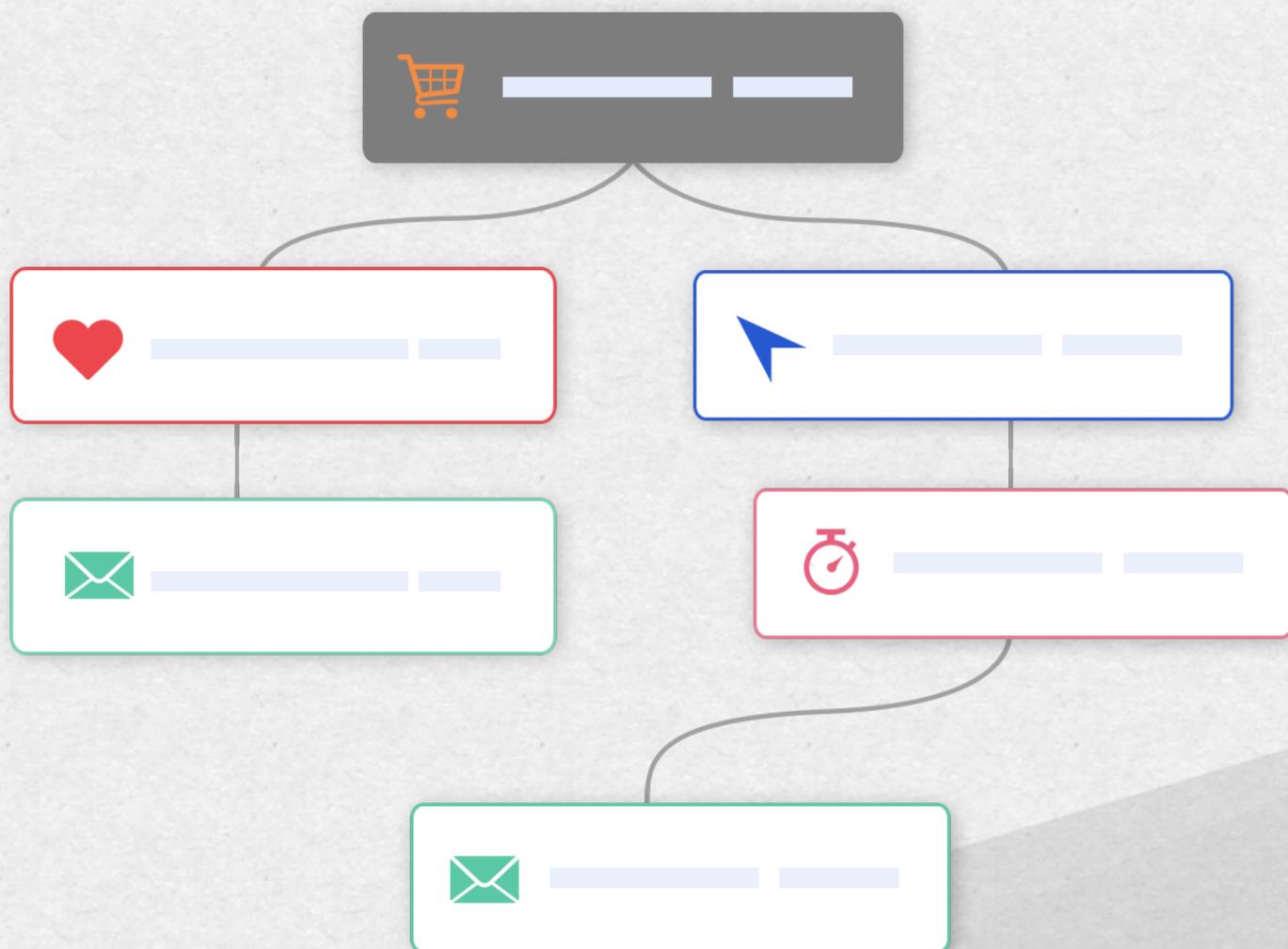


eCommerce

Email Automation

Playbook



Introduction

Thanks for downloading a copy of the SmartMail eCommerce Email Automation Playbook. We hope you receive a great deal of value out of this guide. But even more importantly, we hope that this guide helps opens your mind up a little more into the world of eCommerce email automation.

The content compiled on the following pages is a culmination of over 150 billion emails sent and a/b tested to identify the best possible options for these campaigns. So everything laid out on the following pages are all based on best practices and what we've seen to work the best.

The ultimate purpose of this playbook is to share a visual representation of exactly what we do for our clients and how all the different campaigns work and interrelate with each other.

Before you continue, please read the following notes below so everything on the preceding pages makes sense and is understood in context. Without some of this context, it's easy to get confused and not understand what is going on.

How The Campaign Flow Diagrams Work

Over the coming pages, we've laid out flow charts representing how each lifecycle campaign works based on best practices. The charts work in the form of a decision tree where one thing leads to another either based on Yes or No decisions or time delays.

Most of the flows are pretty straight forward to follow, but it is important to note the following:

Time Delays: The time delays we've used on the following pages are based on best practices. Every company will always require slight differences and nuances and these are elements we discuss once we start working with a new company. But the general idea for this playbook is to paint a general visual representation.

Red Exit Box's: Every person in a flow ultimately ends up needing to exit the flow and be removed from the flow altogether. Exiting means that no more emails will be sent to them. If they take a yes or no path that leads to an exit, it basically means that no email will be sent to them.

