

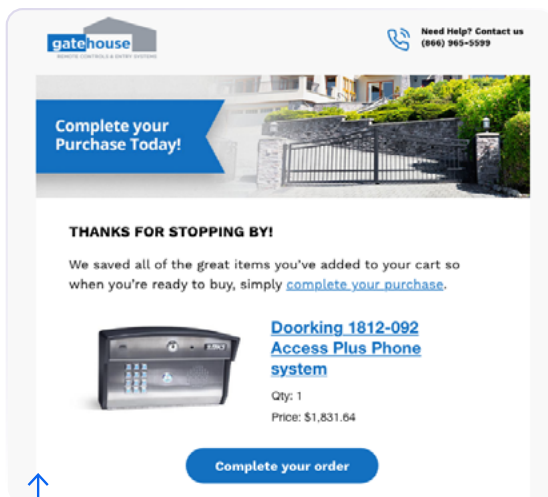
ELEVATE YOUR ONLINE PRESENCE:

Growing via Email Marketing

By partnering with Ventura Web Design & Marketing for email marketing services, you can expect to benefit from a comprehensive strategy that is designed to maximize customer engagement and drive sales. We will implement targeted automations, run strategic campaign emails, and integrate your website for optimal results. With our data-driven approach, your company can look forward to increased customer retention, improved conversions, and a stronger online presence.

We offer **affordable pricing** with **no long-term contracts**, giving you the freedom to scale as your needs evolve. Whether you're launching a **new Klaviyo account** or looking to **optimize an existing one**, our team is ready to provide hands-on support that makes your email marketing both powerful and hassle-free.

Real World Results:



Flows recovered **\$75,397.58** in abandoned-cart revenue during the first month with Klaviyo.

— Gatehouse Supplies

Sample Email Strategy

INITIAL SETUP

- ✔ **KLAVIYO ACCOUNT SETUP:** Create an account and integrate it with your e-commerce store. Import all existing customer data and contacts.
- ✔ **LIST SEGMENTATION:** Segment the customer list into categories like new customers, loyal customers, cart abandoners, etc.

EMAIL AUTOMATIONS

- ✔ **WELCOME SERIES:**
 - Send a welcome email with a brief introduction and a discount code to incentivize first purchase.
 - Follow-up email showcasing best-selling items.
- ✔ **ABANDONED CART SEQUENCE:**
 - First email within 4 hours of abandonment, featuring left-behind items.
 - Second email after 24 hours with a discount code for cart items.
- ✔ **PRODUCT RECOMMENDATIONS:**
 - Periodic emails recommending products based on past purchases and browsing behavior.
- ✔ **POST-PURCHASE SEQUENCE:**
 - Thank you email immediately after purchase.
 - Review request email after delivery.
 - Customer win backs.
 - Recommend related products.

CAMPAIGN EMAILS

- ✔ **SEASONAL PROMOTIONS:** Time these around major holidays.
- ✔ **NEW ARRIVALS:** Introduce new products related to the brand's main themes.
- ✔ **SPECIAL DISCOUNTS:** Flash sales, clearance, member-only discounts
- ✔ **NEWSLETTERS:** Useful content to inform customers on the latest news

Get started with
Email Marketing today!