



emailexperts

Getting the most out of Ecommerce and Retail Email Marketing.

We help brands grow by building Email and Automated Marketing Solutions. Our experts are data driven, strategic and solutions focused. We are proud to be industry leaders and certified experts in email marketing.



Our process

We help brands make personalised communications that leverage customers' behaviour and lifecycle to prompt new and repeat sales.



Some of our clients



rollie



JB HI-FI

DECJUBA

thankyou.

General Pants Co.

COLD BREW
MR·BLACK
COFFEE LIQUOR

SCOTCH & SODA

H U X B A B Y

Cake
Maternity

LE ROSE
Stories



Our clients

Scotch & Soda

Amsterdam Couture.

Old school sense of style with a fresh, contemporary twist!

What they needed

Strategic advice and work capacity.

Scotch & Soda's email marketing was already bringing in substantial revenue. They wanted expert advice on best practices to ensure they were not leaving any money on the table and could continue to grow.

The Scotch & Soda marketing team is high performing and super busy. They needed to add capacity to their team to implement any improvements quickly and efficiently.

What we did

Automated Email Strategy Design

Ecommerce Consulting

List Growth Strategy with JustUno Platform

Template Design

Customer Journey Design

Customer Behaviour Modelling

Customer Engagement Analytics and Reporting

Customer Segmentation

Sender Reputation Protection

Platform Training



How we went

Our team augmented Scotch & Soda's marketing team by helping them focus on the highest value activities and to maximise the output from our strategic planning discussions.

Working with their CRM manager, Renate, we streamlined the campaign creation process. Using a master template, we built Scotch & Soda's weekly campaign emails and tested and optimised them for all desktop and mobile devices.

To grow their email list, we used a similar approach of testing and iterating to set up new, optimised popups for both their Australian and New Zealand websites using JustUno.

We have a strong relationship with the Scotch & Soda Australia and New Zealand team and look forward to working with them on our next project.

“

Shaun and the Email Experts team offered valuable insights and advice from our very first meeting. Their collaborative approach to work was a great fit for us! The knowledge exchange enabled us to follow best practices and continually improve our email marketing performance.

Renate Brulleman
Digital Marketing and CRM Manager at Scotch & Soda

Our clients

Rollie Nation

Enemies of Gravity.

Lightweight, comfortable shoes in bright colours and bold prints!

What they needed

Rollie Nation needed to migrate their email platform from Hubspot to Klaviyo.

Nish, Digital and Ecommerce Manager, wanted to migrate all customer data and start sending campaigns using the new platform in under six weeks!

With a tight deadline, they needed the project to be well managed and completed quickly and efficiently without losing any of their data.

What we did

Migrate data from HubSpot to Klaviyo

Integrate Klaviyo with Shopify

Master template design

List migration and IP warm-up

Customer journey design

Customer behaviour modelling

Customer segmentation

List growth strategy

Enhance email deliverability and spam prevention

SMS List growth



How we went

We know moving from one platform to another can be stressful! That's why we project manage the whole process to make it super easy for our clients. We planned the workflow, created the timeline and listed what we needed from Rollie Nation to perform the migration. We presented this to Nish for her approval and executed the plan.

The project was completed on time, and immediately led to another project; a major rebrand and a flow content strategy review and refresh. Rollie Nation was so impressed with our work, they decided to continue working with us on a retainer basis.

We work collaboratively with Rollie Nation's marketing team to scale up their email marketing. We are currently updating their branding again in the lead up to their exciting new store to ensure customers have a seamless in-store and online experience.

“

Shaun at Email Experts is so knowledgeable and helpful. He's calm and organised, it inspired a lot of confidence that our project will be successful. Now, they're an extension of our team. We share the same values and work ethic in delivering great work.

Nish Mohil
Digital and E-commerce Manager at Rollie Nation

Our clients

Thankyou

A Social Enterprise and a distinctive household brand name in Australia.

Their bottled water, personal care and baby products are found in leading supermarkets across the country. When Thankyou wanted to launch an Ecommerce store, they sought advice from Email Experts because we have extensive experience working with various Ecommerce brands.

Thankyou has a substantial audience, with subscribers in a number of categories ranging from socially conscious consumers, to volunteer brand ambassadors, to customers across different product ranges. Each group has unique expectations around the types of communication they receive from Thankyou.

What we did

Ecommerce Consulting

List growth strategy

Template Design

Customer Journey Design

Integration with Shopify Ecommerce Platform

Customer Segmentation

Migration to Klaviyo Email Marketing Platform

Customer Behaviour Modelling

Email Deliverability Improvement

Sender Reputation Protection



How we went

Email Experts worked with Thankyou to prepare for the launch of their Ecommerce Website by developing an Email Marketing Campaign strategy that targeted each of their subscriber categories.