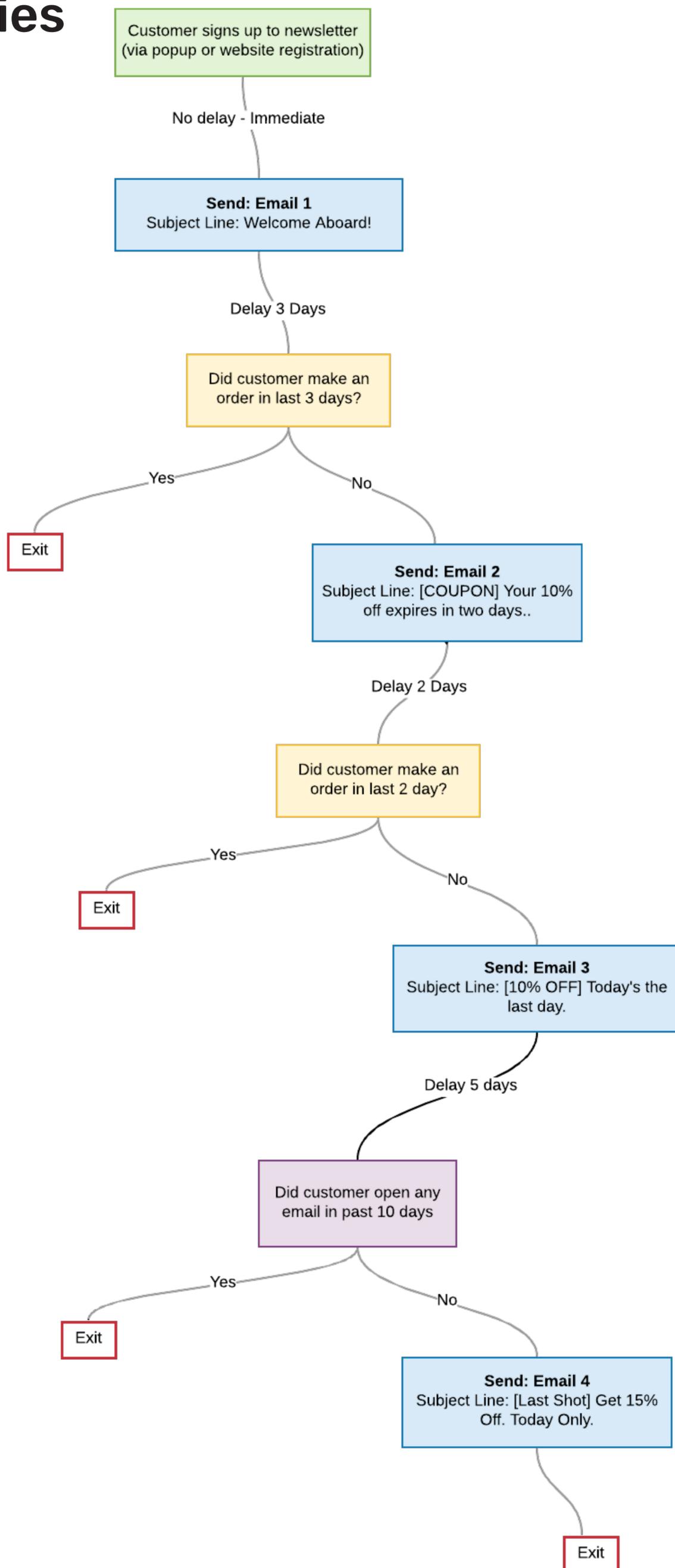
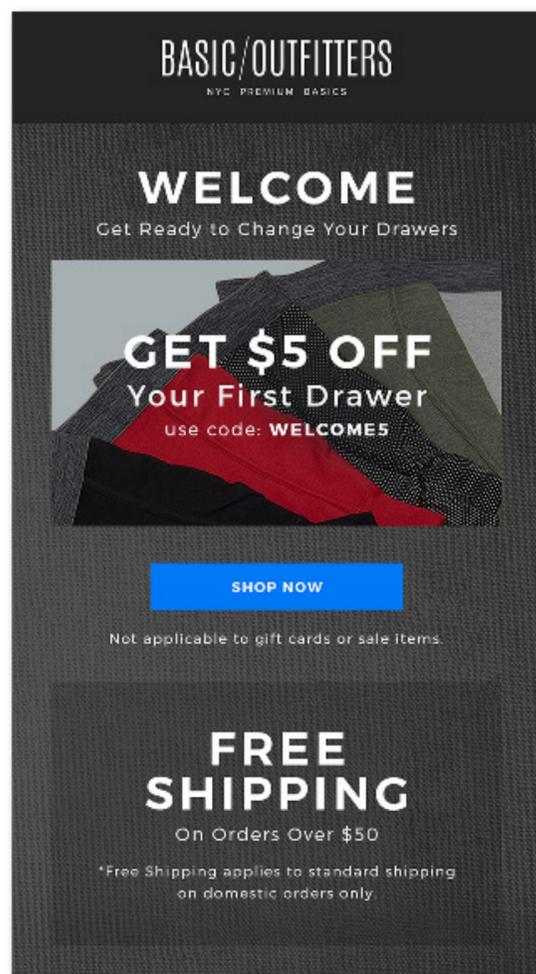
Subject lines: The subject lines we've used are based on what we see to perform the best in regards to generating high open rates. Different brands will have different ways of communicating the same message and in many occasions, we change the messaging to fit a brands voice, but the subject lines we've used convey the theme and ideas in a general way.

Number of Emails Per Flow: Every company we work will have different levels of how aggressive they wish to be in following up with customers. Some are happy to run three emails in a series and some only one. The amount of emails that are sent in each flow are based on best practices and can be interchangeable and modified when we start customizing strategies for specific companies.

