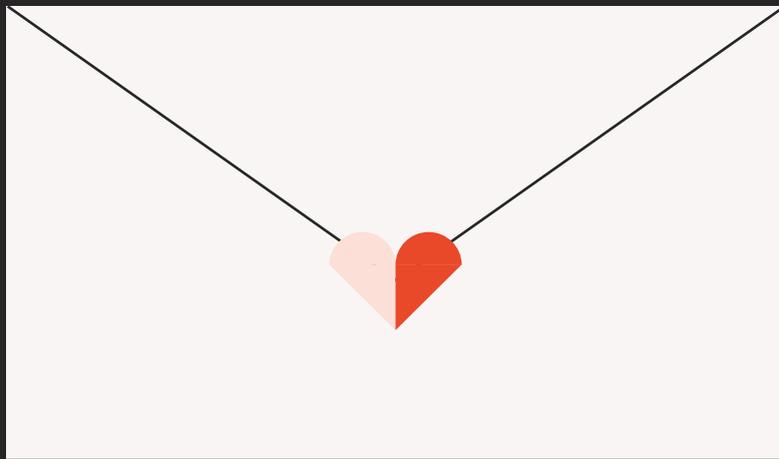
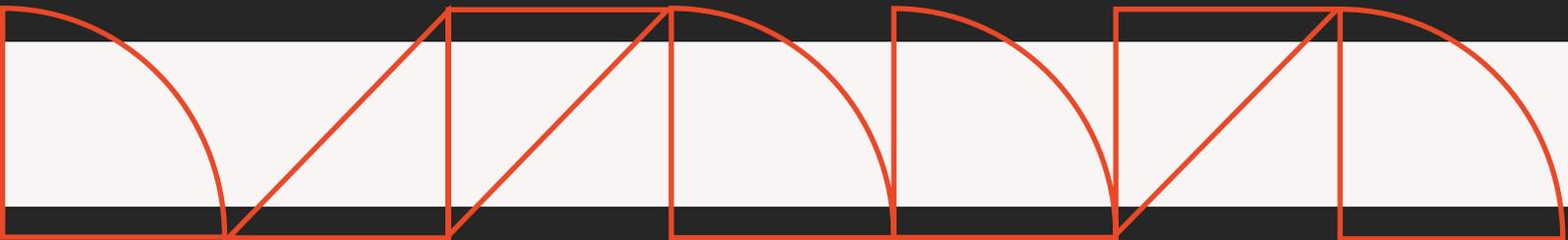


Code's Email Marketing Inspiration book

for E-Commerce



A practical guide to help you convert and retain your audience
and take your e-commerce brand to the next level



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Introduction

Did you notice how expensive online acquisition has become lately?

At Code we certainly have. When we first issued this e-book, in the fall of 2021, online ads were still pretty affordable. Now, as we issue a completely renewed version of this e-book for spring 2023, the prices are positively exorbitant. How is an online brand supposed to attract customers and make a profit in this changed acquisition landscape?

There is a tried and true answer to that question, and it is: **customer retention**.

Keeping your existing customers with you is the way to go, now more than ever. And the best way to do that is via **email marketing**. At Code, we see what emails can do for our clients' online stores on a daily basis, and it is beautiful. Email marketing is also an extremely useful tool to **maximise the impact of the online ads you still need to run**, to attract new customers. Follow up your online ads with a clever series of emails nudging the new visitor towards their first order, and you can be sure you get the most out of your expensive ad.

On average, e-commerce brands attribute around 25% of their revenue to email marketing. At Code, we have a number of clients performing way better than that, with up to 50% of their revenue coming from email marketing.

One of those clients is O'Neill, the well-known sports brand. After we got to work on their European store and its email marketing, they saw a 75% increase in subscribers in a single year. What is more, revenue from email marketing shot up from a meagre 20% to a whopping 51% - and to top it all off, their conversion from emails jumped by 47%.

How did we achieve this kind of results for O'Neill and other brands? That's exactly what we are going to share with you in this e-book. We will start with the **five email flows every self-respecting online business should have**; follow up with **eight inspiring flows that you can adapt to your own business**; and round off singing the praises of our preferred email automation software, Klaviyo. So if you're looking for inspiration to fuel a successful email strategy for your brand, look no further!

Throughout the book you will find **lots of examples from our own clients**, as well as a number of **clever Klaviyo integrations with other useful apps**. At Code we like to use Klaviyo as the data-hub in a network of tools (such as review and loyalty apps) to get the most out of your marketing stack.

What you will also find in the next pages: **the best email hacks discovered by Midge**, our head of Klaviyo, and his team. Nifty little tricks and adjustments that are easy to implement but pay off big time. Midge collected these over 3+ years of daily tweaking, split testing and finetuning, and now you can have them for free. You're welcome ;)

5 Must-have Email Marketing flows

Automated email marketing continues to be the best-converting type of marketing - as we can see every day at Code. Everybody uses email on a daily basis: so if you want to reach people, you simply can't beat email. It is fast, it is accessible, and it feels much more personal to your audience than an online ad or a post on your socials.

What is more, email marketing is owned marketing: instead of being dependent on a tech moloch's fickle algorithms (and even more fickle terms of service), with email marketing you are in control. This makes email marketing constant, predictable, and more often than not a lot cheaper than other marketing channels. It also gives you a lot of flexibility in terms of visuals and layout, which allows you to present a consistent brand image.

But what flows work best for your brand? Easy: the five mentioned in this chapter. For every brand that we help set up their email marketing, these are the five flows we start with.



Welcome series

A welcome series is a couple of emails you can send to anyone who subscribed to your newsletter, with the goal of turning them into (recurring) customers. Welcome emails typically have a much higher open-rate than other marketing emails, so be sure to make good use of them!

What is remarkable about welcome mails is how actively interested the subscriber is at this initial stage. Make sure you capitalize on this by properly introducing your brand and getting to know the new subscriber's preferences. This will show in your results: showing well-timed, relevant information pays off in the long run.

At Code we usually go for a series of four or five emails, as in the welcome flow we designed for O'Neill. The average result for a welcome series in which we offer a discount is a 50-70% open rate and a 15-20% placed-order-rate, but O'Neill realized a whopping 72% open rate and a 24,5% placed-order-rate for mail 1.

Let's break the emails in this flow down one by one. But first ... we'll make a detour to discuss how you enable people to subscribe in the first place.

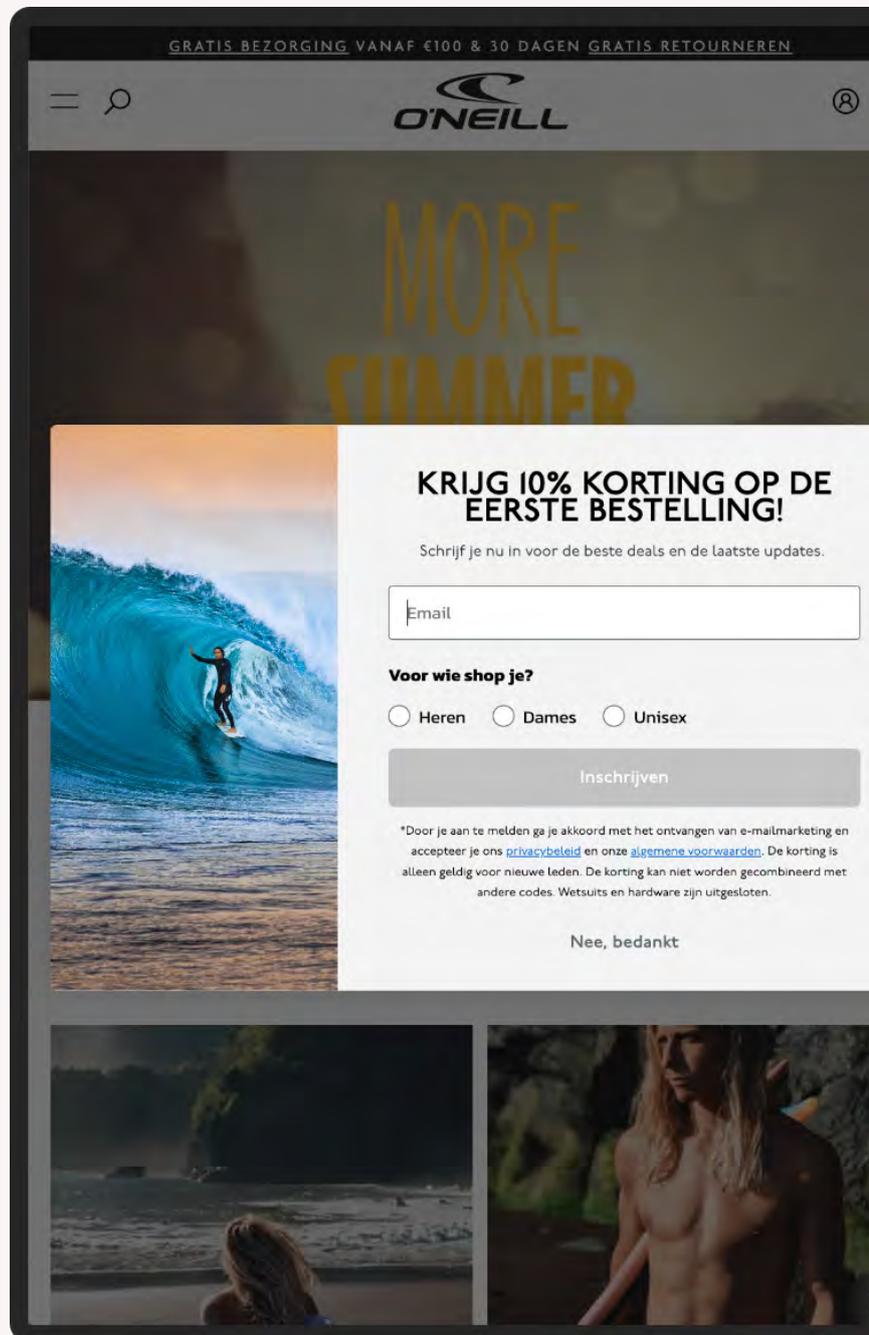
Checkbox, opt-in or sign-up?

Before you can send any welcome emails, you will of course need to invite people to subscribe. Two common and effective ways to do this are by including a checkbox in your checkout (as in the example of O'Neill below), and by putting an opt-in on your website, in which you offer visitors something in return for their email address. In our experience, making the opt-in stand out a bit more by adding a witty text or an emoji is always a good idea.

Another option is to offer a sign-up form in your store. Only do this when visitors already show interest: when they scrolled through, say, 30% of a collections- or product-page, for instance, depending on your brand (and the outcomes of your A/B test for this). Also, don't overload them with questions right away, because that will lower your submit-rate: the more fields you ask them to fill out, the higher the threshold. What do you want to achieve, at this point? Limit yourself to the questions necessary to achieve only this. Any other questions you can put to them later on, when they have already opted in.

You might even want to spice up your sign-up form with a little teaser, in which you mention the reward for filling out the form. Teasers can be shown before opening and/or after closing the form.

At Code, we usually choose to offer the teaser after the visitor has closed the form. Unless Black Friday is coming up, of course: then the teaser can attract consumers who are researching good BFCM deals. They will want to be the first to know about any deals you offer, so make sure you put that in your teaser!

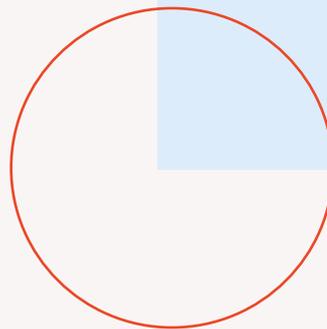


The screenshot shows the O'Neill website's sign-up form. At the top, there are navigation icons and the O'Neill logo. Below the logo, the text "GRATIS BEZORGING, VANAF €100 & 30 DAGEN GRATIS RETOURNEREN" is visible. The main heading is "MORE SUMMER". The sign-up form is titled "KRIJG 10% KORTING OP DE EERSTE BESTELLING!" and includes a sub-heading "Schrijf je nu in voor de beste deals en de laatste updates." There is an "Email" input field. Below the input field, the question "Voor wie shop je?" is followed by three radio button options: "Heren", "Dames", and "Unisex". A "Inschrijven" button is located below the options. A small disclaimer text is present: "*Door je aan te melden ga je akkoord met het ontvangen van e-mailmarketing en accepteer je ons [privacybeleid](#) en onze [algemene voorwaarden](#). De korting is alleen geldig voor nieuwe leden. De korting kan niet worden gecombineerd met andere codes. Wetsuits en hardware zijn uitgesloten." At the bottom of the form, there is a "Nee, bedankt" link. The background of the form features a large image of a surfer riding a wave, and two smaller images at the bottom showing a person looking at the ocean and a shirtless man.

Pop-up or fly-out?

How you present your opt-in is also something to consider beforehand. When the opt-in is designed as a pop-up it is seen as more aggressive: the digital equivalent of a used cars salesman who starts chatting you up before you even had the chance of looking at the cars. If you don't want to annoy your visitors, a gentle fly-out is definitely the better choice.

Also consider the timing: do you hit your visitors with a screen-blocking pop-up as soon as they enter your site, or do you wait for them to show interest in a particular product or collection and then slide an unassuming fly-out into their screen after seven seconds? If you're not sure what works for your audience, split testing can help you determine what converts best.



What reward?

What do you offer as a reward to new subscribers? A discount code, a valuable download, a free gift: the options are endless. Make sure you come up with something that fits your brand and your goals. Showering visitors with discounts is often not the best way to achieve the effect you have in mind. If you want people to bond with your brand, introducing yourself step-by-step is much more effective in the long run.

