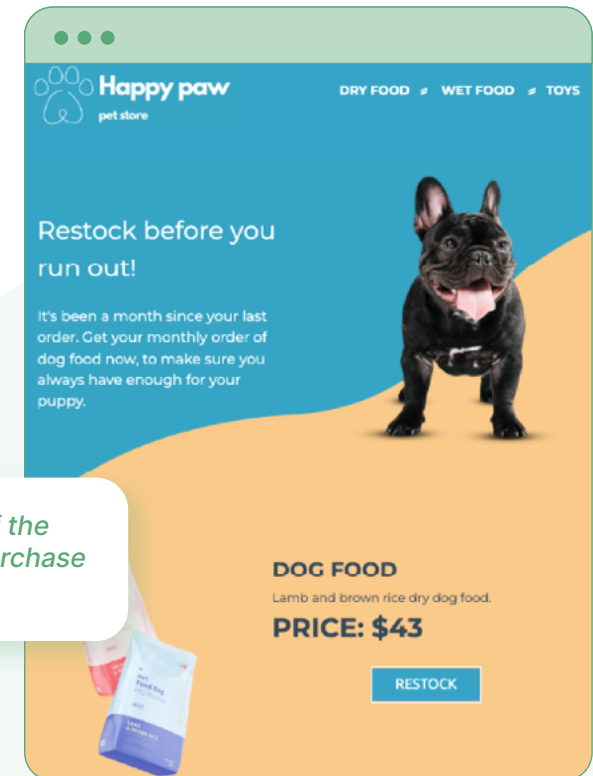
6 Product recommendations

Respond to your customer's buying behavior and recommend products based on their purchases. Automatically send product emails that are a perfect match for the items purchased (cross-sell) or recommend a larger package or an upgraded version of a product (up-sell).



7 Repeated consumption

If you sell goods that the customer has to buy repeatedly (such as contact lenses or pet food), take advantage of it. Remind your customers in advance that their stock is running low and straight away allow them to repeat their last order in your email.



8 First purchase anniversary

Celebrate the anniversary of the first purchase with your customer with a small gift and motivate them to make another purchase. Email them to let them know you still have something to offer in your e-shop.

Campaign for the anniversary of the 1st purchase.

We haven't seen you for a while and we miss you
Check out our newest collection and take advantage of our special offer!

Get a 25 % off your next order!
Enter code **HAPPY** to the last step of your purchase.
But hurry up! This code is valid for one month.

SHOP NOW

IV.

Strengthening the relationship

Look after your clients, and they won't stop buying from you

Customer care should be as important to you as retention.

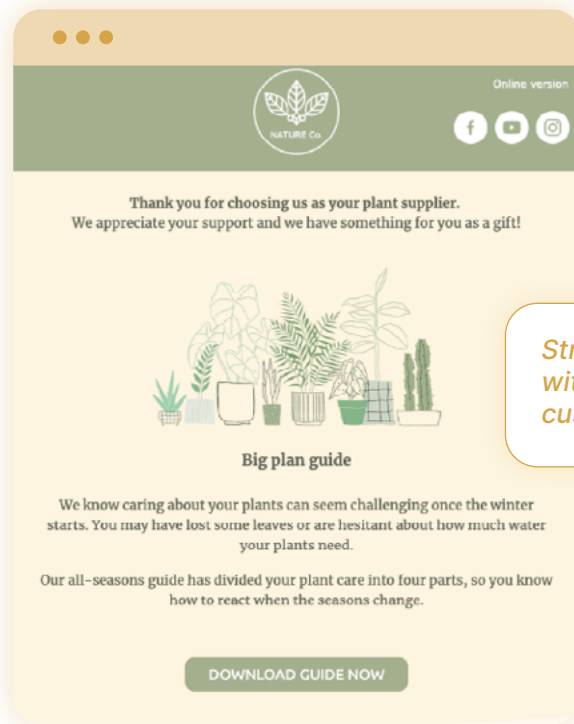
Don't just send sales emails, but let the customer know they're important to you.

Ask for their opinion, surprise them, or send content that brings value to your customer.



