

**8 email
marketing tactics
and automations
that will lift your
sales**



MARKETA

AUTOMATED MARKETING

Did you know that despite email having been around for more than 40 years, it's still one of the best lead generation channels available?

The average expected ROI for emails is \$42 for every \$1 you spend.

With these impressive stats in mind, it makes sense then to optimise this channel. The great news is that email marketing lends itself very easily to automation. This means you can 'outsource' this critical function to technology, so you can eliminate repetitive tasks from your to-do list and focus on other key parts of your business.

There are eight best practices that leading ecommerce vendors follow religiously. Unfortunately, however, less successful ecommerce practitioners use only the first of these eight strategies. If you want to experience the kind of ROI the top industry leaders are enjoying, it's worth considering pursuing the rest.

You will be pleasantly surprised how easy it is to deliver a powerful end-to-end email offering that will drive sales and create highly engaged subscribers.



1

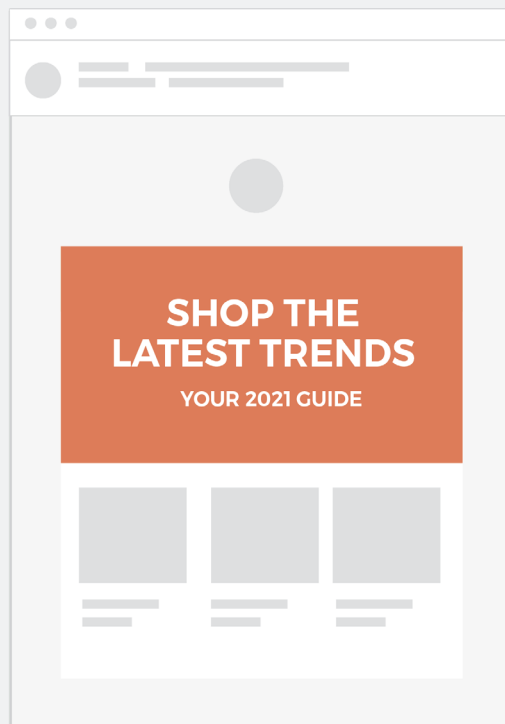
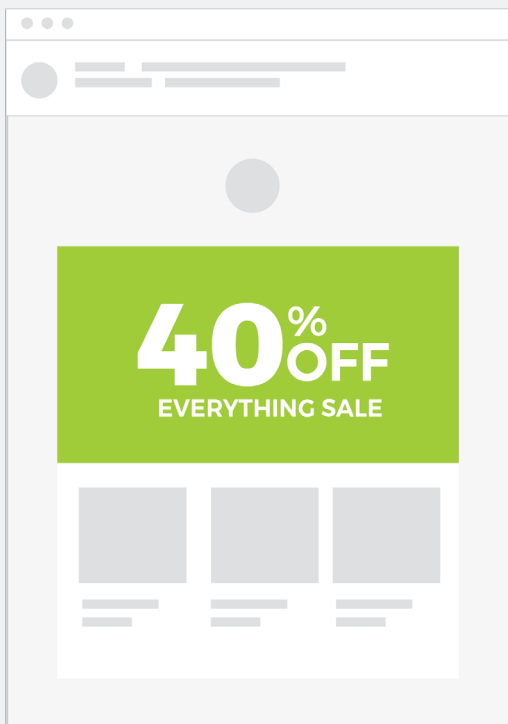
Send promotional emails

Send emails that lift awareness of your current promotions, generate leads and drive sales.

Sending promotional emails to your own customers is one of the easiest things you can do to drive future sales. It's cost effective with a captive audience.

Why?

Statistics consistently demonstrate that promotional emails deliver excellent returns on your investment. Sadly, most eCommerce vendors stop here.