One way to come up with a good reward is to ask yourself what a visitor might need before buying your product, and what barriers they could run into. They might have trouble deciding what to buy, for instance, and need more information on your products. Would they like more info on your bestsellers? You might send them a few samples to try out first. Do they need to know about that one product of yours that they can get a subscription on? Send them the first one for free, to try out. Will they be put off by shipping fees? Offer them free shipping on their first order.

Depending on where, at what stage in their customer journey the visitor subscribed, you might want to adapt your welcome series. A subscriber who just bought something in your store has already converted and does not necessarily need the nudge of a reward anymore. You can choose to reward them at a later time in their customer lifecycle.

Code's Email Hack #1



"If you are emailing a subscriber or customer, never have more than one message or CTA per email. Multiple topics will only confuse customers and force them to spend much longer on your email than they originally intended.

Attention spans online are short, especially if people don't know you yet. So if you're sending them a discount code, only talk about that. Don't add any brand indoctrination, for instance: that's a different topic, so you use a different email for that. The exception to the rule are one-off email campaigns to already onboarded subscribers: here you have room to add multiple CTA's. "

Mail 0: Is this really you?

Timing: immediately after subscribing

Before you start sending a new subscriber any email content, you will want to ensure three things:

- that the person subscribing consents to receiving your emails
- that they are the actual owner of the email address they gave you
- that the email address exists at all

This so-called double opt-in procedure is a good way to keep your bounce rate low - which will make sure your emails aren't seen as spam. Make this first email a very simple message inviting people to confirm their subscription by clicking a button. With Klaviyo, Code's preferred email automation tool, new subscribers also have the option to configure their subscription on their own Preferences & Consent page, where they can indicate what they want to receive. You can add your own branding to both this page and the consent emails.

Of course there are always people who subscribe more than once to your emails with the same email address. Instead of the double opt-in email (which they already received the first time they subscribed), send them an email telling them they already subscribed. You might even treat this as a marketing opportunity! Consider making it a funny email saying something like: 'You really can't get enough of us, can you...' , or something else that fits your brand.



Code's Email Hack #2

"When you start building emails and flows, start with the content blocks you will use in every email: header, footer, opening greeting, and disclaimer. Ideally, your ESP (Email Service Provider) will offer the option of having all flows automatically copy any adjustment you make to these basic blocks in a single email. This is particularly relevant when you temporarily want to add a BFCM banner to all your flows, for instance. Klaviyo has this option -which is only one of the many reasons why we're very happy with it."



Code's Email Hack #3

"Kicking off your emails with a personalized greeting is always a nice touch, so have your ESP automate this when you can. Depending on your brand, you can go for an informal 'Hi there, Jack!' or a more formal 'Dear Mr. Cavendish-Scott-Bentinck'.

Sometimes subscribers don't give you their surname. In that case, it's a good idea to have a generic fall-back option like 'Hey garden-lover!' that fits your brand. Also: make sure your ESP automatically capitalizes names, because some subscribers won't."

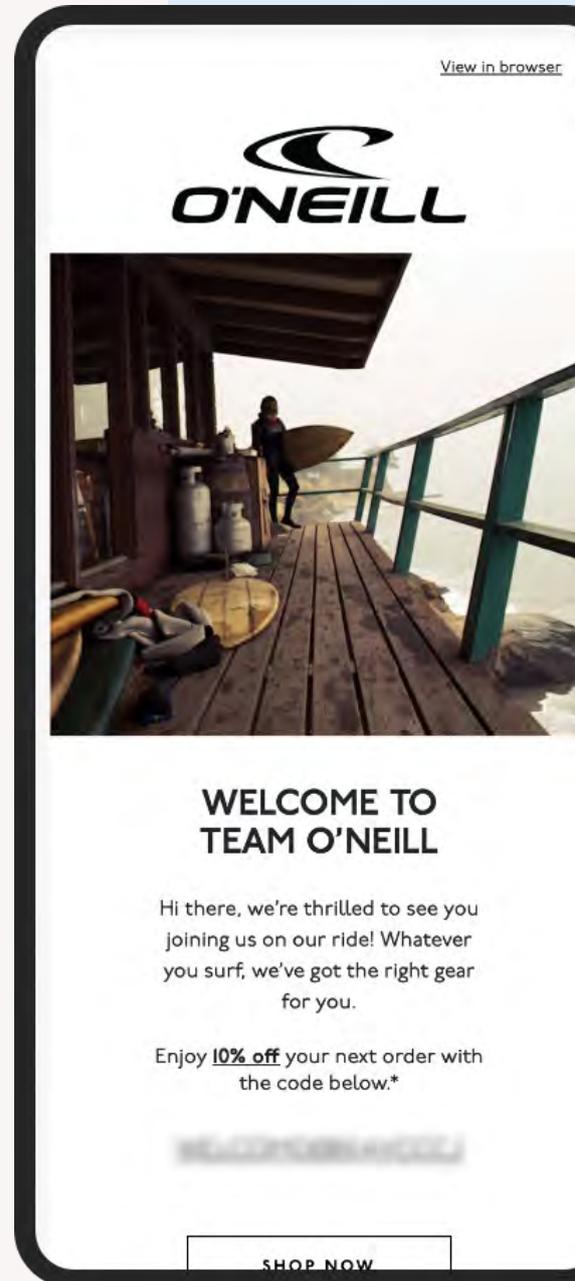
Mail 1: Welcome! Here's your reward

Timing: immediately after the new subscriber confirms their subscription

Whatever else you do in your first welcome email to a new subscriber: if you promised a reward in exchange for their email address, give them that reward in the easiest, most hassle-free way possible. Put a big shiny button high up in your email, and make sure the discount code is automatically copied to the checkout when people click the button.

Don't forget to mention how long the discount code is valid. Or better yet, show the expiration date in the email (this can be automated, if your email program has this feature - Klaviyo does). Also add a disclaimer on whether or not the discount can be used in combination with other discounts (in some cases, Shopify discounts can be combined for instance). This will save you many questions.

In addition to getting their reward, new subscribers will want to know what your brand is about. At the same time, as we already mentioned in hack #1, there is a general rule in email marketing that says you should never have more than one message or CTA per email. Since your first email is all about the reward, take it easy on the brand indoctrination for now. Limit your introduction to your brand's USP, show some bestsellers (preferably personalized!), be sure to add your socials and contact information (they should be a standard element of any email you send), and offer some compelling visual branding. You will have time to gradually build from there later on in your customers' lifecycle.





Code's Email Hack #4

"Give every new subscriber a unique discount code! If you don't, your discount codes will end up on sites like coupons.com, and you obviously don't want that... Check if your email automation software has this feature of sending out unique codes. Klaviyo has!"

Code's Email Hack #5



"Add a personalized product feed to your emails wherever it is relevant, and especially in emails optimized for sales - as opposed to giving information.

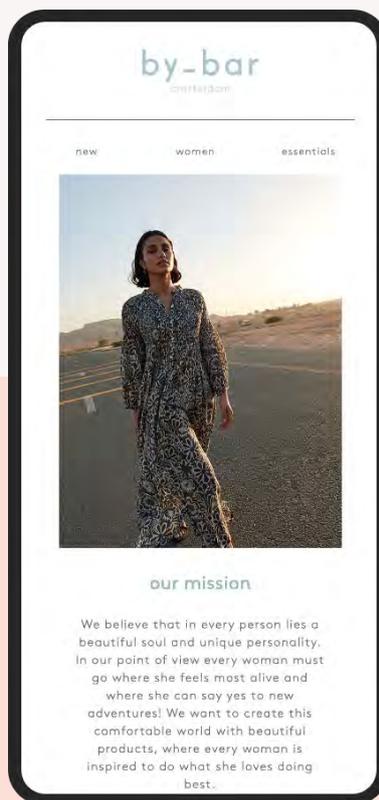
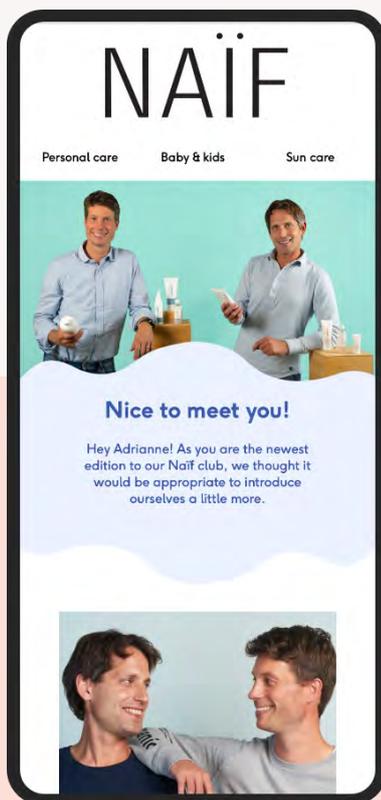
Personalization is important, because it yields much better results. So don't show the subscriber random products - have your ESP add the products that your subscriber has already shown an interest in. If there is no data available, showing your bestsellers is a last resort."

Mail 2: Please allow us to introduce ourselves

Timing: On average, 2-3 days after mail 1. We recommend split testing this for your specific audience.

This is the part where you properly introduce your brand and all it has to offer. Particularly for sustainable brands, this is where you share your mission and seek to connect to the values of the subscriber and invite them into your community. Since this email is not focused on conversion, it doesn't need a link to a product page: instead, invite people to take a look at your about-us page.

Here's what this email looks like for some of our clients:





Code's Email Hack #6

"Timing is something you should always do some split tests on: the intervals between the emails in a flow, the best time of day to inform, and the best time of day if a specific action is required from a subscriber.

For new clients, at Code we usually start sending emails at the day and time of the week when a client's online store has the most traffic. This seems to be a time when your brand is on people's minds. From there we start testing to see if we can optimize it further. In our experience 08:30 AM (when people are commuting) and 11:30 AM (just before lunch) are good moments on weekdays, especially for emails where we ask subscribers for information."

Mail 3: Now we'd like to get to know YOU a bit better

Timing: 5-7 days after subscription is confirmed, also depending on the result of Mail 1.

As a brand, you want to avoid becoming an exclusive sender. If your aim is to engage customers, you need to make your communication with them a two-way street. Instead of endlessly telling them about yourself, make sure you ask about them every once in a while. This information is vital for your business, too, because this way you get to know your customers better and will learn how to cater to their needs.

At Code, in the third email we usually put a link to a form with a few fields in which we ask the subscriber to fill out some relevant personal information. Think of their age, gender, clothing size, which of your product categories they are interested in, and any other info that helps you personalize the emails you sent them. We always ask for people's birthdays as well. Of course we follow this up when the subscriber's birthday comes up, by offering them a nice gift (see also our Birthday email flow below).



Code's Email Hack #7

"When you ask customers for their data, make sure you ask for things that are relevant. We cannot stress this enough: **NEVER ASK CUSTOMERS FOR INFORMATION YOU AREN'T GOING TO USE.** For one thing, because too many fields are a turn-off. But even more importantly: you need to be very clear that you will use your customers' information to better personalize your service, and nothing else."

Code's Email Hack #8

"Every once in a while you might send out a data gathering campaign, where you ask people to fill out any missing data in their profile. Consider offering subscribers an incentive (through your loyalty program for instance) in return for their help - that way you not only boost your data, but potentially also your revenue. "

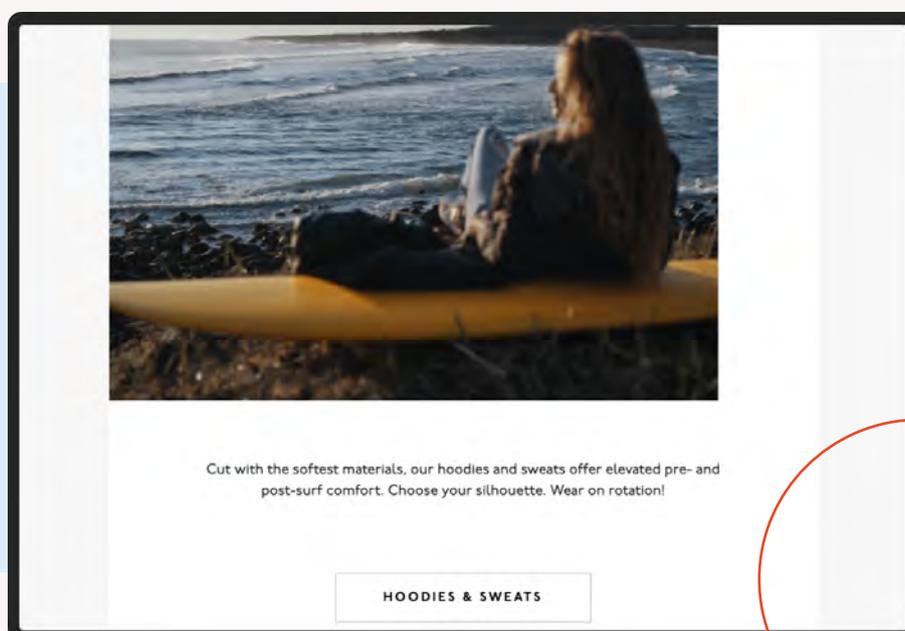


Mail 4: Check out our collection!

Timing: 10-12 days after subscription is confirmed

For O'Neill, we added this email to the welcome flow to introduce new subscribers to a personalized segment of their broad product catalogue. Once upon a time, way back in the seventies, O'Neill sold neoprene wetsuits to surfers and nothing else - but those days have long gone. Nowadays O'Neill is the go-to brand for sunbathers, swimmers, surfers, skiers and snowboarders alike, and it is vital for the brand's personalized approach to know what particular category of products a subscriber is interested in.

Having asked subscribers in the third email to indicate which category or categories they would like to know about, this follow-up email makes sure to show the new subscriber a personalized product feed. The results so far: 58% of subscribers opens the email, 4,2% click on something, and 1,1% places an order.