Welcome Email Series

A welcome email is the first impression a company makes with a new customer, blog subscriber, or newsletter subscriber via email. Welcome emails can deliver videos, special offers, a sign-up form, or just a friendly hello to establish a relationship with a new contact.

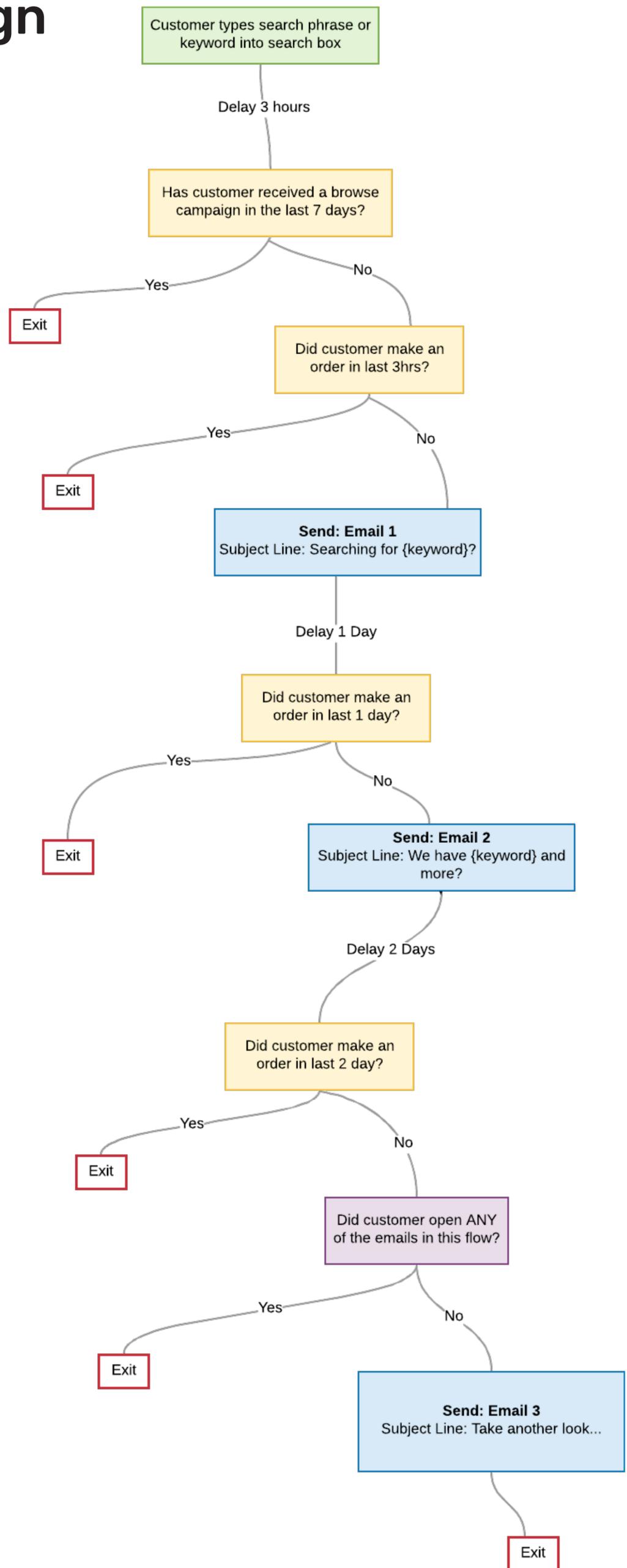
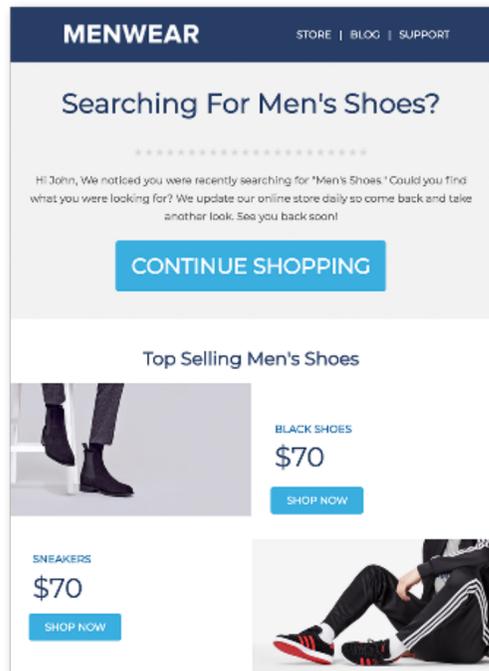
Example Template:



Site Search Campaign

The site search campaign is triggered after someone uses the site search functionality on a site. They enter a specific keyword or phrase they are searching for but never got any further in their buyer journey. These emails contain support style messaging asking the shopper if they could find what they were looking for?