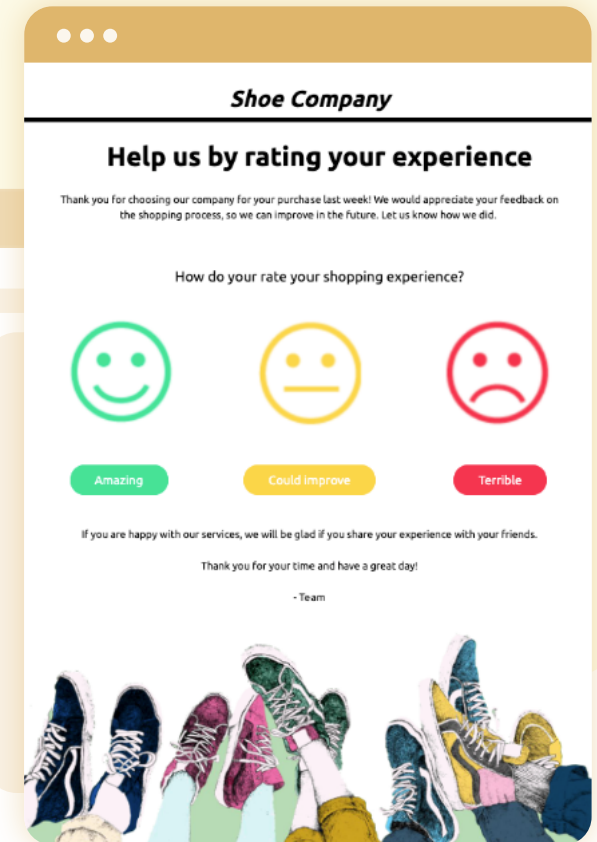
9 Purchase evaluation

Find out how satisfied customers are with their purchase. A positive rating will also help convince other customers of your quality. To motivate customers, you can reward them for completing reviews - a discount, free shipping on the next purchase, or points for a loyalty program.



Strengthen the relationship with content valuable for customer.

Example of asking customers to fill in a questionnaire after they have made a purchase.

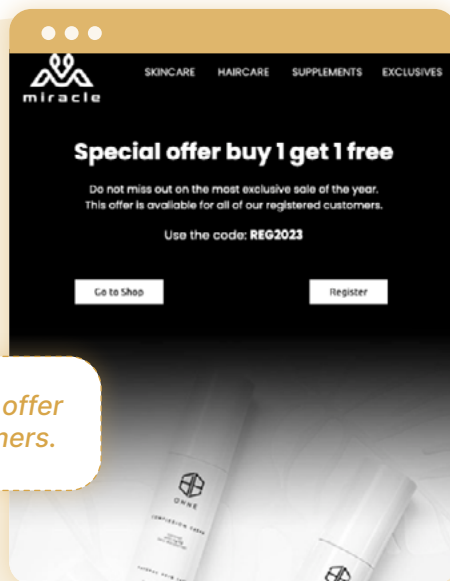


10 Content email

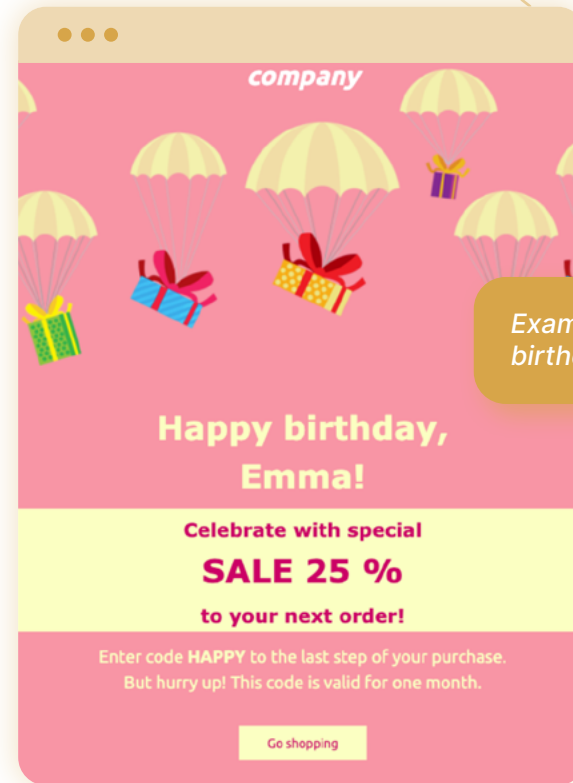
Secure a strong position as an industry expert by providing advice and tips. After the purchase, send the customer an email full of useful information about the product they purchased.

11 Birthday campaign

Birthday campaigns build a stronger relationships. It is also great at motivating customers to make a purchase. As a birthday or holiday gift you can give the customer a discount code or perhaps free shipping. Don't forget to use at least a **basic personalization**, to make it really special.



Example of a special offer for registered customers.



Example of a special birthday offer.