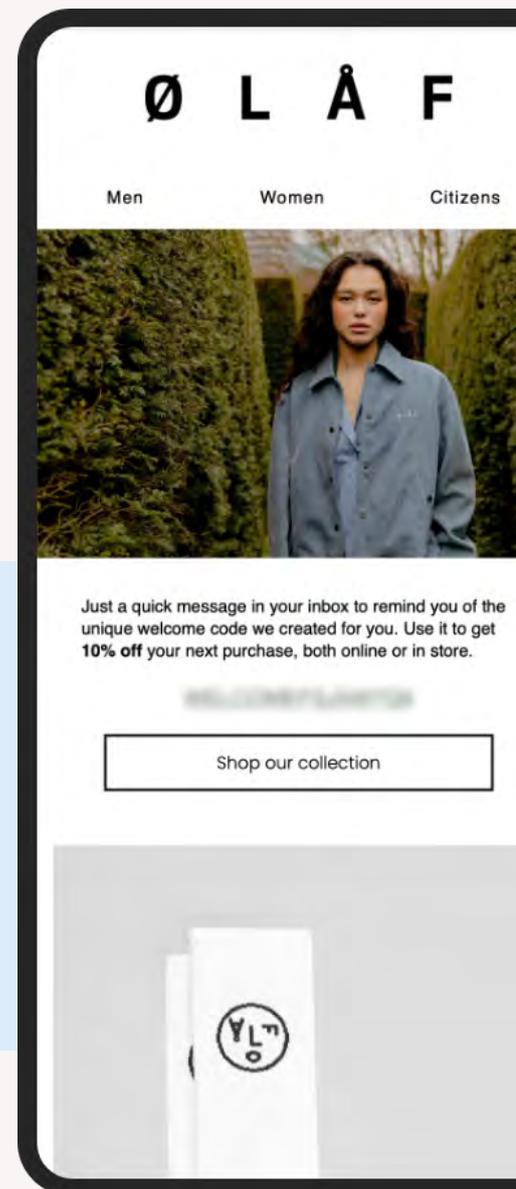
Code's Email Hack #9

"Asking your subscribers what product categories and collections they are interested in can make a huge difference in personalizing the products you show them in your emails. Simply knowing whether they look for men's or women's attire, for example, has a gigantic impact on conversion. Some clients saw a 10% increase in the placed-order-rate of an email when they did this!"

Mail 5: Your discount code is about to expire!

Timing: 2-3 days before a discount code expires. Choose an expiry date that fits your product. For example: a month for a bike, 2 weeks for a pack of coffee.

For those new subscribers that still haven't used their discount code or picked up their reward, this is the last email you are going to send to get them to use it. Again, like the first email, make this one all about the big shiny button. As a final nudge, add a personalized product feed with some products the subscriber already showed an interest in.



Code's Email Hack #10

"At Code we did a lot of split testing on this particular email. When to send it, what header image to use, what button colour: you name it, we A/B-tested the hell out of it. A word of advice on testing: make sure to test only one feature at a time! Sounds like a no-brainer, but it's crucial if you want to know the exact reason for one email performing better than another. Also, don't jump to conclusions based on a too small sample: for every test round, send out the email at least a thousand times before you decide on the next step."



Abandoned checkout recovery

With this email you reach out to customers who were in the process of actually placing an order, but for some reason failed to complete it. Mind you: an Abandoned Checkout reminder is not the same as an Abandoned Cart reminder! A visitor abandoning the actual checkout process has a different level of interest than someone who put some products in their cart and never even made it to the checkout. With people leaving at the checkout, there is a much higher chance that they really wanted to buy the product, but something put them off - and you might want to figure out what that was.

On average abandoned checkout emails help our clients to recover around 15% of what would have otherwise been lost revenue.

Mail 1: We saved your checkout for you!

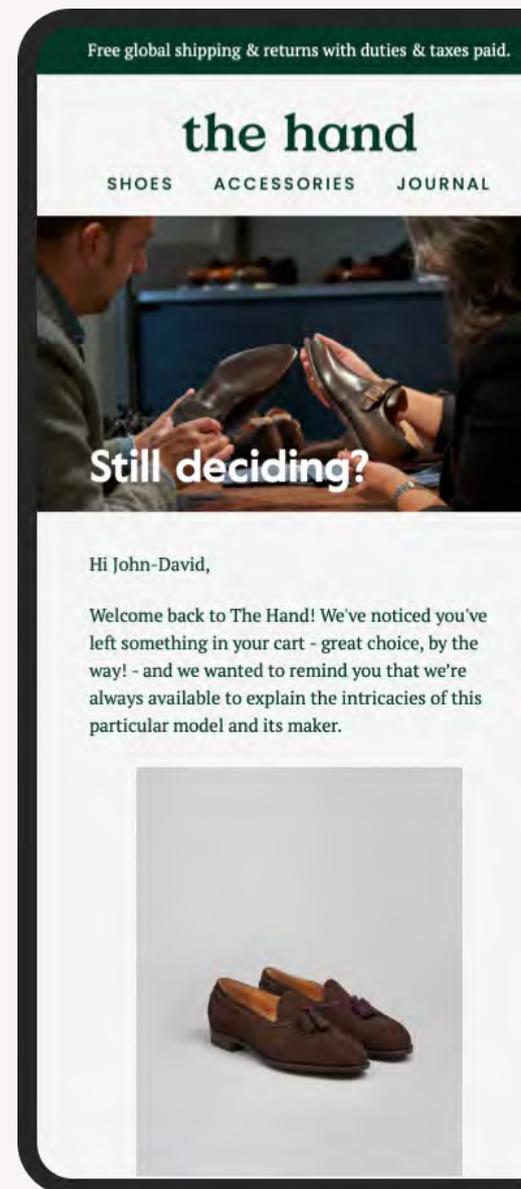
Timing: Around 2-4 hours after checkout is abandoned, but it depends: see also Hack #11)

The first email in this flow is all about service. Basically you tell the customer: We noticed you didn't finish the checkout process, we assume you would still like to (hence we saved your checkout for you in case you want to finish the process), and do you need help by any chance?

Always have two different versions of this email: one for existing customers and one for first-time visitors. They are at a different point in their customer journey and therefore need a different approach. New customers typically need more time to decide on a purchase, while existing customers already know and trust your brand. Build trust with a new customer by highlighting your USP's and your customer service, and by being extra helpful.

Whether you send it to a new or existing customer, though, make this email primarily about the products that were left in the checkout. Show images of the products (but not the price!) and make sure those are the only images in the whole email. No branded header image here! In addition, have a big button with a CTA like 'Go to checkout'. When the customer clicks it, they should return to where they left off in the checkout process (Klaviyo has this feature! Very useful), so they don't have to go through all the steps again.

Finally: use the subscriber's first name to personalize the email, and always show them you are available to help. Put your contact details somewhere visible, so they know where to go when they need you.



Code's Email Hack #11

"Adjust the time before you send an abandoned checkout reminder to your product price. People buying a bike probably need time to think through their (rather big) purchase, so make sure your email arrives not too fast after they left your site (2-4 hours later). When they abandoned two packs of coffee you don't need to wait that long."

Mail 2, variant A: Here's a discount code

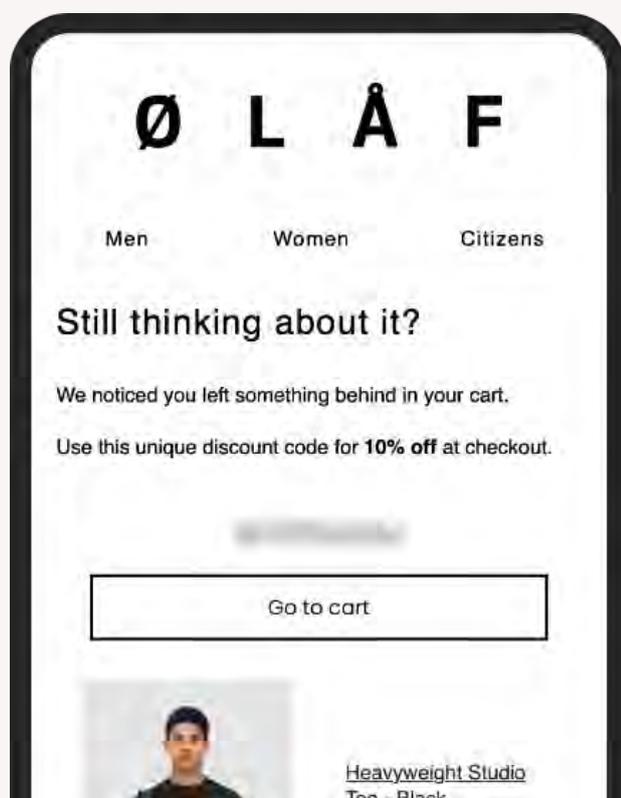
For new customers

Timing: 24 hours after Mail 1. This is most likely the time of day when this customer is online, shopping.

Following up on the first email when people didn't return to your checkout takes some thinking through. First, you have to decide how many times you want to remind people of their abandoned checkout: too many reminders might be perceived as pushy, so at Code we usually limit ourselves to two.

Second, there is this to consider: seasoned online shoppers might abandon checkouts simply to see if you're going to reward that with a discount code. We advise to do that only with first-time customers: to get them over their barrier, offering a discount code for free shipping usually works. Returning customers who abandoned the checkout receive a different follow-up email, without a discount code (see below).

New customers also need more introduction to your brand's USP's and customer service, as we mentioned above. If your brand has a product quiz or other tool to help customers choose the right product for them, this email is a good place to introduce the tool as well. Incidentally: we'll tell you all about product quizzes halfway chapter 2!



Mail 2, variant B: Buy before it's too late!

For existing customers

Timing: 24 hours after Mail 1.

You do not want to train your customers to expect a reward every time they abandon your checkout, so have a different second email ready for returning customers. This one doesn't have a discount code and can be a little more urgent in its message, something like: the product is very popular and about to be sold out, so hurry!





Code's Email Hack #12

"Free shipping is a fixed sum and is quite neutral, but if you offer a discount on products you have to decide what suits your brand and product best: a percentage or a fixed sum? Intuitively, a fixed amount is a better fit for luxury products, and a percentage for the not-so-exclusive products."

Mail 3: Do you need help?

Timing: 2 days after the customer left the checkout. Check unsubscribe rates and spam rates before rolling this out, though.

An optional third email in this flow might be a very service-oriented message in which you ask for feedback. Is there anything preventing the customer from buying? Did their payment not go through, were the credit card fees or shipping costs or delivery times an obstacle? Would they be interested in filling out your product quiz to decide which product is the best fit for them? Does the customer need your help with technical difficulties, or is there something else not working well for them?

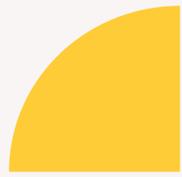
If you play your cards right, such an email might give you very valuable insights into the problems and obstacles people run into when they want to buy something from you. If a customer takes the time to reply to this email, make sure you offer them excellent service! There's no happier customer than a customer you helped solve their problem, and if you exceed their expectations you might have found a true ambassador for your brand. Conversely, if you ask for feedback and don't follow up on it, you just lost a customer forever... So only send this email if you are willing and able to do something with it.

Since this email feels quite personal to the receiver, consider leaving out the usual automated branding. A text-only message from jane@customerservice conveys to customers that your brand is actively seeking out their input - which will make them more inclined to reply.



Code's Email Hack #13

"For some brands the classic abandoned checkout emails don't work. This is often the case with brands selling products that need to be experienced first-hand, like mattresses and bikes. Hence, getting people to visit these brands' brick-and-mortar stores is key. In those cases, make the second email in the abandoned checkout flow all about inviting customers to book an appointment: to test-drive a bike or to test-sleep a mattress in one of their stores."



Abandoned cart recovery

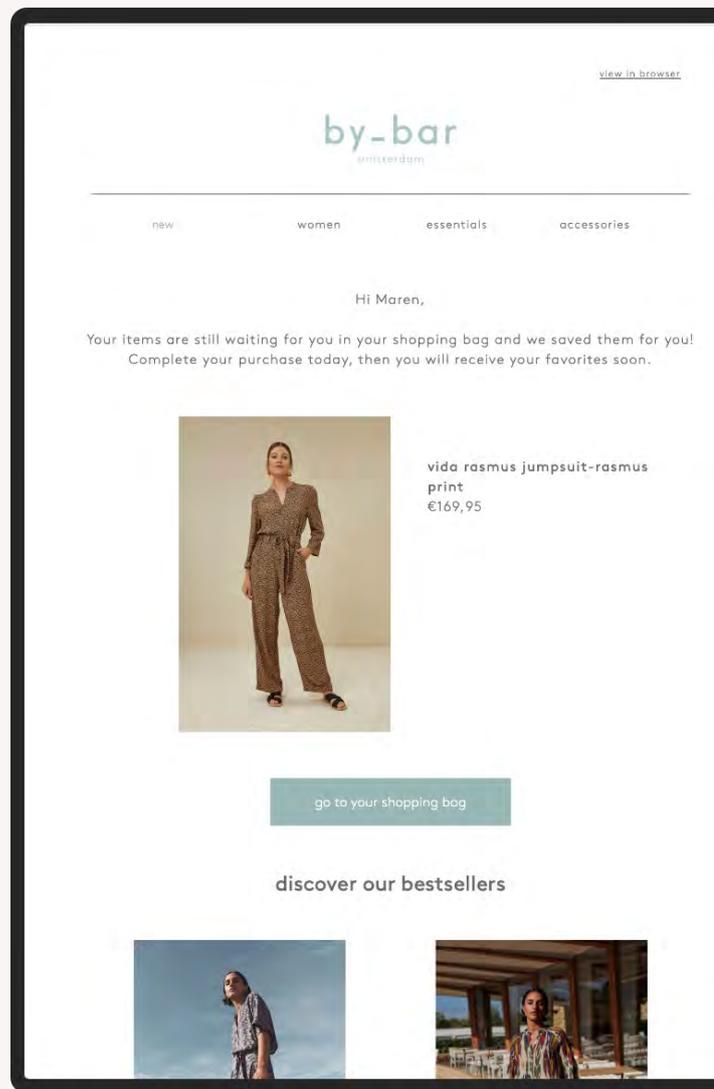
As we said in the previous section: shoppers abandoning their cart aren't as committed to the products in that cart as the people who started the checkout process. Hence: don't spam them. A single invitation to check out these products is enough, we think. Anything more is too pushy. Depending on the type of products in your average cart, you can recover 5% of abandoned carts through this email.