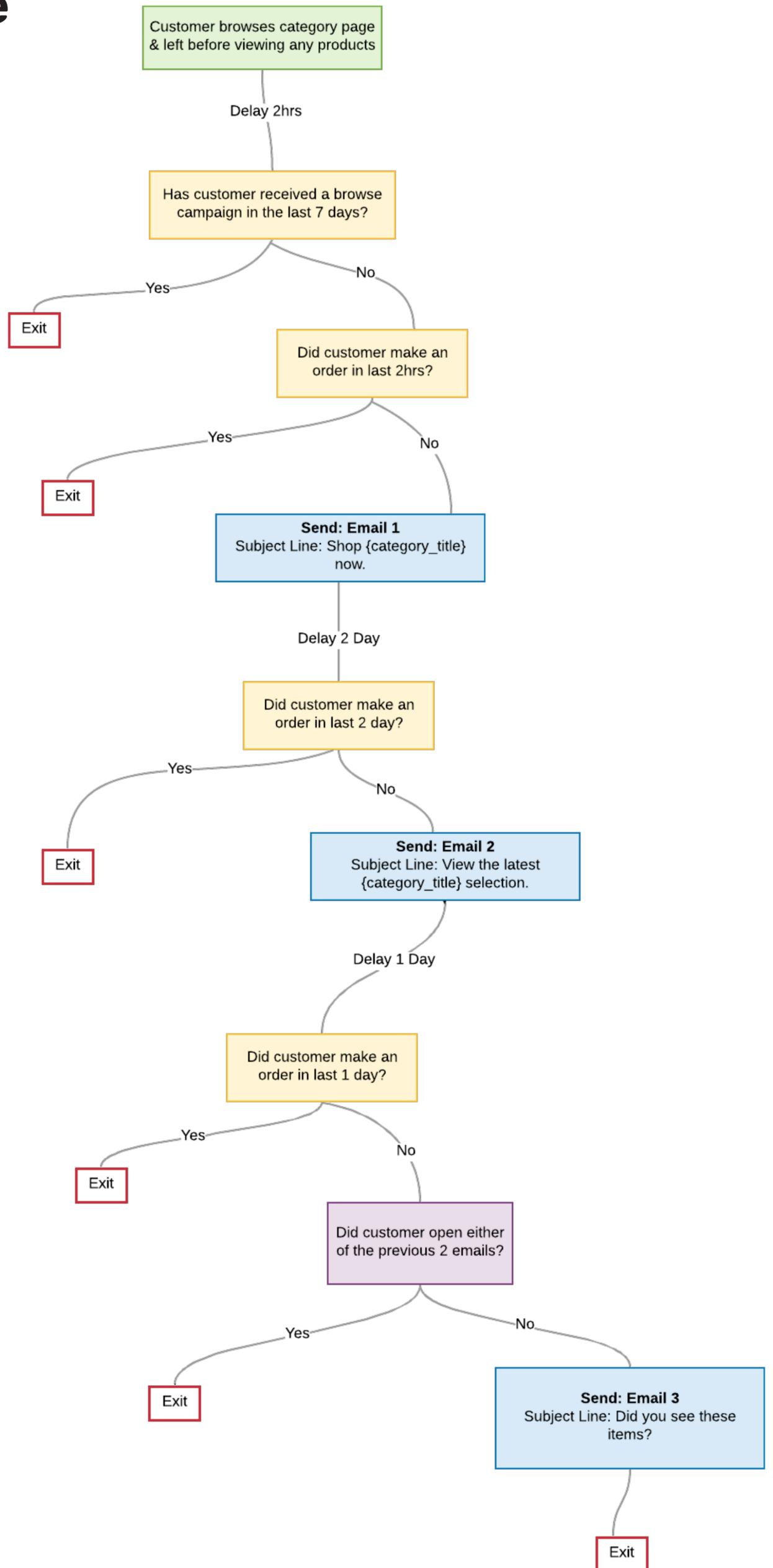
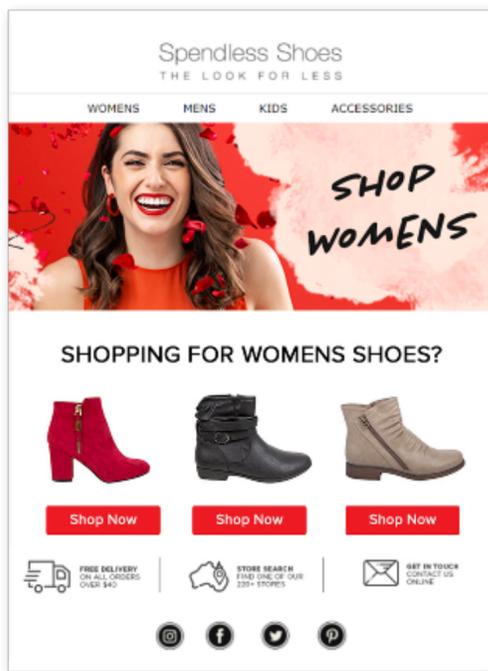
Example Template:



Category Browse Campaign

The category browse campaigns focuses on shoppers in the middle of the funnel who browsed category pages and left the site without clicking on any specific products from that category. These campaigns are tailored towards getting shoppers back to the category they left off from and pushing them further down the funnel.

