

— The
complete
guide

Email Marketing for E-commerce

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POPUPS / SIGNUP FORMS

When it comes to email marketing, signup forms are crucial because without an email list, you can't do anything. To create effective signup forms, follow these tips:

- **Keep it Simple:** Make your signup form as simple and straightforward as possible. Only ask for essential information, such as the subscriber's name and email address. **TIP:** A kid should be able to understand and complete your signup form (don't overcomplicate it)
- **Offer an Incentive:** Offer an incentive, such as a discount or free download, to encourage people to sign up for your email list. **TIP:** this is not a must but usually it increases the form submit rate.
- **Use Clear and Compelling Copy:** Explain the benefits of signing up using clear and concise language. Make sure your copy is **SHORT** and to the point.
- **Make it Easy to Find:** Make it easy to find your signup form by placing it prominently on your website or social media profiles. Consider using a pop-up or slide-in form to catch the subscriber's attention. **TIP:** Make sure you have a signup form in the footer of your website and it's integrated with your email marketing platform (Klaviyo, Mailchimp, Omnisend etc.)
- **Optimize for Mobile:** Ensure it is easy to use and navigate. **TIP:** Prioritize mobile signups as over 75% of online shoppers use their phones to make purchases.

POPUPS / SIGNUP FORMS

- **Test and Refine:** Test different versions of your signup form to see which one performs best. Make changes based on your results to continually improve your signup form's effectiveness. **TIP:** Never stop A/B testing. Test colours, with/without image, copy, incentive, and creatives. Test ONE variable at a time.

Your form submit rate should be 5%+

DELIVERABILITY

Email deliverability is crucial for the success of an email marketing campaign, as it determines the percentage of emails that reach the recipient's inbox instead of being bounced back, filtered as spam, or blocked. If your emails are not being delivered, then your message is not reaching your intended audience, and your marketing efforts will be in vain.

Common factors that affect email deliverability:

- **Sender reputation:** A poor sender reputation can significantly lower the email deliverability rates, as internet service providers (ISPs) and email clients rely on it to identify spam. **TIP:** Use <https://www.mail-tester.com/> to test your domain deliverability score and to see if you are listed in any blacklist. You can check your email open rate as well. It should be 30%+, lower than that means your emails are landing in spam.

DELIVERABILITY

- **Email content:** Email content plays a significant role in deliverability. Emails that contain spammy words or phrases, excessive punctuation, and large images may trigger spam filters and result in lower deliverability rates. **TIP:** Don't use spammy words in your email subject line like FREE, GIFT, ASAP. Use a spam checker before sending your email. <https://mailmeteor.com/spam-checker>.
- **Email list quality:** It is essential to maintain a clean and engaged email list by sending emails only to updated and active email addresses and receiving explicit permission from recipients to avoid high bounce rates and low deliverability rates. **TIP:** Make sure you are sending to engaged segments only. Clean your email list every 2-3 months.
- **Email authentication:** Email authentication protocols such as SPF, DKIM, and DMARC can prevent email spoofing and flag unauthenticated emails as spam, thereby reducing the deliverability rates. **TIP:** here is how you can do it. <https://help.instantly.ai/en/articles/6222192-how-to-setup-mx-spf-dkim-dmarc-forwarding>
- **Engagement:** Subscribers' engagement with the emails, such as opening, clicking, or replying, can affect the email's relevance and deliverability rates. **TIP:** Always send engagement emails and use a clear CTA. (call to action)

To ensure high email deliverability rates, it is recommended to aim for an email open rate of at least 30%.

FLOWS/AUTOMATION

Email flows and automation are powerful tools that businesses can use to automate their email marketing campaigns and improve engagement with their subscribers.

At Postman, we have divided flows into four phases:

- AWARENESS
- CONSIDERATION
- CONVERSION
- RETENTION

Here are some examples for each of them:

AWARENESS:

Flow #1: Welcome Series - Trigger: Signs up for the newsletter.

A welcome series is a sequence of emails sent automatically to new subscribers to introduce them to your brand and products.

- Email #1: Welcome + Brand Introduction
- Email #2: Meet the Team
- Email #3: Bestsellers
- Email #4: Social Proof + Reviews
- Email #5: Community Invite

FLOWS/AUTOMATION

Flow #2: Site Abandonment - Trigger: Browse store (didn't view the product)

A site abandonment flow is an automated email campaign that targets users who visited your website but did not take any action, such as making a purchase, filling out a form, or subscribing to your email list.

- Email #1: Follow-up Email
- Email #2: Social Proof

CONSIDERATION:

Flow #3: Browse Abandonment - Trigger: Views the product
Browse abandonment is a type of website visitor behaviour where a user visits a website, browses through products or services, but leaves without making a purchase.

- Email #1: Tired of Looking? Get a 10% Incentive
- Email #2: Incentive Expiring
- Email #3: What Happened? Need Any Help?

If your brand does not offer discounts:

- Email #1: We Saw You Checking Us Out, Need Help?
- Email #2: Social Proof + Reviews

Flow #4: Cart Abandonment - Trigger: Adds to Cart

An abandoned cart flow is triggered when a subscriber adds items to their cart but does not complete the purchase. The flow can include a series of reminder emails with a special offer to encourage the subscriber to complete the purchase.