Alternatively, you can offer the customer some help - in case they ran into any of the obstacles we mentioned earlier. Add your contact details, a link to your product quiz, the address of your brick & mortar store, etcetera.

Mail 1: We saved your cart for you!

Timing: 2-3 hours after the subscriber added products to their cart, since they are probably spending some time on your webshop and you want to send it when you are sure they are not still browsing.

This email is largely the same as the first one in the abandoned checkout flow. Make it service-oriented, show the product in the cart, leave out the header image so all attention goes to the product image, and add a big, shiny button or Call to Action that says something like 'Go to product(s)'.



Code's Email Hack #14

"Having all these different email flows sometimes causes them to overlap in a way that can be confusing to the customer. As a general rule, a customer should be in only one email flow at a time, unless there is a very good reason to break this rule. That's where excluding certain segments of your audience comes in handy. You have to do this manually most of the time, since you want to have full control here and automated email software cannot always take care of it for you the way you want it to.

For the abandoned cart flow, for instance, make sure you exclude people who were in this flow in the last seven days, so you don't spam them with abandoned-cart-reminders. Also exclude people who are already in the abandoned-checkout-flow, since that might confuse them."



Birthday flow

If new subscribers gave you their date of birth in reaction to your welcome series or data-gathering campaign, you should of course do something festive with it! That's where this email flow comes in. Your first instinct is probably to send them an email on their actual birthday - but that might not be the best idea. If you sell coffee, wine or party dresses, for instance, the customer will need your product in advance, so they can use it on the day itself. Hence, consider sending the email a week before to give them time to receive your gift.

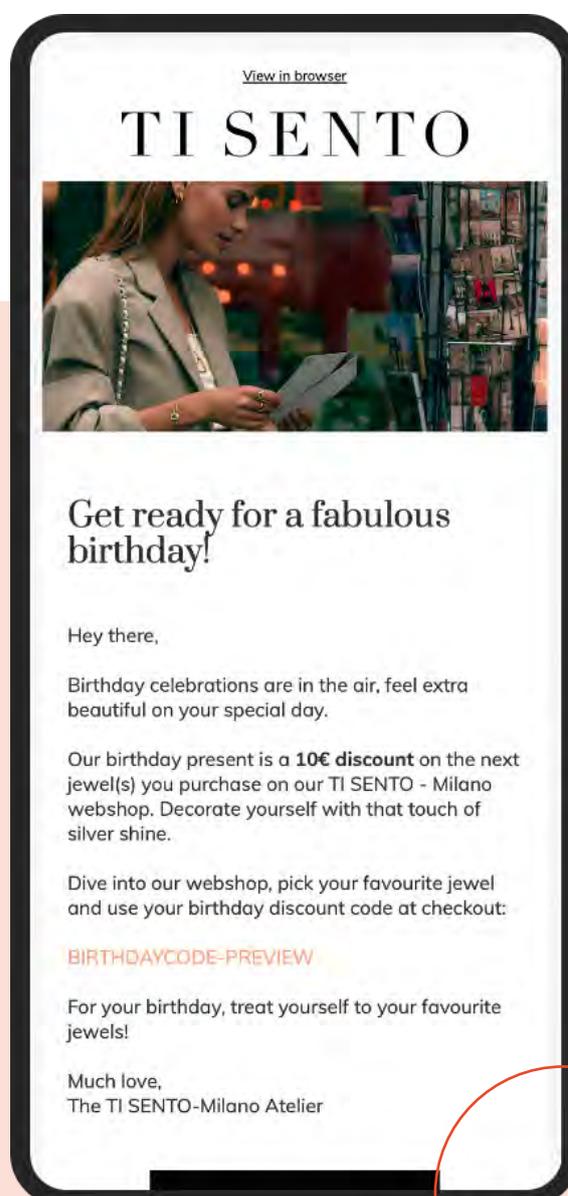
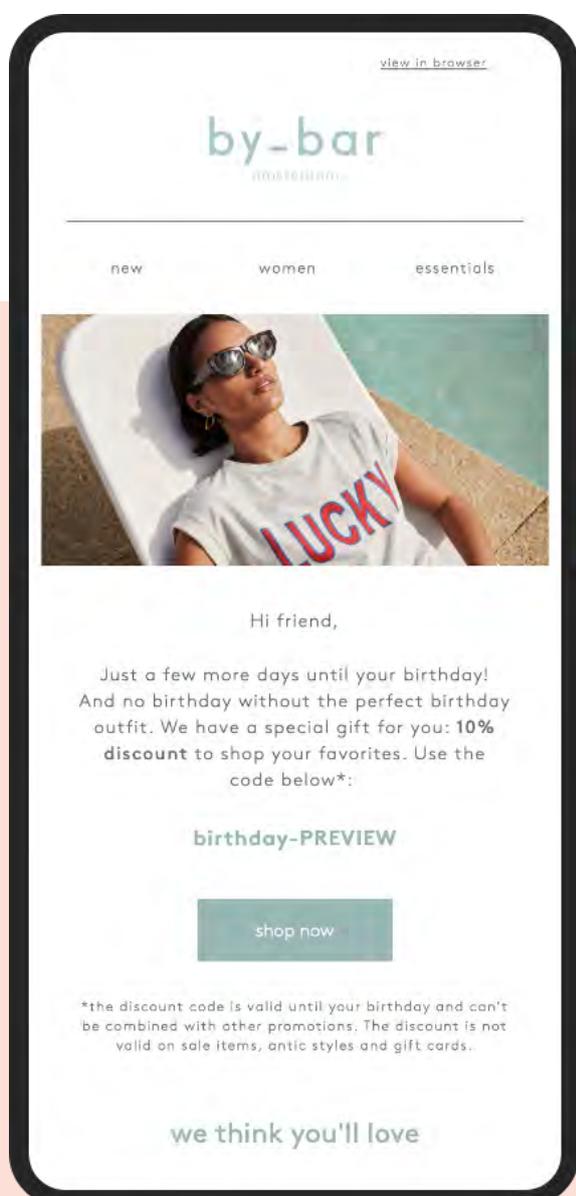
On average we achieve an 8-15% placed-order rate with this one, depending on if you offer customers a discount or not.

Mail 1: Your birthday is coming up!

Timing: at least a week before the subscriber's birthday

You'll want to offer the subscriber a little gift that they can collect by clicking the big shiny button. What do you offer? At Code we often go for a discount code which they can use as they see fit. Depending on the kind of products a client sells, we make this a percentage or a fixed sum (see also Hack #12).

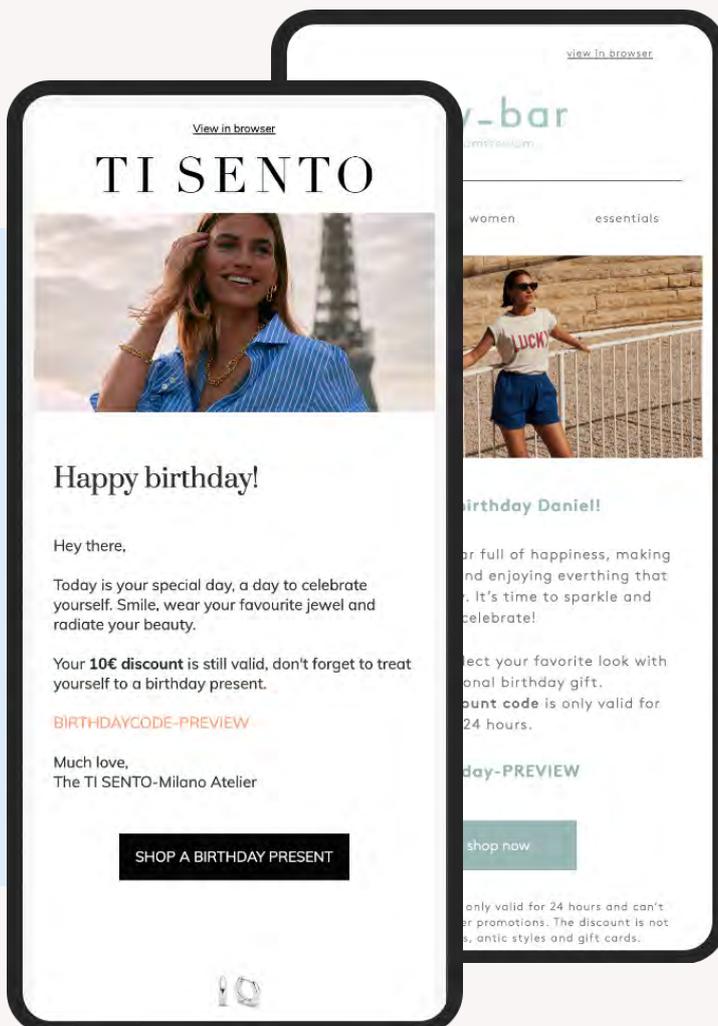
A nice alternative is to offer them a free, gift-wrapped present of your own choice, to surprise them. Don't forget to change these presents every once in a while, because you will receive reviews about them with spoilers!





Code's Email Hack #15

"Another note on timing: Try to schedule your emails to be delivered at a time when yours is the only email arriving in people's inboxes. Many brands used to send their emails on the hour, but switched to a quarter past or a quarter to for this reason. Hence, these days an even more random time is needed. Especially if you send emails at a time when the subscriber is behind a screen getting notifications, this makes your message stand apart from the competition. Really useful for Black Friday!"



Mail 2: Congrats!

Timing: on the subscriber's birthday

This is the email where you congratulate them on their special day. If the birthday girl or boy didn't click the big shiny button in the first email yet, remind them they still can, and throw in an extra gift or discount if you want. Do some split testing to see what works for your audience: run the birthday flow for some 1000 subscribers, see how people react, then adapt accordingly.



Back in stock reminder

When a product is sold out and you expect new stock coming in soon, it is a good idea to offer people a back-in-stock reminder when they can order again. On average, these reminders have a 10-15% placed order rate.

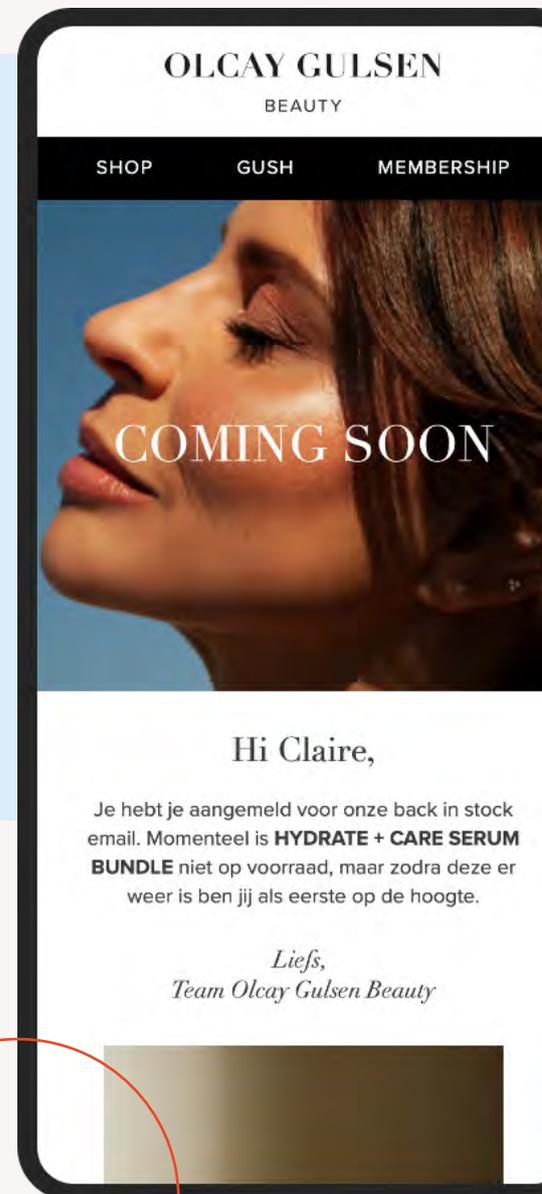
Customers can subscribe to a reminder by clicking a button on the product page. When they enter their email address in the pop-up screen, make sure there is an opt-in for your newsletter too by adding a checkbox.

An added benefit of this flow is that you can predict demand for a product, which helps you to determine how much to buy.

Mail 1: Thanks for subscribing to our back-in-stock reminder!