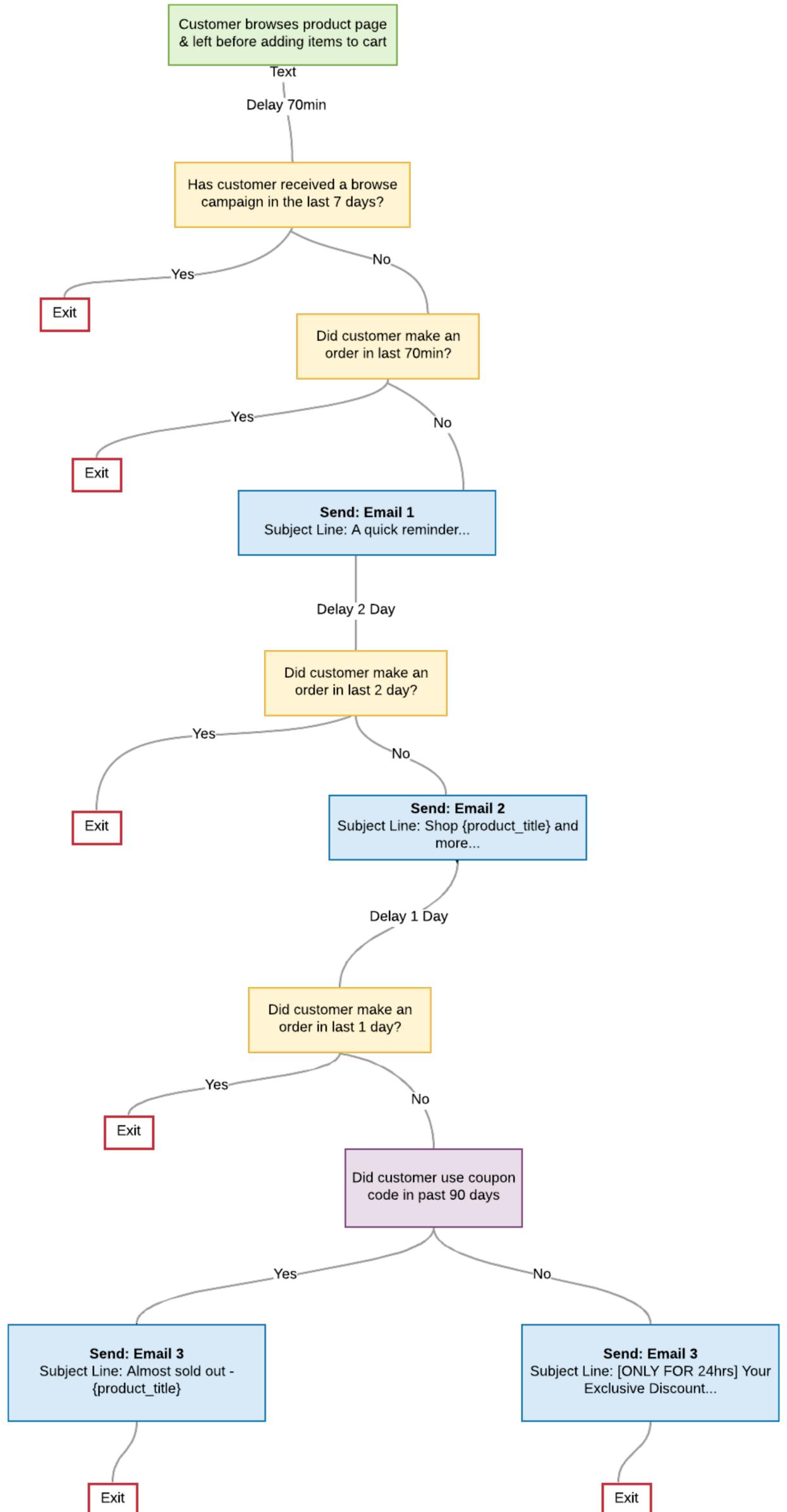
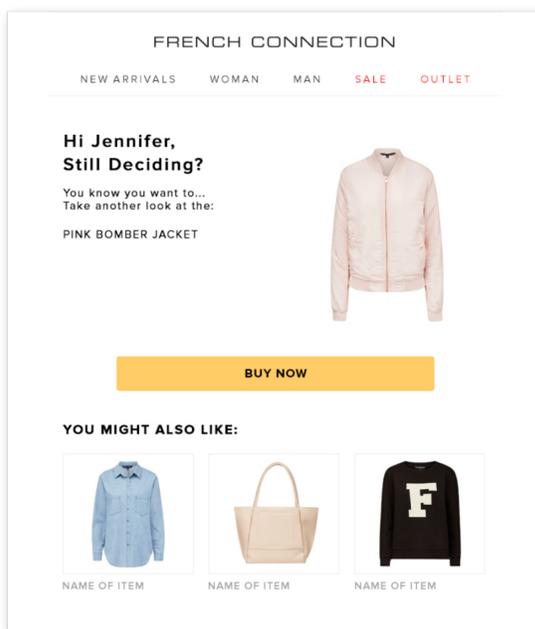
Example Template:



Product Browse Campaign

The Product Browse Campaign aims to target shoppers who browsed a product page and left the site before adding any items to their cart. In many cases these campaigns, this series of emails can outperform the cart abandonment campaigns.