Email Experts also helped Thankyou integrate their Shopify Ecommerce Platform with a new Email Marketing platform, Klaviyo. The migration from MailChimp to Klaviyo needed to be seamless because Thankyou wanted their marketing team to understand the characteristics and size of their existing customer groups and engage them with relevant messages.

As one of Australia's most trusted brands, Thankyou wanted to ensure they were also trusted in email inboxes. Email Experts understands that good email deliverability and sender reputation is core to email marketing best practice and building trust. Email Experts not only helped Thankyou be compliant with deliverability standards and spam regulations, we also advised on creating engaging marketing content that consistently works.

Our clients

JB Hi-Fi

Australia's leading home entertainment retailer.

As a publicly listed business that has hundreds of brick and mortar stores across the country and a substantial and rapidly growing online store, JB Hi-Fi has complex marketing needs to engage with their different customers.

What we did

Template Design

Customer Segmentation

Email Deliverability and Sender Reputation Protection

Preference Centre Management

Migration to Email Marketing Platform



JB Hi-Fi Email Marketing Strategy & Migration

JB Hi-Fi worked with Email Experts to integrate a new Email Marketing technology platform into their existing website and to implement leading Email Marketing strategies by understanding their customers better.

JB Hi-Fi has millions of customers and many product categories. JB Hi-Fi needed to empower their marketing team to engage with their customers quickly and easily. Understanding customer preferences helps them target customers with relevant messages. Email Experts worked with JB Hi-Fi to design and develop a customer preference and profile management centre that complements their marketing goals. The preference centre also gives customers control over what they receive from JB Hi-Fi and ensures that JB Hi-Fi is compliant with spam regulations.

Email Experts helped JB Hi-Fi develop a data-rich marketing strategy that incorporates customer surveys, stated responses in the preference centre and tracks customer behaviour on the website, email and other channels. This enables JB Hi-Fi's marketing team to engage with their customers in a personalised and meaningful way.

Our clients

Bulk Nutrients

Bulk Nutrients is one of Australia's most loved supplement brands.

They source the best ingredients from around the world and manufacture their products in their factory in Tasmania.

Bulk Nutrients Email Marketing Automation Migration

Email Experts worked with Bulk Nutrients to migrate from Infusionsoft to the Klaviyo Email Marketing platform and to integrate Klaviyo with their Ecommerce platform, BigCommerce. The integration enabled Bulk Nutrients to understand their customer behaviour data and key customer segments. By analysing the website and purchasing behaviour data Bulk Nutrients is able to target their customers with key messages at the most critical times and maximise sales opportunities.

In addition, Email Experts helped Bulk Nutrients engage a substantial number of customers who hadn't previously engaged through email. We significantly increased the number of email subscribers and increased the growth rate of Bulk Nutrients' subscriber list.

Email Experts also provided training to Bulk Nutrients to help them take advantage of the capabilities of the Klaviyo Email Marketing platform. Customer segmentation was particularly important to Bulk Nutrients because they have a large variety of customer segments including athletes in almost every discipline, health enthusiasts, hikers, bodybuilders, weight loss customers and more. The training included how to quickly segment customers, deploy marketing campaigns in email that aligned with other marketing channels and understand and utilise AI and automation technologies.



What we did

Customer Behaviour Modelling

Automated Email Strategy Design

Customer Segmentation

Migration to Klaviyo Email Marketing Platform

List IP Warm Up

Sender Reputation Protection

Dormant Customer Re-engagement

Integration with BigCommerce Platform

Our clients

Huxbaby

Huxbaby is a designer brand of minimalist clothing for kids.

Their designs are sold in boutiques, the department store, David Jones, as well as direct to consumers through their online store.

What we did

List growth strategy

Template Design

Automated Email Strategy Design

Customer Behaviour Modelling

Customer Segmentation

Migration to Klaviyo Email Marketing Platform

Marketing Calendar

Email Deliverability Improvements

Customer Analytics and Reporting

Customer Engagement Experience



Huxbaby Email Marketing Automation Strategy

As a designer fashion brand, Huxbaby's marketing calendar is centred around product collection releases. Email Experts developed an email marketing strategy for Huxbaby that incorporated timely automated emails and manual campaign emails that capitalised on product releases, to nurture customers' lifetime relationship with the brand.

It's particularly important for Huxbaby to understand the life stage their customers are going through because as new product collections are launched, their customers' children are also growing up.