Timing: immediately after the customer subscribed to this reminder

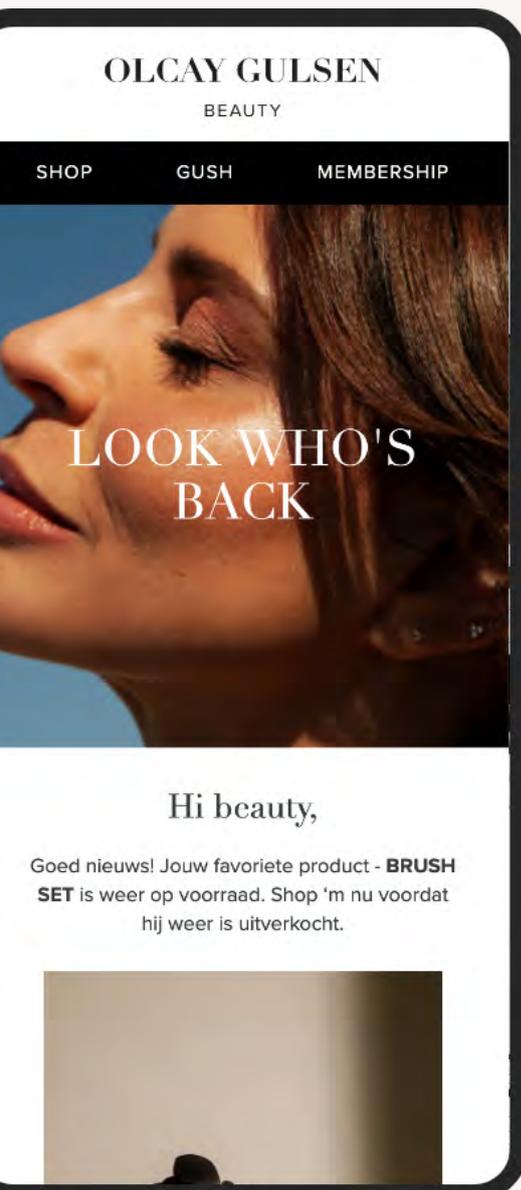
Confirm your customer's request for a back-in-stock reminder and ensure them you will get back to them asap! Also, very important: offer the customer some other products to check out while they are waiting for their back-in-stock reminder. Use the preferences your customers added in reply to your welcome flow to generate a personalized product feed for this email: this simple addition can have an amazing effect, with a 4-5% conversion rate! If you don't have that data, you can use products that have been viewed or added to their cart by the subscriber - and if you don't have that data either, you can always show some bestsellers in the same category as the sold-out product people want a back-in-stock reminder for.



Hi Claire,

Je hebt je aangemeld voor onze back in stock email. Momenteel is **HYDRATE + CARE SERUM BUNDLE** niet op voorraad, maar zodra deze er weer is ben jij als eerste op de hoogte.

*Liefs,
Team Olcay Gulsen Beauty*



Hi beauty,

Goed nieuws! Jouw favoriete product - **BRUSH SET** is weer op voorraad. Shop 'm nu voordat hij weer is uitverkocht.

Mail 2: The product is back in stock!

Timing: as soon as the product is back in stock

Make this one of those product-centered emails again, like the abandoned checkout and abandoned cart emails. No images except the product, don't show the price, and add a big shiny button. If you want you can infuse some urgency in the email: a lot of other people are also interested in buying the product! Also inform subscribers that they can always re-subscribe for a back-in-stock notification if they were too late this time.



Code's Email Hack #16

“In terms of timing, you might have to set limits to how many people receive a back-in-stock notification. If the waiting list is really quite long, it is a good idea to send your back-in-stock reminders in smaller batches, on a first-come-first-served basis, to prevent disappointment.

For example: send the first batch when there are more than x items in stock, then send 5 emails per unit per item per hour. If you're lucky, your email software can automate this for you. Klaviyo can!”

8 original Email Marketing flows to try out

Ready to get a bit more creative? Yes? We are! The five email flows we showed you in the previous chapter are only the tip of the iceberg in terms of what's possible in email marketing.

What is more, your customer is already familiar with these emails. If you want to keep them engaged and really make email marketing work for your brand, you might want to consider playing around a bit and come up with some original email flows tailored to your brand and product.

To really spice things up, at Code we often integrate Klaviyo, our preferred ESP, with other apps and services. You can do this for reviews, a loyalty program, a product quiz... the possibilities are endless. In this chapter you will find some suggestions and examples.



Post-purchase flow

What does your client need after they purchased something in your store? That is a really good question to ask yourself when brainstorming your email marketing strategy. A good post-purchase flow will anticipate any problems or questions your customer might have. Here are a few examples of how you can use a post-purchase flow to meet your customers' needs.

Ring-return flow

Paying close attention to your customers' behaviour can often give you ideas for a good post-purchase flow. Our client TI SENTO - Milano is a good example of this. They noticed an odd thing about customers who ordered a ring: they usually ordered several sizes, and then sent a lot of them back. This led to many returns, cost a lot of packaging material, and wasn't very sustainable.

Mail 1: Would you like to receive our free ring-sizer?

Timing: 1 hour after refunding the order with the returned ring

TI SENTO - Milano concluded that many customers did not know their ring size, and needed help with that. Now, when a first-time customer returns a ring (or several), they send the customer an email offering them a free ring-sizer: a simple piece of plastic with some holes in it, with the corresponding ring-sizes printed next to them. 6% of subscribers take that deal, which is quite an impressive result.

[View in browser](#)

TI SENTO



Measure your ring sizes with a ring sizer

Did you ever order a ring that is either too big or too small? Or just kept on doubting about what size you are?

No more of that with our ring sizer around! Life is too short to wear rings that don't fit you.

Order a free ring sizer on our webshop. It will be your personal sizing assistant!



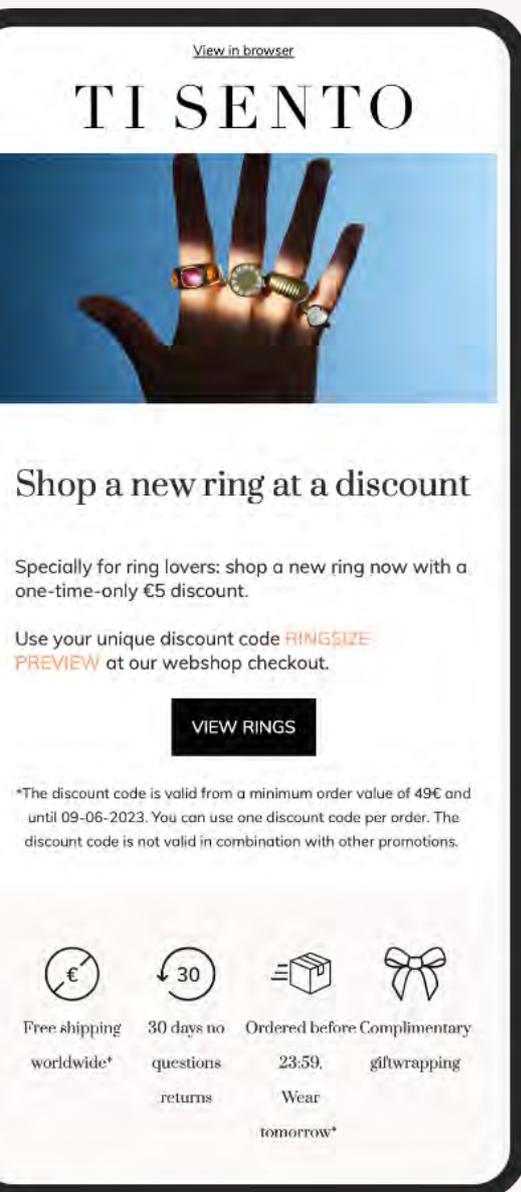
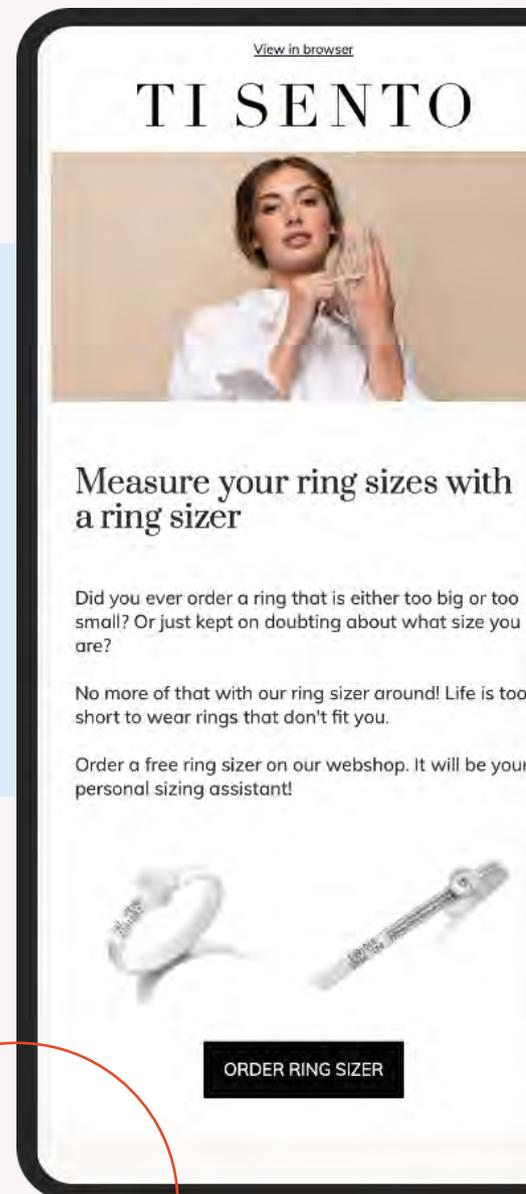
[ORDER RING SIZER](#)

Need help? Please contact our Atelier:
Send us an email on wecare@tisentomilano.com.

Mail 2A: Reminder: your free ring-sizer is one click away!

Timing: five days after mail 1, if the ring-sizer has not been ordered

If a customer has not ordered the ring-sizer within five days, TI SENTO - Milano sends them a reminder. This leads another 1,5% of receivers to order the ring-sizer.



Mail 2B: Here's a discount on your next ring!

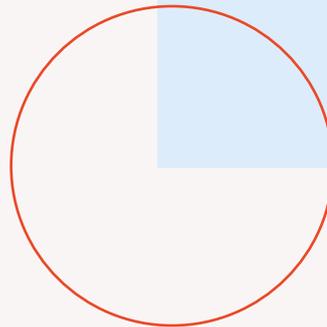
Timing: 14 days after a subscriber ordered the ring-sizer

If a customer ordered the ring-sizer but did not place an order for a new ring within two weeks, you can send them a discount code for the next ring they order.

Delivery update

Do you sell products that have a long delivery time? This might be confusing for your customers. Today's online shoppers are used to receiving their orders fast, so your customer service will probably get a lot of questions along the lines of: "When will my order arrive?"

Clearly your customers need information on delivery times after completing their order. Of course you can already manage their expectations by adding a note on delivery times to the product page (recommended!), but sending them regular updates as well will save your customer service a lot of work.



Mail 1: Your order will be delivered at ...

Timing: two days after the order is placed

Give customers information on the expected date of delivery, two days after the order is placed. After that, you can send an update every week until the order is fulfilled. In those updates, don't forget to put in the order number and a link to the current order status.

Maintenance tips

For a variety of products, maintenance is a topic that customers might want to know more about after their purchase. Our client ØLÅF for instance, a streetwear brand, sends customers an email with tips and advice on how to care for their new clothes:

Ø L Å F

Men

Women

Citizens



At ØLÅF, we're invested in the quality and longevity of the products we offer.

To help you take the best care of your ØLÅF clothing and accessories, we've created the 'ØLÅF Guide to Garment Care' with tips and advice on how to take the best care of your items and to extend their lifespan to the maximum.

This is how you'll show your trousers and pants the love they need

Take it easy

We all like it fresh and clean but minimizing machine washing your pants and trousers will extend their shelf life.

Got dirty?

When you need to wash your pants or trousers, always wash them inside out on 30 degree delicate wash then air dry. Depending on the material, the specific wash instructions might vary. So always ready the care label inside your item before washing or dry clean.

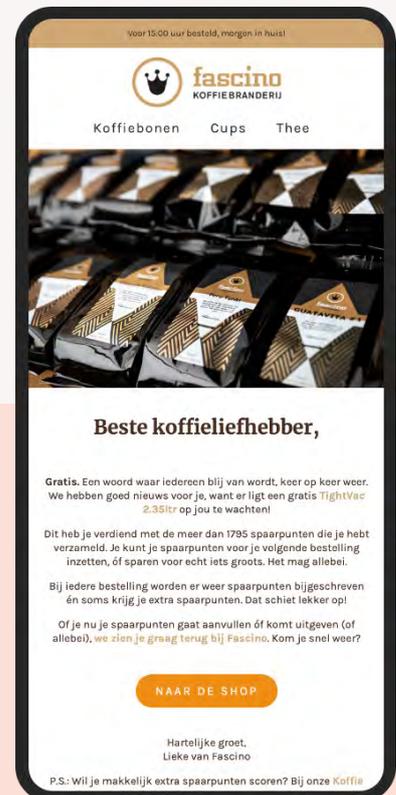


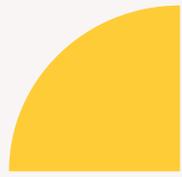
Loyalty program

Most apps that facilitate loyalty programs for your webshop (such as Loyalty Lion, Smile.io, or Growave) have an email option, but this is often very limited in terms of branding, layout and strategy. If you connect your loyalty app with Klaviyo you have many more options. Klaviyo can predict a customer's next purchase, for example, based on their purchase pattern so far. This works especially well with products like razor blades and toothpaste and such, which people need to replace on a regular basis.

When Klaviyo tells you a customer buys a new shampoo bar every 6 months, you can send them an innocent-looking email about 7 days before they will buy again, reminding them of the amount of loyalty points in their account and suggesting what reward they might claim with it.

The customer will be more likely to use any discount codes for their upcoming purchase, or do something else with their loyalty points when they are in your store to buy new shampoo.