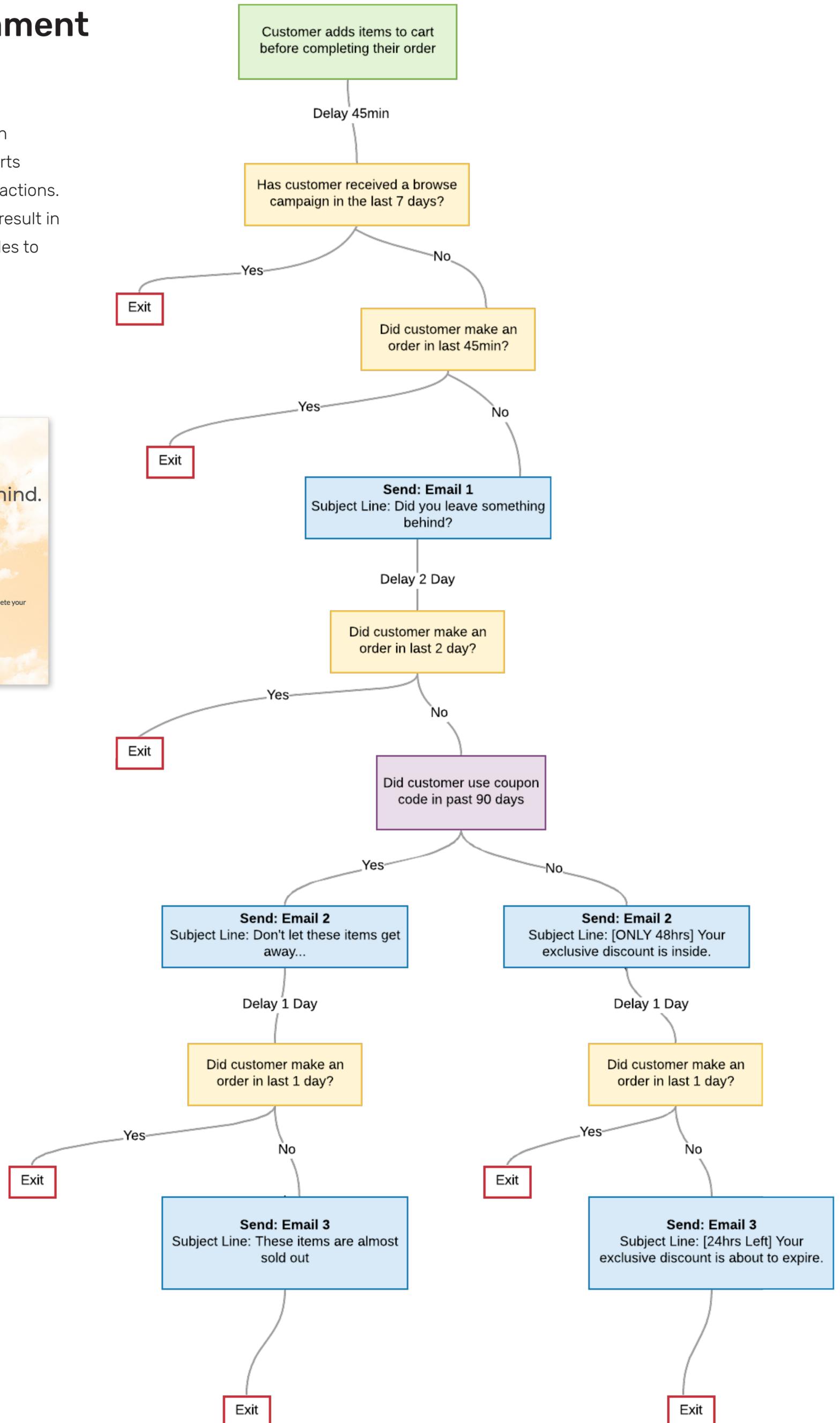
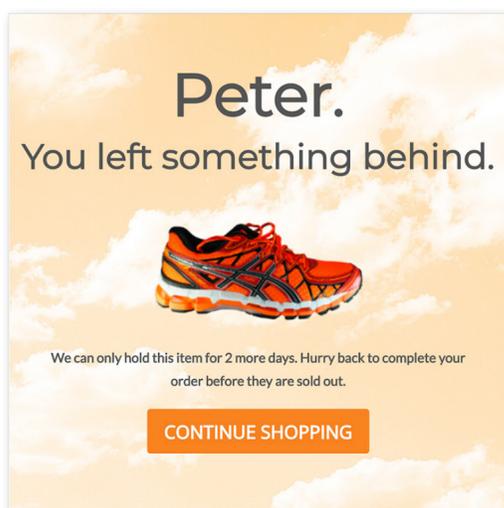
Example Template:



Cart Abandonment Series (Basic)

Take action and follow up with customers who ditch their carts before completing their transactions. Giving that extra nudge can result in upwards of a 10% boost in sales to your store.