2

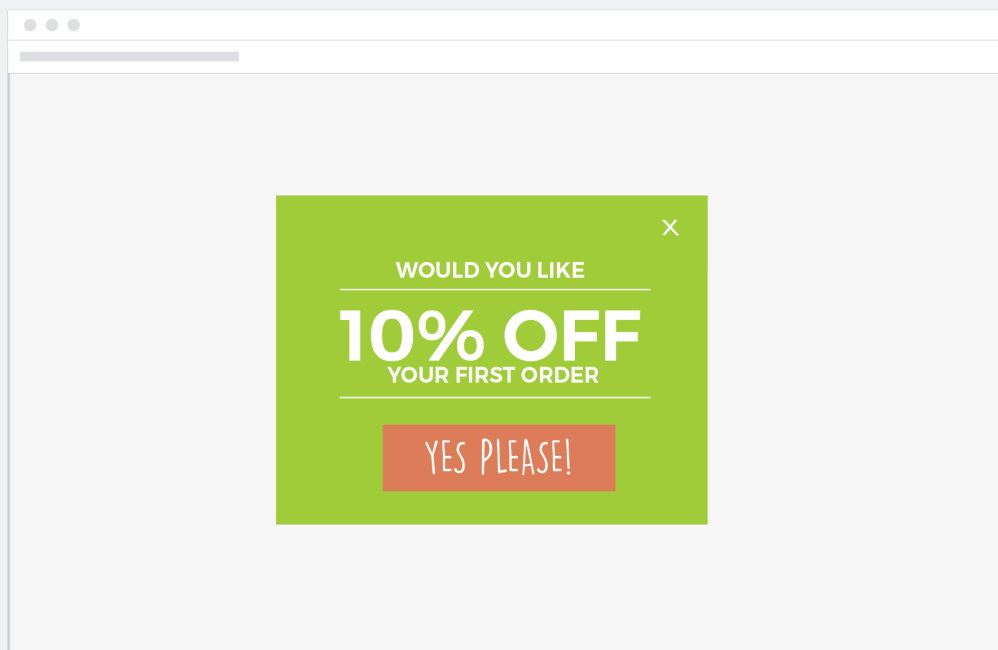
Grow your subscriber base with lead generation

Grow your database of subscribers by introducing lead generation tactics. This will help you capture interested – but not ready to buy – website visitors. This means you have a willing audience to nurture through the sales funnel.

More subscribers means you have more sales opportunities through your own media channels.

Why?

Subscribers are qualified prospects who have the potential to become future customers. Hubspot found that inbound tactics generate 54% more leads than traditional paid marketing.



3

Take your new subscribers on a welcome journey

Send two or three emails to welcome new subscribers and offer them a compelling reason to buy from you.

Send a welcome email to introduce the points about your offering you really want them to know. Like free shipping, free returns etc.

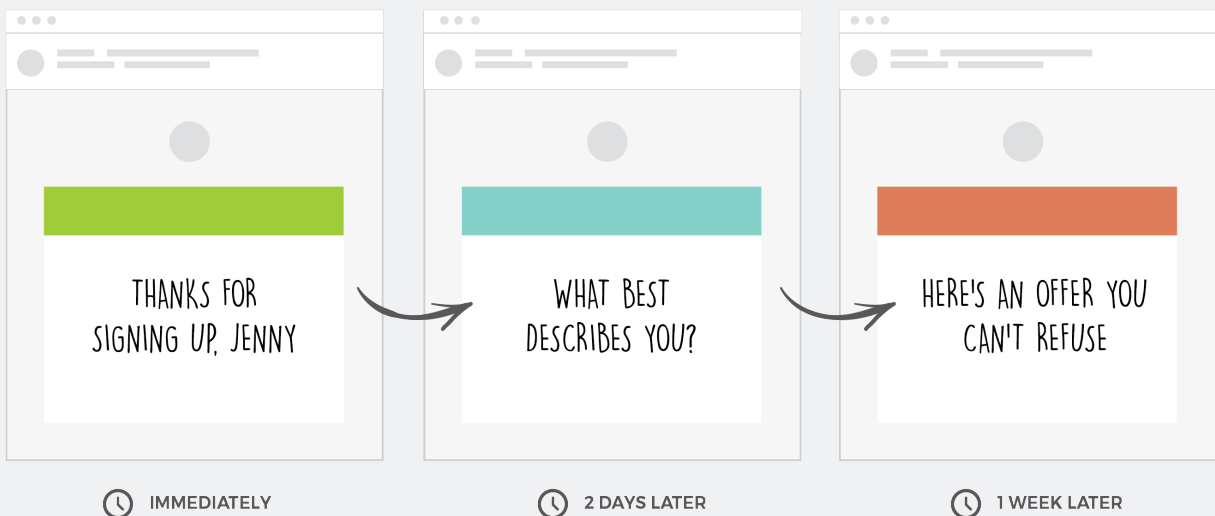
Follow that up with email asking subscribers where they are in their purchasing journey. Discover what interests them so you can segment your leads and send personalised and relevant emails.