Reviews and User Generated Content

User Generated Content (UGC) is extremely important to build trust with your online audience. People will be much, much more inclined to shop with you after having heard about other people's positive experiences with your brand or product. This is why reviews are a must for your online store.

In fact, reviews are so important that you will want to add them to your marketing emails as well. To do this, you need to connect your ESP with a review app. At Code, we regularly integrate Klaviyo with Reviews.io or JudgeMe, two powerful review tools that open up a range of options when combined with Klaviyo. Here is an example of a review flow we often use for our clients:

Mail 1: We hope you like your product! Would you like to leave a review?

Timing: after delivery, when the customer has had some time to try out the product.

The first email in this flow is about inviting the customer to tell you what they think of your product and your brand. What should be in this email?

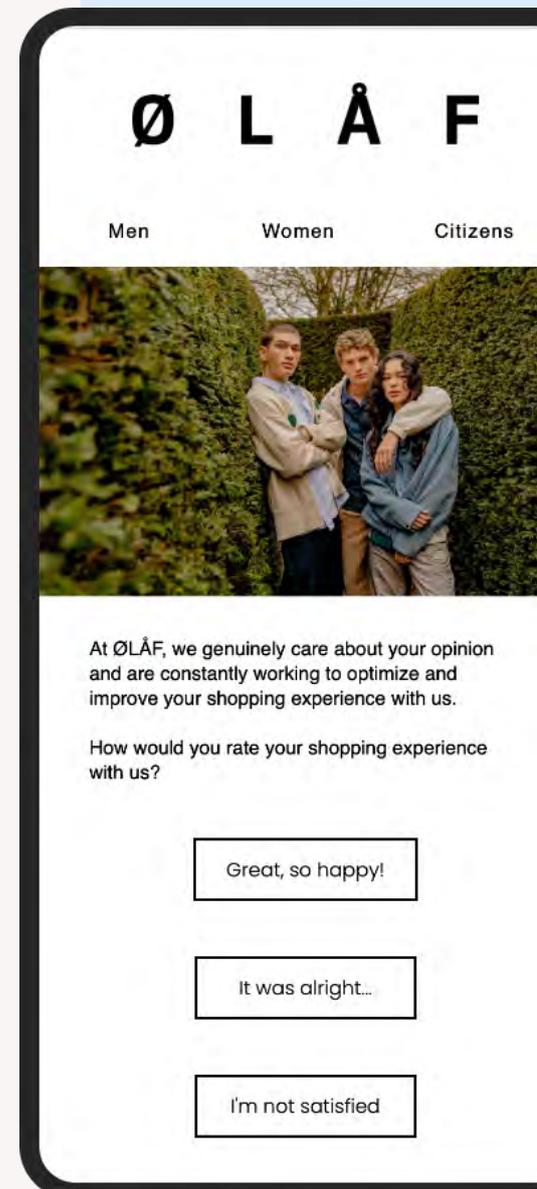
First, all attention should go to an image of the product or order that you ask a review for, and the big shiny button with 'Leave your review here'. But don't forget to offer the customer an incentive as well! This will vastly improve the amount of reviews you will receive. A discount usually works well, or you could offer some loyalty points if the customer is in your loyalty program.

While we're on this subject: the European Union has rightly banned fake reviews. Hence, you are not allowed to pay people, or even give them a discount, to leave a fake or overly positive review. You are also forbidden to give people a discount for a review of your business as a whole: only reviews of your products are allowed. As a general rule, your review request (with or without an incentive) should be without any conditions as to the content of the review.

The big shiny button should lead customers directly to a review page. Make sure the customer's name and email address are pre-filled on the review form, and again, put in an image of the product or order that is being reviewed.

Adjust the timing of your email to your product: only ask for a review at a moment when the customer has probably used the product for the first time. With a pack of coffee that's after a week, with a product that has a long delivery time this is obviously after the customer has received it. If you offer a warranty with your product, it is smart to ask for a review before the warranty expires. That way you have time to offer the customer a repair or replacement when they are not satisfied.

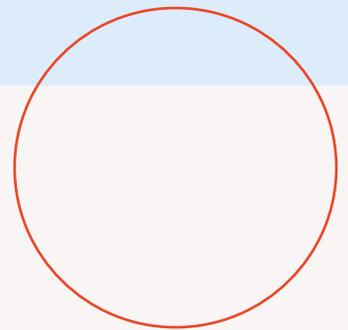
With first-time customers you will want to know what they think of your brand and service - with returning customers you already know this, so asking about the product suffices.



Mail 2A: Thanks for your positive review! Here's your discount

Timing: as soon as the customer left a review

If the customer left a positive review, you thank them by sending the discount code you promised them. Of course it can't hurt to suggest a few products that the customer might want to use their discount code for!



Mail 2B: Oh dear, we see you're not happy with your order

Timing: depends

Of course not all customers are happy all the time. In fact, unhappy customers are more inclined than happy ones to leave a review, which can skew your overall score somewhat. For this reason it is extra important to follow up on a negative review. Some ESP's - Klaviyo among them - allow you to build an automation which sends out notifications when a certain event occurs: this way the ESP can be instructed to immediately send you a notification when a customer left a bad review, so you can contact them directly to offer your help and service.

How exactly do you offer your help and service? That depends on your specific situation. There are roughly these three options to choose from:

- Send the unhappy customer an automated, branded email asking them something along the lines of: would you like us to get in touch? Do you need help? Then click here. This is the least personal approach.
- Send the unhappy customer an automated, plain text email that looks like it comes from your customer service. Send it with a slight delay, to avoid an automated feel, and use a reply-to email address that looks personal, such as jane@customerservice. Always follow up on the reply personally though!
- Personally get in touch with the customer. Recommended, if you have the time and resources. Helping a customer solve their problem will never harm your reputation!



Code's Email Hack #17

“Review tools like Reviews.io and JudgeMe enable you to use customer reviews in your email flows. This is very valuable content for marketing emails: in an abandoned checkout reminder for instance, you can add the average rating of the product that was left in the checkout to offer the hesitant customer a bit of social proof.”

Code's Email Hack #18



“If your review tool allows it (Reviews.io and JudgeMe do), you can have customers add photos and videos to their review - incredibly effective in converting potential customers! To encourage customers to add visuals to their review, you might consider rewarding them with a few extra loyalty points.

Many review tools and apps also support User Generated Content from Instagram. This enables you to drop images tagged with #yourbrandname into your marketing emails: very effective social proof!”



Subscriptions

The trend for subscription products is still going strong, and is an excellent way to keep customers coming back regularly. So if you have any products in your catalogue that people regularly need a replacement for, like coffee or infant formula or sun screen: consider setting up a subscription program to boost your Average Order Value and improve your customer retention.

Connecting your subscription app with your Email Service Provider can open up a lot of possibilities to get the most out of your subscriptions. At Code we prefer the subscription app Recharge for this: it plays very well with Klaviyo, and we saw some amazing results from the combination. Our client Kabrita grew their AOV by an incredible 200% when they launched their subscription program for baby and infant formula made from goat's milk. Here's what their subscription flow looks like.

Mail 1: Thanks for your subscription!

Timing: immediately after the subscription order is placed.

Since an order confirmation is a transactional email, it has the advantage that it will have a high opened-and-read percentage. Hence, it is a good email to reach your customers. At the same time, because it is a transactional email, you are not allowed to use it for marketing purposes because not all customers consented to receiving email marketing from you (see also Hack #19).

Hence, limit yourself to the following content items:

- the name of the product the customer subscribed to
- what intervals between deliveries
- when does the subscription stop

And a banner with subscription-related CTA's:

- manage my subscription
- view my last order
- cancel my next delivery

kabrita
van nature mild



Producten

Waarom geitenmelk?

Hallo Amber,

We hebben je bestelling in goede orde ontvangen! Je ontvangt **14 dagen** een nieuwe voorraad voeding voor jouw baby. We zijn je bestelling voor je aan het inpakken. Zodra je bestelling is verstuurd, ontvang je een nieuw bericht.

Samenvatting van jouw bestelling:



[Kabrita 1 Zuigelingenmelk](#)

Prijs: €29.95

Abonnementstype: Levend
iedere 14 dagen

Volgende afschrijving:

Mail 2/3/4/... : We're about to ship your next subscription product!

Timing: a few days before the product is delivered to the customer

This email should be sent before every next item in the subscription, so that subscribers have the chance to cancel their subscription. This simple email is a great way to prevent returns, and to offer good service to subscribers. Many times, subscribers' use of a product can't keep up with the new deliveries. Hence, they stock up on subscription products to the point where they really don't need any new ones for a few weeks or months. Giving them the option to pause the subscription for a while will be greatly appreciated!

In the email you inform subscribers that you are going to ship their next product in x days - unless they want to change or cancel their subscription, in which case they can click a button that will lead them to the subscription details in their account. If they do indeed cancel or change their subscription, you will of course need to send them a follow-up email.

Bekijk in je browser



kabrita
van nature mild

Hallo Mark,

Goed nieuws! Je volgende bestelling wordt over 3 dagen verstuurd. Mocht je nog wijzigingen willen aanbrengen in jouw abonnement, zoals het overslaan of uitstellen van jouw bestelling of het eenmalig toevoegen van producten aan jouw volgende levering dan heb je hier nog de mogelijkheid voor.

Details van jouw volgende bestelling:



0-6 Mnd

2 x Kabrita 1 Zuigelingenmelk 800g



Mail 3 (or 4, 5, 6, ...): We cancelled your subscription for you

Timing: immediately after a subscriber cancelled their subscription

This email is primarily meant to find out why a subscriber cancelled, so you know how to follow up. Again, add a button that leads subscribers to their subscription management page, where they can give you their reason for cancelling. With the app Recharge this is a simple dropdown menu, the outcomes of which are directly fed into Klaviyo.

Klaviyo can then determine what the follow-up message should be. Does the subscriber think the product is too expensive? Sending them a discount code might help: don't do this immediately, but two weeks later to discourage opportunism. Does the subscriber have too many products in stock? Then they might want to reactivate their subscription at a later time. To determine when you should send the invitation to reactivate, take the average amount of time in between deliveries for that client.

[Bekijk in je browser](#)



kabrita
van nature mild

[Producten](#)

[Waarom geitenmelk?](#)

[Blog](#)

Hallo Jonathan,

Bedankt voor het heractiveren van jouw abonnement!

Het is altijd mogelijk om wijzigingen aan te brengen in je abonnement, zoals het overslaan of uitstellen van jouw bestelling of het eenmalig toevoegen van producten aan jouw volgende levering.

Samenvatting van jouw bestelling:



[Kabrita 2 Opvolgmelk 800g](#)

Prijs: €29.95

Abonnementstype: Levering
iedere 30 dagen

Volgende afschrijving: 27-04-2023

Mail 4 (or 5, 6, 7, ...): Welcome back to your subscription!

When the customer indicates they want to start receiving products again, of course you send them a nice welcome-back email. Show the product they ordered in the email, and add a link to the subscribers' subscription management page.



Code's Email Hack #19

"If you fill an email message with lots of order information, you can put in a request with Klaviyo to see it as a transactional email. We did that for the Kabrita subscription updates, because it has the advantage that you can also send it to customers who didn't subscribe to your email marketing, or unsubscribed from it in the past.

Klaviyo is careful with allowing this because they are determined to keep your account healthy and not have your emails seen as spam, but if you make a good case they will help you out."



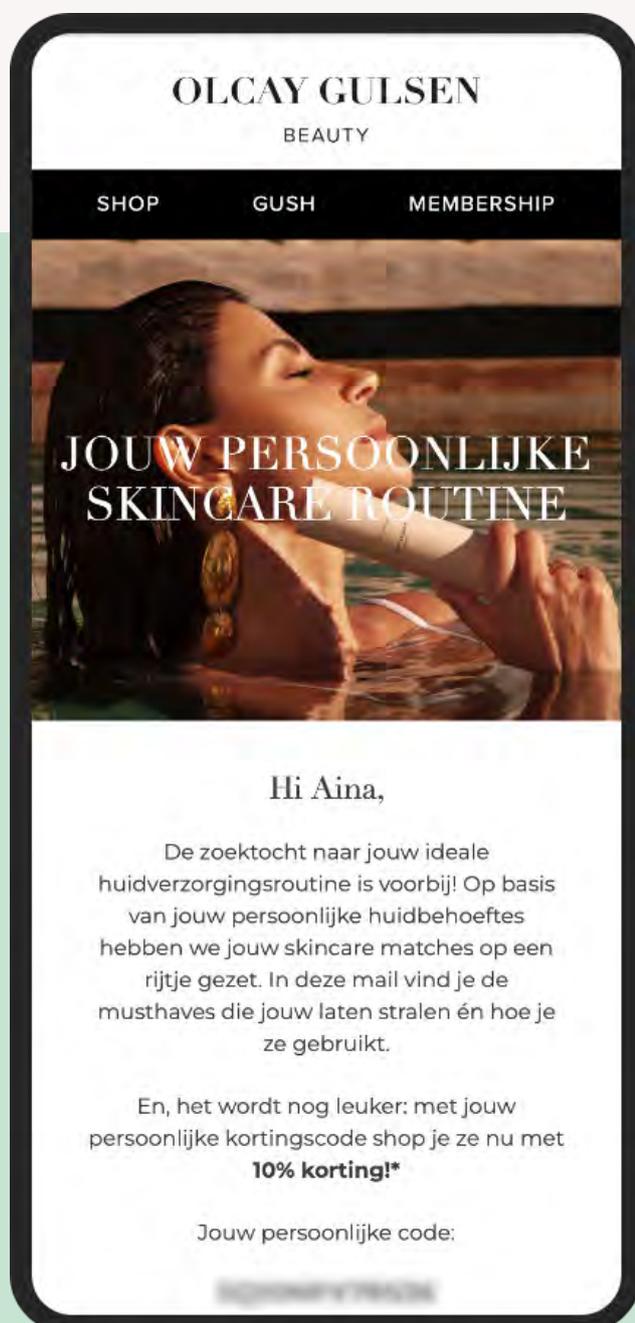
Product quiz

Currently there is a trend in e-commerce to offer customers a more and more personalized shopping experience, even if it is online. This strategy is particularly suited to fashion, where sizes, shapes, colours and styles are all very personal. It also works brilliantly for a connoisseur audience buying products like books, coffee, or wine.