- Email #1: Support Email
- Email #2: Incentive
- Email #3: Incentive Expiring
- Email #4: What Happened?

FLAWS/AUTOMATION

CONVERSION:

Flow #5: Checkout Abandonment - Trigger: Starts Checkout
Checkout abandonment is a type of website visitor behaviour where a user adds items to their cart, proceeds to the checkout page, but leaves without completing the purchase.

- Email #1: Support Email
- Email #2: Incentive
- Email #3: Incentive Expiring
- Email #4: What Happened?

Flow #6: Immediate Cross-sell - Trigger: Placed Order
The goal of this flow is to encourage customers to make an additional purchase by suggesting relevant products or services that complement their recent purchase.

- Email #1: Add x to Your Order - Get 15% off.

RETENTION:

Flow #7: VIP Club - Trigger: Repeats Purchase
The goal of this flow is to reward your VIP customers with exclusive promotions, discounts, and personalized content.

- Email #1: Welcome to the VIP Club
- Email #2: VIP Exclusive
- Email #3: Referral Request

FLOWS/AUTOMATION

Flow #8: Arrival Flow - Trigger: Placed Order (3-5 Days)

The goal of this flow is to build customer loyalty, encourage repeat purchases, and increase customer lifetime value.

- Email #1: Personal Thank You
- Email #2: Product Education
- Email #3: User-Generated Content/Review Request
- Email #4: Referral Request

If your product is consumable, you can set up a replenishment flow.

Flow #9: Replenishment Flow - Trigger: Placed order (Time Delay)

A replenishment flow is an automated email campaign that reminds customers to reorder a product they previously purchased and is likely to run out soon. The goal of this flow is to increase customer lifetime value and encourage repeat purchases.

- Email #1: Running out?
- Email #2: Re-up with a bounce

Flow #10: Break-up - Trigger: 0 orders in the last x days

A break-up flow is an automated email campaign designed to win back customers who have abandoned their shopping carts or not made a purchase in a while. The goal of this flow is to re-engage customers and encourage them to make a purchase.

- Email #1: We miss you
- Email #2: Click or suppress

You should expect at least 10-15% of your revenue to come from flows.

SEGMENTATION

Just as you wouldn't talk to a stranger at a bar the same way you talk to a friend, you can't communicate with your VIP customers in the same manner as someone who has just visited your website for the first time. That's why it's important to segment your email list into smaller, more targeted groups based on specific criteria, such as demographics, purchase behaviour, interests, or engagement level. The purpose of segmentation is to send more relevant and personalized content to each group, which can improve open rates and click-through rates, and ultimately increase conversions and revenue. Below are some effective ways to segment your email list:

1. **Demographic Segmentation:** Segment your list based on demographic criteria, such as age, gender, or location.
2. **Purchase Behavior Segmentation:** Segment your list based on the customer's purchase behaviour, such as frequency of purchase, average order value, or products purchased.
3. **Interest-Based Segmentation:** Segment your list based on the customer's interests or preferences, such as hobbies, activities, or product categories.
4. **Engagement Level Segmentation:** Segment your list based on the customer's engagement level with your emails, such as open rates, click-through rates, or inactive subscribers.
5. **Lifecycle Segmentation:** Segment your list based on the customer's stage in the customer lifecycle, such as new subscribers, active customers, or lapsed customers.

CAMPAIGNS

Weekly campaigns are email marketing campaigns sent out on a weekly basis. They are an excellent way to keep subscribers engaged and informed about your brand, products, and services regularly. Here are some tips for creating effective weekly campaigns:

- Start with two emails per week, and adjust the frequency according to your open rates and click rates.
- Plan your content in advance to ensure your weekly campaigns are consistent, relevant, and engaging.
- Consider including a mix of promotional offers, educational content, and news and updates about your brand.
- Segment your email list based on demographics, purchase behaviour, or engagement level, and tailor your content and messaging to each segment.
- Use a consistent email template for your weekly campaigns to establish brand recognition and make it easier for subscribers to engage with your content.
- Always A/B test different elements of your weekly campaigns, such as subject lines, content, sending times, creatives, colours, long-form email vs. short-form email, and calls to action, and optimize your campaigns based on the results.

TIP: Keep a close eye on your open rates and click rates. Sending to all subscribers may bring you more revenue in the short term, but it will burn your list and your domain in the long term.

RESULTS YOU SHOULD EXPECT FROM YOUR EMAIL MARKETING

Signup form/popup submit rate: 5% or higher

Open rate: 30% or higher

Click rate: 1% or higher

25-45% of your total revenue should come from email marketing (depends on your industry).

If you generate more than 45% of your revenue from email marketing, it could indicate that your other marketing channels are underperforming.

**Please note that this ebook covers the fundamentals of email marketing and does not cover everything related to deliverability, flows, segmentation, and campaigns. We made a deliberate decision to keep the ebook concise and avoid overwhelming readers with too much information.

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