For example, if you sell womensn fashion find out what items really interest them the most rather than sending generic product emails.

Then send an offer based on their preference.

Why?

Welcome emails have 86% higher open rates than other emails and generate, on average, up to 320% more revenue per email than other promotional emails.



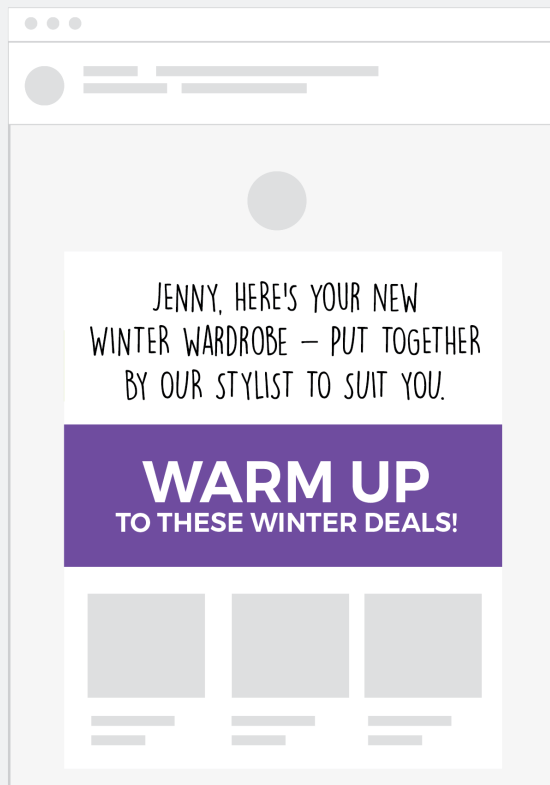
4

Send 'truly' personalised and relevant emails

Send personalised emails to known segments (see point #3). For example, your 'Fashion Buyer' that's primarily interested in 'Woollen Coasts' should receive emails with stylist tips, ideas, product recommendations and offers.

Why?

Sending emails with content tailored to each audience segment is a great way to keep your subscribers engaged. You're offering relevant and helpful advice and people will be more likely to buy.



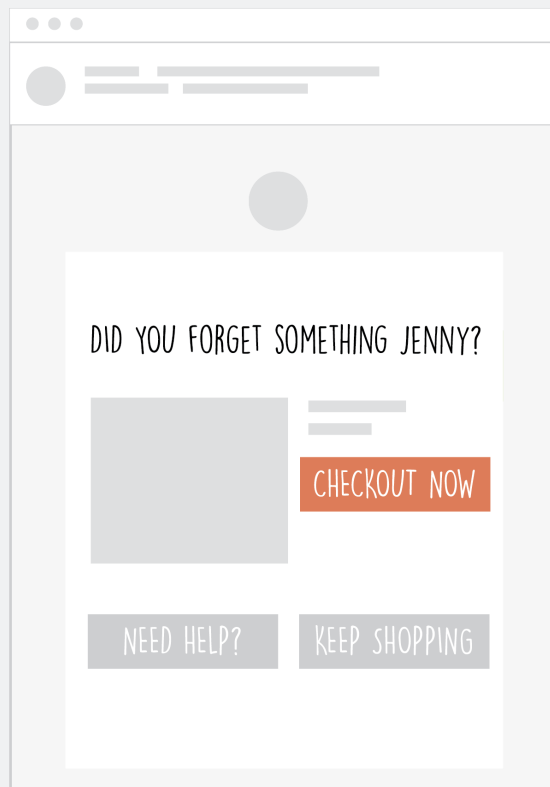
5

Send abandoned cart emails to increase conversion

Set up and send an automated email when a website visitor has added items to their cart but not completed the checkout.

Why?

More than 75% of shoppers abandon shopping carts. But this doesn't mean these sales are lost forever.