12 Loyalty Club:

exclusive discounts and promotions for members

Your loyal customers should feel they will get a great deal with your benefits. That way, they won't have a reason to switch to your competitors. Therefore, include in your email campaigns the possibility of collecting points for loyalty programs, introduce special offers or send exclusive discounts just for club members.

v.

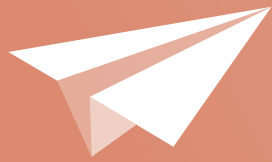
Lost customer

Engage the customer again! Even if you've lost them

Not every customer will remain loyal to your brand in the long term. It might happen that they won't need to place another order and they won't visit your e-shop anymore. They may have bought from a competitor or other stores.

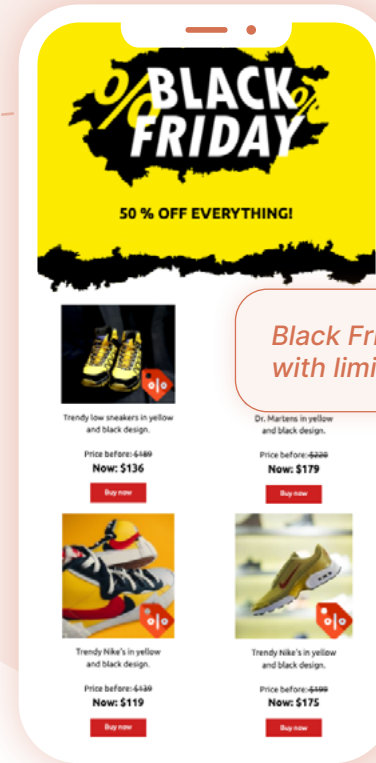
But don't give up yet!

Try to re-engage and remind them about you.

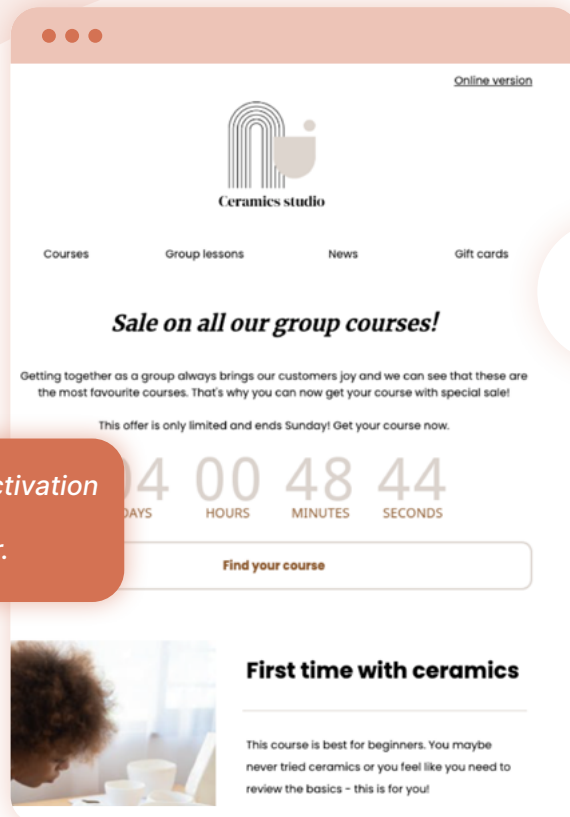


13 Exclusive offers

Reach your inactive part of the database only rarely, for example, at **Black Friday** or share a special offer. These are events that can - with the support of a well-chosen subject and preheader - make the customer open your newsletter and take advantage of your offer.



Black Friday campaign with limited offers.



An example of reactivation campaigns with a limited-time offer.

14 Reactivation campaign

Reach out to inactive contacts at a convenient time with automatic emails. A **reactivation campaign** will trigger at the right moment, and you can send your customer an irresistible offer. This will help you increase the chance that customers will return to your e-shop.

No matter what stage your customers are in the customer lifecycle, you can use these powerful email campaigns to effectively communicate with them throughout and achieve a quality loyal customer base.

How can Ecomail help you grow?

In Ecomail, you can set the right communication for each phase of the customer lifecycle to raise your sales easily.

Try Ecomail for 14 days for free

1. Create your account at ecomail.app
2. Free trial will activate automatically
3. Use this time to test everything for yourself

You are not alone

If you are unsure of what to do, reach out to our online support, which is always willing to help. Or put yourself in the hands of our specialists and let them develop a comprehensive strategy for your e-mailing.

Use pre-made automation scenarios and email templates

You don't have to start from scratch. You can set up the most used automations in a few clicks thanks to preset scenarios.