A very useful tool for personalized shopping is offering visitors of your store an online decision aid or product quiz, with which customers can determine what product suits their personal needs, tastes and preferences best. Before they fill out the questionnaire, ask customers for their email address, so you can load their data into Klaviyo and send them the results of the quiz - which, incidentally, creates another opt-in possibility, in addition to the opt-ins elsewhere on your site. With the data from the quiz, Klaviyo can also group customers according to their personal profile and send the various segments personalized emails catering to a particular profile.

At Code we often implement a product quiz for our clients, with the help of apps like Shop Quiz or Octane AI. Customers love filling out the questions and seeing their results, and it's a very good way to build a loyal following. For our client Olcay Gulsen, for instance, we implemented a skincare quiz to help customers determine the best skincare routine for their specific skin type. Once the customer completes the quiz, the Klaviyo flow is triggered and they receive an email based on their specific answers. The email includes personalized skincare recommendations, a skincare routine and a unique discount code, making it easy for customers to take action and make a purchase. With a 76,7% open rate, 24,1% click rate, and a placed-order-rate of 15,2%, we can say it's working!

Of course when you have made the effort to develop a product quiz for your online store, you want to get some mileage out of it! You can easily add a link to the tool in many other email flows, such as the welcome series and the abandoned checkout flow, particularly in emails where you offer the customer assistance.





Facebook Lead Ad

As we already mentioned in the introduction to this e-book: online acquisition has become more and more expensive and less and less effective lately. Of course most e-commerce brands can't really do away with online ads altogether - you need to source new customers to stay in business - so you will want to get the most of your expensive ads. This is where email marketing can make a big difference for your results: if you follow up on your ads with some well thought out email flows, the new visitors clicking on them are more likely to stick around.

If you use Klaviyo, you can make your ad campaigns a bit more effective by having Klaviyo instruct Facebook on which segments of visitors you are targeting. This works very well if you want to enrich your email list and database. Think of targeting these three segments of your email list, for instance, with a tailored FB ad:

- Customers who bought something but didn't subscribe to your emails: try to get them to subscribe via the FB ad.
- People who haven't yet bought anything, but have shown interest in your store: have a raffle in which people can win a voucher, or offer new subscribers a free sample product (more about that option in the next paragraph!).
- People who don't know your brand yet: get them to subscribe so you can introduce them to your brand.

Don't overestimate the effects too much, though: with an online advertisement you usually get quantity instead of quality. Hence, it is best to purge your email list every once in a while to weed out the inactive subscribers via a sunset series.



Code's Email Hack #20

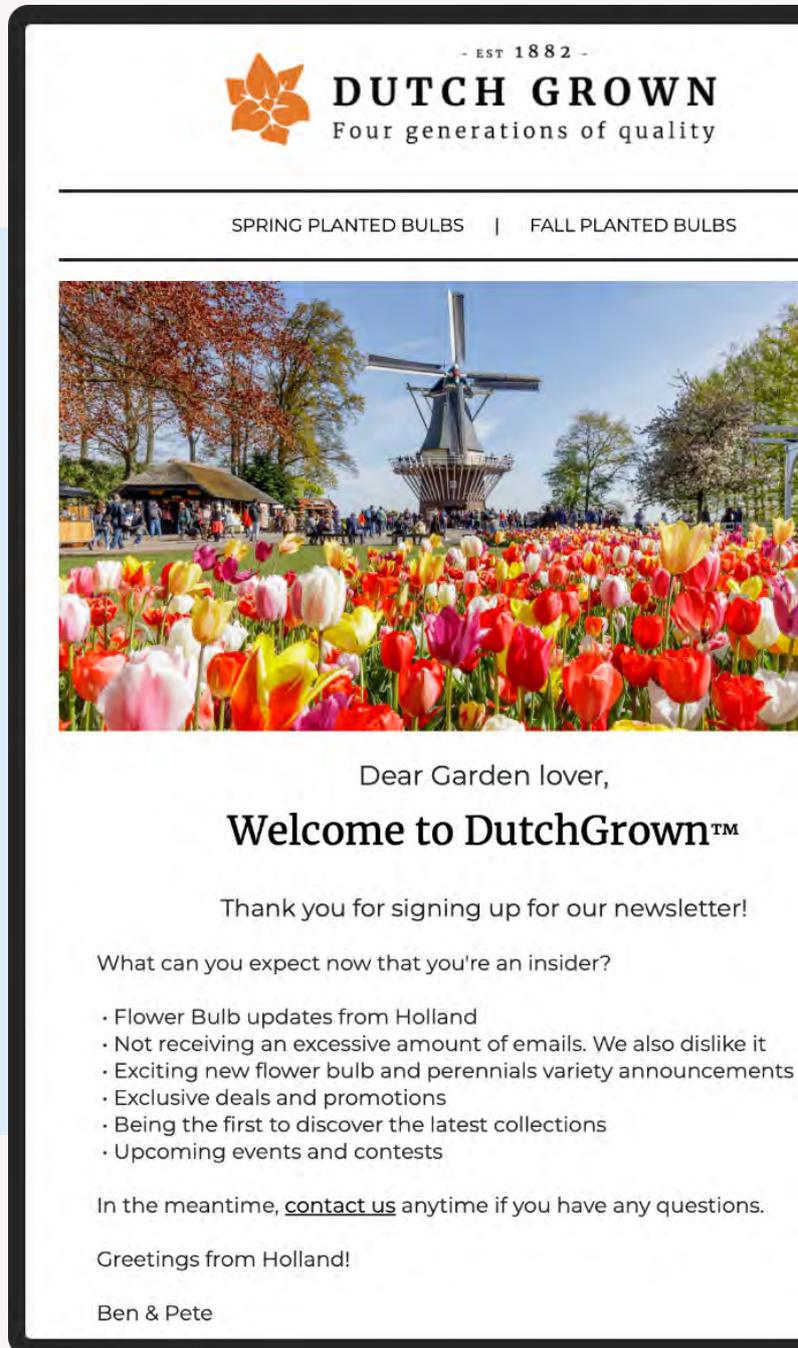
"At Code we often have a little clean up, where we remove inactive customers from our clients' email lists. We send them a so-called sunset series, asking if they still want to receive emails from a brand, and if we don't get a positive reaction we remove the address from the list. Our clients often have to get used to this a bit, because in many cases they have patiently gathered these email addresses over years of time, and it feels as if they're throwing away a valuable asset. But trust us, it's rewarded in various ways: your lists are shorter, which lowers costs; open- and clickthrough rates will increase because all the inactive recipients are cut out, which convinces Google to not mark your emails as spam as quickly; and your revenue from email marketing will increase."

What do you send the people clicking on your FB ad that don't know your brand yet? Basically a welcome series, but adapted to a lower level of interest with the receiver. Introduce your brand, and try to nudge people towards a first purchase in your shop. Here's what this email flow looked like for our client DutchGrown:

Mail 1: Welcome to our brand!

Timing: as soon as someone clicks the 'Subscribe' button in your FB Lead Ad

This email is all about managing expectations. People just clicked a button and have no idea who you are yet, and some part of them is fully expecting to ignore your emails or unsubscribe quickly - especially if you send way too many emails. So in this email you briefly introduce your brand with just your main USP's, and tell them you have no intention of spamming them. Instead, you will send them an email about once a week (adjust for your situation) updating people on exclusive deals and events.



Mail 2: Here is a discount code!

Timing: 2 days after mail 1

Since you want to turn leads into customers, your next mail is about nudging subscribers towards a first purchase - and showing them you weren't joking about those deals you promised in the first email. To that end, DutchGrown sends their fresh FB leads a 10% discount-code on their bestsellers - which are neatly shown in the product feed in their email.



DutchGrown™
Four Generations of Quality



Dear Garden lover,

Now you are part of the DutchGrown™ family, we would like to introduce ourselves. DutchGrown™ is a 100% family company and is run by Ben and Pete.

Ben is the flower bulb expert and the 'people person'. He has fantastic connections with all the growers in the Netherlands, he excels at networking and is always happy to help any customer with any questions.

Pete is the techy guy and is the engine that keeps DutchGrown™ running smoothly. Despite being quite the computer geek, he is surprisingly personable and is also, on occasion, allowed out of his basement to meet clients. In fact, he and Ben spend quite a lot of time travelling to the USA for flower bulb exhibitions and expos, and always enjoy meeting and getting to know their

Mail 3: Meet our founders

Timing: 3 days after mail 2

With the discount code taken care of, you have a bit more space to properly introduce your brand and see if you can make the new subscriber stick around for the longer haul. DutchGrown uses this third email to share the story of their founders: two Dutch brothers who decided to start selling their first-class flowerbulbs overseas, in the US.



DUTCH GROWN
Four generations of quality



Dear Garden lover,

We appreciate you for choosing us to brighten up both your day and garden. To celebrate our new friendship, we'd like to offer you a special discount of **10% off your first order.***

WELCOME_LA_10-PREVIEW

Whether you're looking for spring or fall planted bulbs and perennials, we have a wide selection of options to choose from. This is a great opportunity to try something new or stock up on your favorites!

Ben & Pete

[SHOP NOW >>](#)





Code's Email Hack #21

"Klaviyo not only works wonderfully well with Facebook but also with other platforms, such as Google Ads. Here too, you can push through specific segments from your email list to Google.

This is super-powerful: it helps you target a pre-defined audience and allows you to set up a flow that complements where they are in their Customer Journey. You can exclude recent buyers, for instance: they are clearly already interested in your brand, so save your expensive ad for new visitors, or for the people who started a checkout but didn't finish it. Highly recommended!"



Sample flow

Of course you can also use your FB Lead Ad to offer people a free sample of your product, to introduce them to your brand. This works best with people who have already shown interest in your brand, but haven't bought anything yet. Hence, have Klaviyo feed Facebook that specific segment in your database. A heads up: if you don't have that data or want to throw your net a bit wider, expect quite a lot of opportunists who order anything that has the word 'free' on it...

What emails do you send the sample-seekers after they hit 'subscribe'?

Mail 1A: Here is your 100% discount code!

Timing: after someone clicks the 'Subscribe' button in your FB Lead Ad and leaves their email address

This is a simple and straightforward email with a discount code and a button to your store, where people can order their sample product. If necessary, you can give people a choice between several of your products, so they can go for the one that fits their situation best. Have the discount code pre-filled in your checkout, if your ecommerce platform allows it.

What kind of results can you expect from this email? In our experience, the short-term effect is quite nice, with a placed-order rate reaching 50% for some products. For the long term we recommend researching and testing the most effective strategy for your brand, though: of that 50%, usually only about 10% follows up their sample order with an actual order of the product. This has to do with the high rate of 'free'-hunters that jump on any ads offering free products, even if they clearly don't have a use for your product. These subscribers will clog up your database, so make sure you run a sunset series every once in a while! (And check back to hack #20 if you don't know what a sunset series is ;)



Beste ,

Hartelijk dank voor je inschrijving. Vanaf nu ontvang je per e-mail het laatste Kabrita nieuws en je eerste kennismakingskorting.

Speciaal voor jou: probeer Kabrita Opvolgmelk of Peutermelk nu helemaal gratis.

Verzilver jouw unieke code via de onderstaande link binnen 30 dagen. En ontvang je eerste Kabrita Opvolg- of Peutermelk (400g) gratis (altijd gratis bezorgd!)* De korting wordt in je winkelwagen meteen verrekend.

Gebruik jouw persoonlijke kortingscode of klik op onderstaande producten.

HalloKabrita-PREVIEW



* Het is mogelijk dat de korting niet wordt toegepast op sommige producten.



Beste ,

Bedankt voor je inschrijving. Helaas kun je niet deelnemen aan deze actie, omdat uit onze gegevens blijkt dat je al eerder iets bij ons hebt gekocht. Maar we willen je bedanken voor je inschrijving op de nieuwsbrief en geven je daarom eenmalig **10% korting*** op je bestelling.

Kabrita10-PREVIEW

BESTEL NU MET 10% KORTING

**Deze korting is geldig op al onze producten met uitzondering van Kabrita 1 zuigelingenmelk (400 en 800 gram). Deze persoonlijk code kan eenmalig worden gebruikt binnen 30 dagen.*



Mail 1B: Sorry, you're not eligible for this promotion

Timing: after someone who doesn't meet your requirements for this promotion clicks the 'Subscribe' button in your FB Lead Ad

For every promotion campaign, you can specify who it is meant for. If your campaign offers a 100% discount on a visitor's first order, this obviously excludes people who already ordered with you in the past. In that case, have a friendly B-version of your email ready in which you tell them they already ordered the product and can't take advantage of this deal.



Borstvoeding is de beste voeding voor baby's

kabrita

[Producten](#)

[Waarom geitenmelk?](#)

[FAQ](#)

Beste ,

Onlangs heb je van ons een e-mail ontvangen met een unieke code waarmee je Kabrita Opvolgmelk of Peutermelk gratis kunt bestellen. Omdat je daar tot op heden nog geen gebruik van hebt gemaakt, willen wij je er graag op wijzen dat deze code **alleen vandaag nog geldig is**.