6

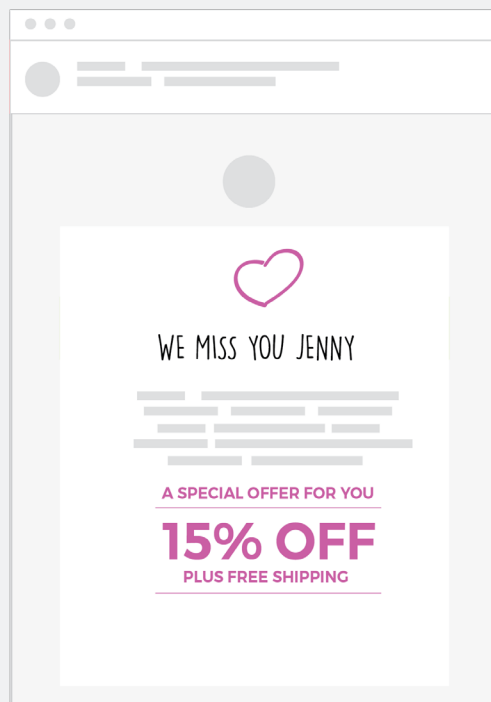
Reach out to disengaged subscribers

Entice back subscribers that aren't engaging with your emails. For example, set up an automated rule that five unopened emails trigger a personalised message asking how you can be more relevant to a subscriber. Or provide an offer to encourage them to re-engage with your website.

Monitor and clean out redundant subscribers to reduce spam complaints.

Why?

This is a great option to re-ignite potential customers and ensure that your list is full of your most active and engaged recipients.



7

Deep dive into your data insights

Analyse your subscriber database and segment them based on key sales criteria.

See who has purchased from you online and what they purchase.

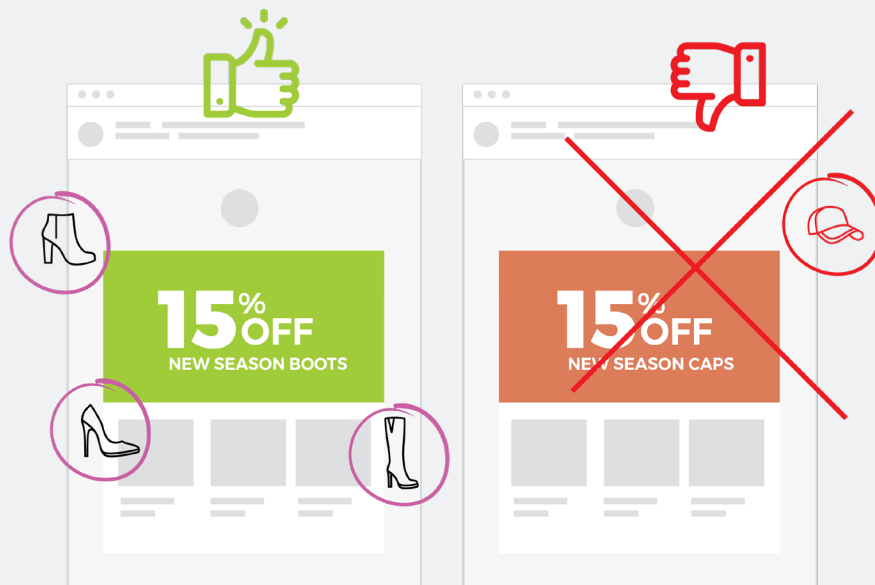
Consider their Lifetime Value (LTV) (the average revenue a customer will generate throughout their lifespan with you) and how important they are to you based on their frequency, volume and value of purchases.

Consider when, what and how much their last purchase was.

Also, explore which subscribers have never purchased from you and think of how you can tailor your experience and offering to encourage them to buy.

Why?

Understanding who your subscribers are allows you to create highly targeted and personalised communications. This is more likely to improve conversion and lift sales.



8

Understand the full user journey of everyone

Know what enticed a visitor to your website. What ad, ad group, email, platform, content etc. that sparked their interest to click through for further information.

Then track their user journey.

Have the tools in place that can follow every users journey through their decision making process to provide deep insights into your marketing efforts.

Utilising these insights will allow you setup action based triggers that will help convert visitors into leads and leads into customers.

Why?

It's important to have clear visibility of what does and doesn't work to attract and convert your customers.

This informs how your marketing and sales initiatives can be tested, optimised and improved to drive higher-performing ROI.



Ready to give your sales a boost?

Marketa helps organisations use marketing automation to automate sales and marketing tasks, improve efficiency, create relevance and increase revenue.

We're a results focused Sales and Marketing Automation agency that partners with Australasian companies to drive profit. Our single minded proposition is to drive business growth for our clients through customer acquisition, activation, retention and increased transactional value.

We implement digital marketing strategies and automation software that will reduce your costs, improve marketing efficiencies, provide transparency and increase your current ROI.

Talk to John today on 021 874 333 or email john@marketa.co.nz to get started.



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