Email Experts worked with Huxbaby to integrate email marketing with their other digital marketing efforts. Their diversified marketing mix includes social media, influencers and online advertising. By incorporating these with email marketing, Huxbaby is able to retain these customers and nurture them on a number of non-linear paths to purchase.

Email Experts also helps Huxbaby sustainably grow their subscriber list by increasing email opt-ins of customers at the checkout, engaging subscribers on-site through pop-ups, running competitions, giveaways and events. This allows Huxbaby to connect and communicate directly with their customers, reducing their exposure to one sales channel or one marketing channel.

Our clients

Le Rose

Le Rose is a Sydney based designer of bridal robes, lingerie, pyjamas, hampers and other bridal gifts.

Their stylish accessories become beautiful keepsakes that commemorate a major milestone in their customers' lives. Le Rose helps women celebrate love and life.

What we did

Web Analytics Set up

List Growth Strategy with JustUno Platform

Migration to Klaviyo Email Marketing Platform

Integration with Shopify and JustUno

Email Design and Copy

Platform Training

Multi-country Account Set Up



Le Rose Email Marketing Automation Strategy

In developing an email marketing strategy for Le Rose, we needed to understand the purchase process for customers in this market. Le Rose's typical customers are busy brides and wedding planners and understanding this was key to developing the automated email overview.

Email Experts developed a strategy that engaged customers throughout their purchase decision-making process and highlighted different product categories. For example, some customers may buy a product for the bride and then we can suggest purchasing a set for the bridesmaids or hampers as gifts for the mother of the bride or groom. Identifying these opportunities led to strategies that significantly improved customer lifetime value.

Email Experts are Master Klaviyo partners and we have extensive experience integrating Klaviyo with a number of platforms. With Le Rose, we integrated Klaviyo with their Shopify Plus website and store to understand customers throughout their journey. Setting this up strategically unlocks rich customer profiles. By designing personalised automated triggered emails around these profiles we engage customers wherever they are in their purchase journey.

Le Rose is delighted with what we have been able to achieve with our email marketing strategy, and their revenue and customer engagement numbers back this up. They have increased their email marketing list 4 times in 12 months and increased their revenue that is directly attributable to email by more than 10 times in the same period.

Our clients

Erstwilder

Erstwilder is a Melbourne based designer and producer of quirky, collectible, limited run brooches, necklaces, earrings and scarves.

They sell their products through stockists, as well as direct to consumers online.

Erstwilder has a cult following of loyal fans who are committed and dedicated customers and repeat buyers.

What we did

Ecommerce Consulting

List growth strategy

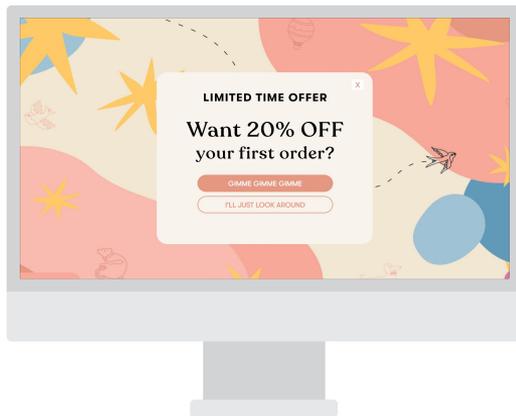
Template Design

Customer Journey Design

Customer Milestones

Migration to Klaviyo Email Marketing Platform

Integration with Shopify



How we went

Erstwilder needed their email marketing platform to provide insights on how to best engage with this highly active subscriber base but their existing email platform limited what they could achieve. Email Experts advised Erstwilder on which email platform would better meet their marketing needs. We then assisted Erstwilder in their migration from Bronto to Klaviyo and implemented an email marketing solution that allows their marketing team to understand and engage customers at different stages of their journey with the brand. By mapping an email engagement journey that helped Erstwilder better understand their customers' purchasing behaviour, Email Experts was able to help Erstwilder convert single purchase customers to lifelong fans (customers who buy more than 15 times).

Email Experts used a combination of manual campaign emails and automated emails mapped to key points in the customer journey in the strategy. For the automation, we included emails to nurture customers, recover abandoned carts, engage customers after their purchase, convert them to lifetime collectors and re-engage dormant customers. For the manual campaigns, we focus on new collection releases and major calendar events. Together, these enable Erstwilder to foster deep engagement with customers in a timely and relevant manner.

Email Experts also provides Erstwilder ongoing support in customer analytics, reporting and email marketing strategy. We provide data insights that allow us to identify new opportunities and new ways to engage customers at Erstwilder. This allows Erstwilder to better understand their customers over time, get a real-time pulse on how their current email program is performing, identify opportunities in customer segments, and act on them promptly.

Contact us

emailexperts.com.au



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