Verzilver jouw unieke kortingscode vandaag in de online winkelwagen en ontvang je eerste Kabrita Opvolg- of Peutermelk (400g) gratis (incl. bezorging).*

Jouw persoonlijke kortingscode:

HalloKabrita-PREVIEW

Mail 2: You didn't order your free sample yet!

Timing: 3-5 days after subscription

Of course you send a friendly reminder to those new subscribers that didn't immediately order their free sample after clicking your ad. The response to this email usually adds about 2% to your placed-order-rate.

[Bekijk in je browser](#)



Borstvoeding is de beste voeding voor baby's

[Producten](#)

[Waarom geitenmelk?](#)

[FAQ](#)

Hallo Jolien,

We willen graag de geboortedatum van je kindje weten. Dan kunnen we de juiste producten adviseren. Klik op de knop hieronder en vul de geboortedatum in. **Wij sturen daarna meteen een e-mail met een kortingscode voor je eerst volgende bestelling!**

[GEBORTE DATUM TOEVOEGEN](#)

Mail 3: How did you like your sample?

Timing: 7-10 days after the sample order is placed, depending on the product

When subscribers have ordered their free sample you give them a bit of time to try it out (how much time depends on your product and delivery times), before you check in with them again. The purpose of this email is to nudge people towards placing an actual order and to learn a bit more about them, so you can personalize your services.

Hence, you ask them to give you a bit of relevant data in exchange for a discount on their first actual order. Add a button that brings the interested subscriber to a form they can fill out. As we stressed earlier (in hack #7, to be precise): only ask for data you are actually going to use for marketing personalization!

[Bekijk in je browser](#)



borstvoeding is de beste voeding voor baby's

kabrita

[Producten](#)

[Waarom geitenmelk?](#)

[FAQ](#)

Beste ,

Onlangs heb je Kabrita Opvolgmelk of Peutermelk geprobeerd. Uiteraard hopen wij dat het product beviel en daarom hebben we een leuke aanbieding.

10% korting op je bestelling

Profiteer nu en ontvang **10% korting*** op je volgende bestelling. Bestel via onderstaande link en de korting wordt automatisch in het winkelmandje verrekend. Mocht de korting niet automatisch verrekend worden, vul dan jouw persoonlijke kortingscode in bij afronding van je bestelling:

Kabrita800g_10-PREVIEW

Mail 4: Here's a discount on your first order!

Timing: Directly after submitting the form from mail 3

After people have given you their relevant data, you reward them with the promised discount on their first order.



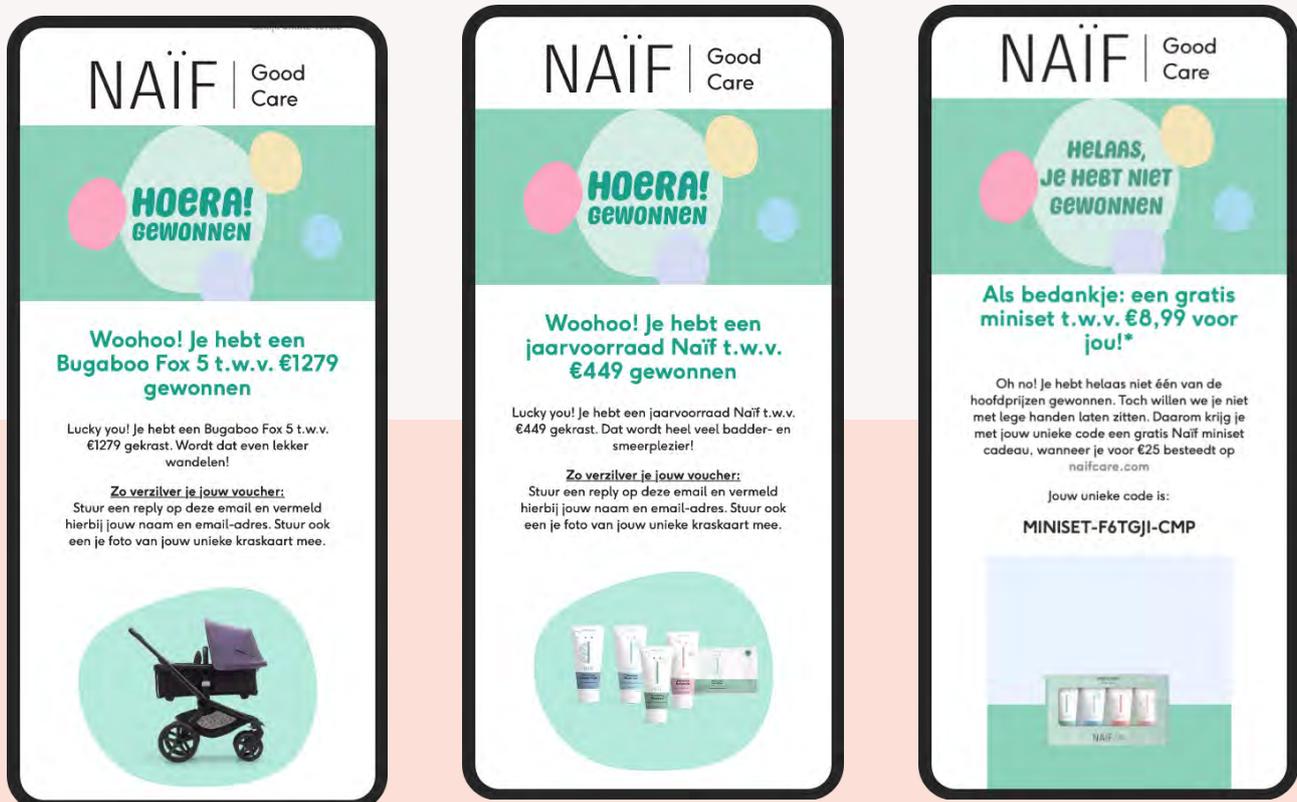
QR flow

The final flow in this chapter is something Code recently started experimenting with, and that we will certainly continue: using offline events to attract new leads! We tried this out for our client Naïf, a popular brand selling sunscreen for children, when they attended the Dutch Negenmaandenbeurs ('Nine-months-trade-fair', a big trade fair for mothers-to-be).

At the event, Naïf ran a promotion campaign where people could win prizes by using the scratch code on a flyer. On that flyer, they also put a QR code leading people to a page where they could enter their scratch code and some personal data, such as their email address.

An extra incentive for people to do this was Naïf's promise that everyone, regardless of their code, could also order a free sample pack, to be delivered to their doorstep. This worked like a charm to expand their email list: in the month following the trade fair, it grew by a whopping 20%!

While the winners of the big prizes received customized emails, the people ordering a free sample pack received an email flow similar to the one you saw in the previous paragraph.



Email Marketing made easy with Code and Klaviyo

You might have noticed we casually mentioned Klaviyo here and there in this e-book.

Then you might also have noticed that at Code we're huge fans! We made the switch to Klaviyo back in 2019, when Shopify and Mailchimp temporarily parted ways and we needed to find an alternative for Mailchimp. From the start, we were in awe of the user-friendliness, the many, many, MANY useful features and the overall niftiness of Klaviyo's software. And of the results it got for our clients.

Well, you've seen them in the preceding pages.

Hence, if you ask us what we would recommend, it's Klaviyo. Hands down. Klaviyo has a logic that seamlessly answers to your needs as an e-commerce brand. It's like this great big toolbox full of useful tools that at first you don't know the function of, but cannot do without as soon as you start trying them out. And they keep improving them, too.

Why you will come to like Klaviyo, too

Klaviyo enables you to monitor the behaviour of the people receiving your emails in great detail. With that information you can start tweaking and split testing to improve your conversion rate. What kind of emails do you send your customers? How long should they be, and should they have images or not? What could you change about the subject line to boost open & click through rates? In what segments should you divide your customer base to further personalise your emails?

Klaviyo is like Shopify in the sense that it is so user-friendly that anyone can start working with it – but if you really want to make a splash with your email marketing you can't ignore Code. Our Klaviyo team, headed by Midge, brings years of experience to the table and will lift your email marketing to unprecedented levels.

What's more, by integrating Klaviyo with your Shopify store, Shopify apps (such as Reviews.io, Shop Quiz, Influence.io, Loyalty Lion and Gorgias) and other business software, we will open up completely new horizons for your brand. At Code we like to use Klaviyo as the data-hub in a network of tools to get the most out of your marketing stack.

Code is Elite Klaviyo Partner

We're very proud to say that Klaviyo recognizes our efforts and expertise as well. In 2022 Code became the first and only Klaviyo Elite Master in the Benelux. A huge achievement for our Klaviyo team: at that point only 0,2% of the 5.000 Klaviyo partners worldwide reached that level.

You don't become an Elite Partner for nothing. It means we help a lot of clients and that those accounts are unusually healthy, meaning our emails are rarely seen as spam – which indicates that our emails are opened and read relatively often.

What is more, we outperform the benchmark for ROI on email marketing (Code currently achieves a 100x ROI on average, meaning we make you 100 Euros for every Euro you spend on email marketing) and are early adopters of new Klaviyo features.

As an Elite Partner we can also offer our clients a few nice extras, such as a quarterly growth report, higher-quality analytics, early access to new features, and our own Partner Success Manager at Klaviyo who makes sure we can help our clients even better.

Code's Klaviyo service in 2 steps

Suppose you're quite impressed by that 25 to 50% revenue we rake in for our clients, and you're thinking of having Code do your email marketing. What can you expect of our Klaviyo package? One thing we can guarantee is that we will work very closely with your brand. Throughout the process we check in with you regularly and constantly keep communication lines open. That way you always know where we are in the process, and us Coders have the opportunity to pick your brain on how your customers behave and where we can automate that. Because we know Klaviyo, yes - but nobody knows your clients better than you do. Together we can be the perfect match for your email marketing needs!

Also, because we know how important brand consistency is, we always make sure to use your own branding and tone-of-voice, the content and images you and your team deliver to us. Depending on your wishes, budget and situation, we'll determine a viable strategy and get to work.

Onboarding & set-up



We start by setting up your Klaviyo account, and will use your corporate identity to set up the basics for your marketing emails. Next, we will take care of data migration: importing the database from your previous email program. With those three steps you are ready to start sending emails.

After that, we implement the email flows you read about in the first chapter of this e-book, one by one. We start with a welcome series, create a sign-up form, and add an Abandoned Checkout Flow. Subsequently, we will A/B-test them for a while: what is the best timing, subject line, content? Should we use a header image or not? A formal or informal tone-of-voice? Should we exclude certain customer segments from certain email flows?

With the testing done, we can move on to the remaining flows you saw in chapter 1, and start testing those.

Expanding and finetuning in monthly sprints



After onboarding, every month we will have a look at how to further improve existing flows, and which new flows and campaigns to set up. If necessary we create new customer segments, for instance to reach a very specific audience for a campaign. Each adjustment and each new email flow is of course tested, in line with your brand strategy.

To keep our clients up-to-date, we plan a meeting with you every two weeks: to evaluate how your email flows are performing, to discuss further optimizations, and to brainstorm new flows. When a client is successful with Klaviyo, it often comes with adjustments to their Shopify webshop as well. Their brand grows, their team starts thinking about new features and campaigns for their webshop – like offering subscriptions – and to communicate those to their customers they use Klaviyo. This in turn leads to more growth, and the process repeats itself. It works together beautifully.

Code's pricing

We offer a clear, transparent pricing policy to our Klaviyo customers.

You can choose between the following options, which give you a number of points you can spend on our services. To give you an indication of how many points a flow costs: a back-in-stock flow or a sunset-flow are 3 points, while a one-off campaign consisting of a single email is 1 point.



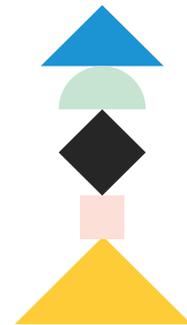
Base

gives you 5 points each month to spend on marketing flows and campaigns.



Plus

gives you 7 points each month to spend on marketing flows and campaigns.



Advanced

gives you 11 points each month to spend on marketing flows and campaigns.

All accounts include content planning, A/B testing, performance reviews, and account support.

Curious to know the current figures for our three plans? Get in touch!

Keep in mind that Klaviyo fees are not included in our pricing: they are based on the number of active contacts in your list and paid directly to Klaviyo.

Interested?

Click here to learn more about Klaviyo & book a demo
You're always welcome to have a sparring session about your email marketing. We can tell you all about cost, the kind of results that are feasible for your business, and how we propose to execute any specific requests you have.

Give us a call, send an e-mail or drop by in Delft, Amsterdam or Berlin. We're happy to get to know you and your business!

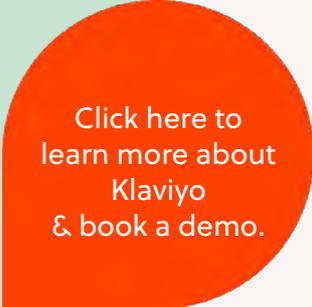
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Click here to
learn more about
Klaviyo
& book a demo.

About the authors



Midge Hazewinkel

is Head Klaviyo at Code. Since 2019 he refines and improves marketing emails on a daily basis, until he has found the best-converting combination for our clients. Hence, Midge knows all the viable strategies and benchmarks, knows what works for which clients and which line of business, and has the technical knowledge to customize Klaviyo to fit your needs as a brand. Thanks to his efforts Code is now the first (and so far only) Elite Klaviyo Partner in the Benelux.



Linda Bleijenberg

Copywriter and business blogger Linda Bleijenberg has been writing for Code since our Shopify adventure began, in 2017. Because of her familiarity with Shopify, in 2019 Shopify headquarters asked her to set up the official Dutch Shopify blog for the Dutch website. Her knowledge of Shopify, content marketing and e-commerce has steadily expanded ever since.

This e-book is powered by Klaviyo.

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