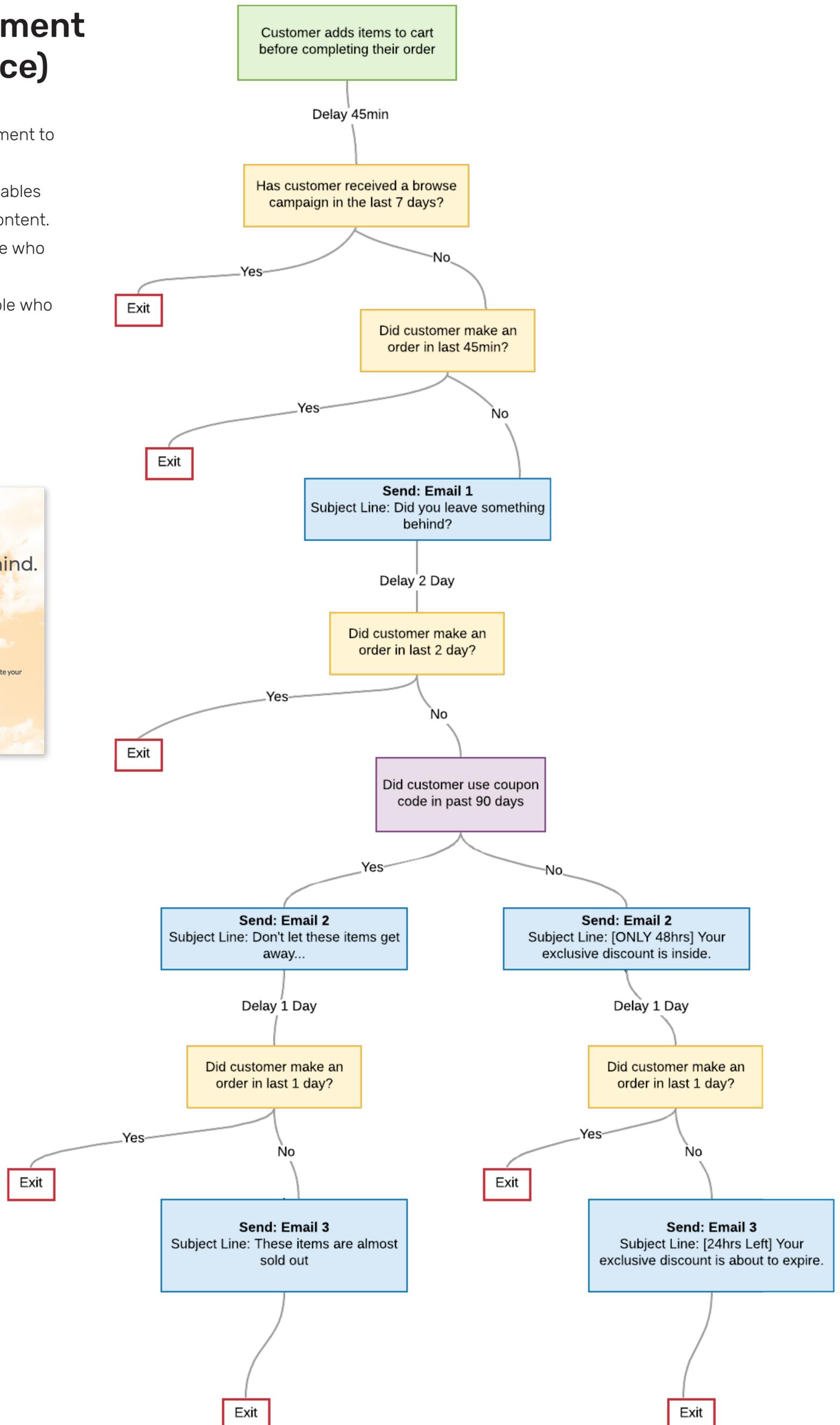
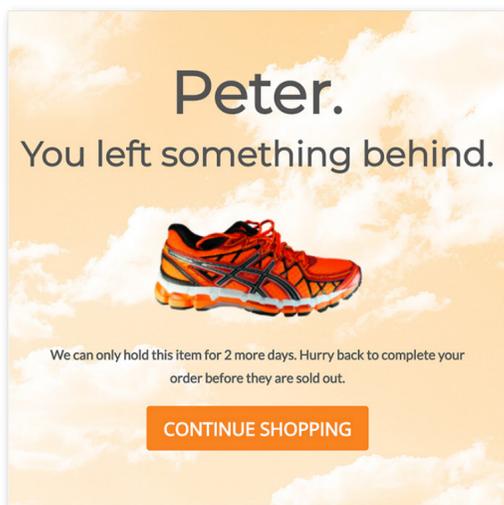
Example Template:



Cart Abandonment Series (Advance)

This flow takes Cart Abandonment to the next level by segmenting users based on additional variables like basket value or product content. You might want to offer people who have a basket value >\$150 an incentive as opposed to people who have a basket value <\$150.

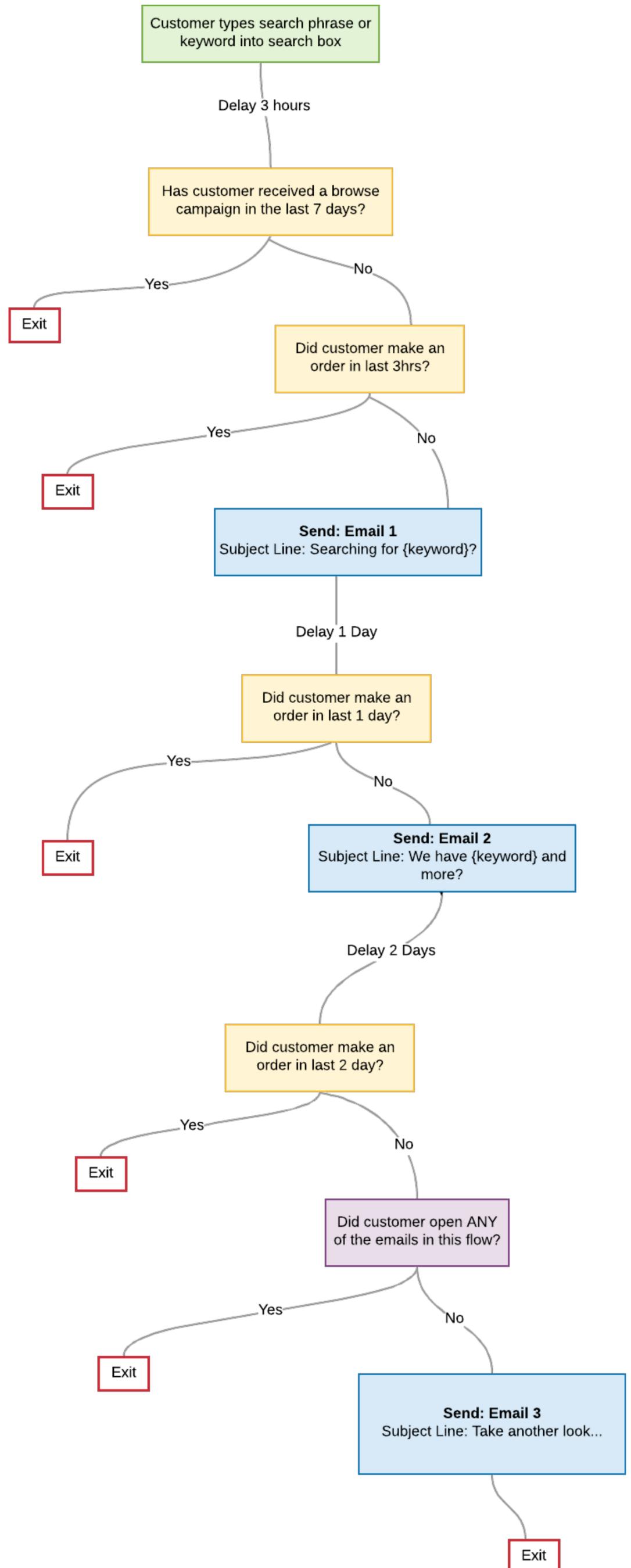
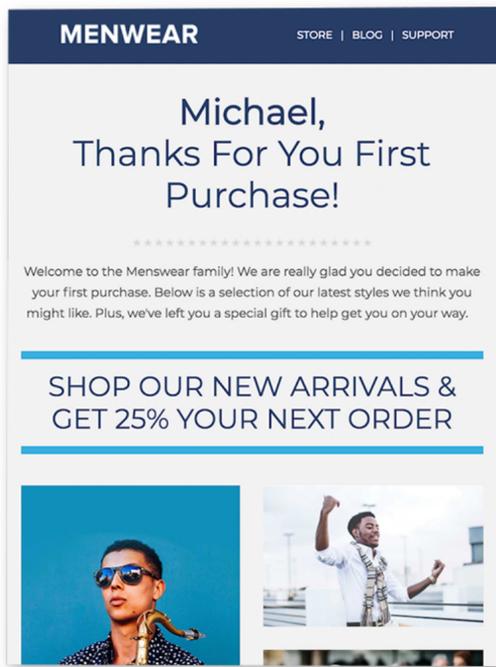
Example Template:



First Purchase Welcome Campaign

This campaign is aimed at welcoming first time buyers to your brand and encouraging them to make another purchase. These campaigns usually convert better when you are able to offer some incentive to get new customers to buy again.

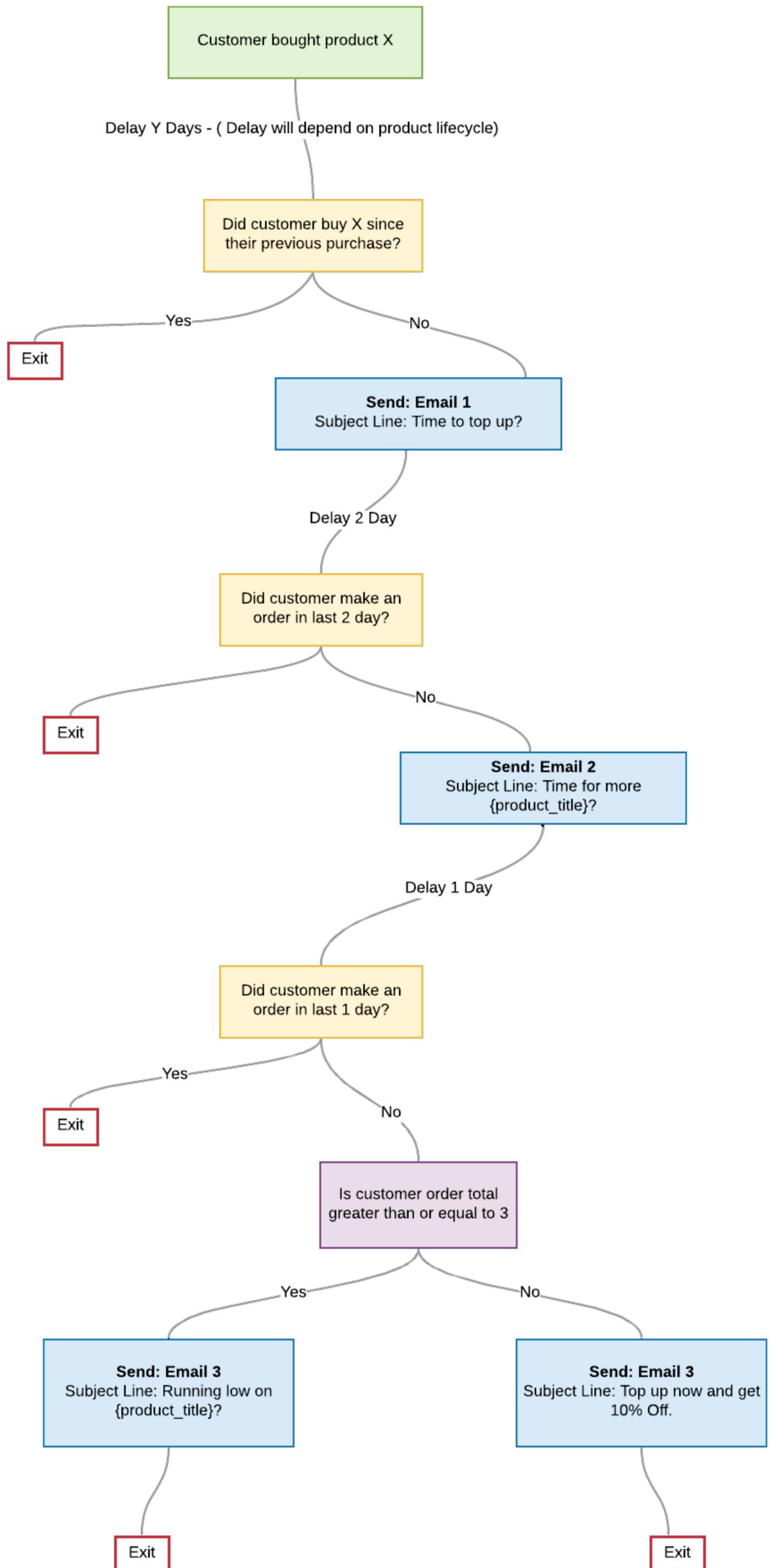
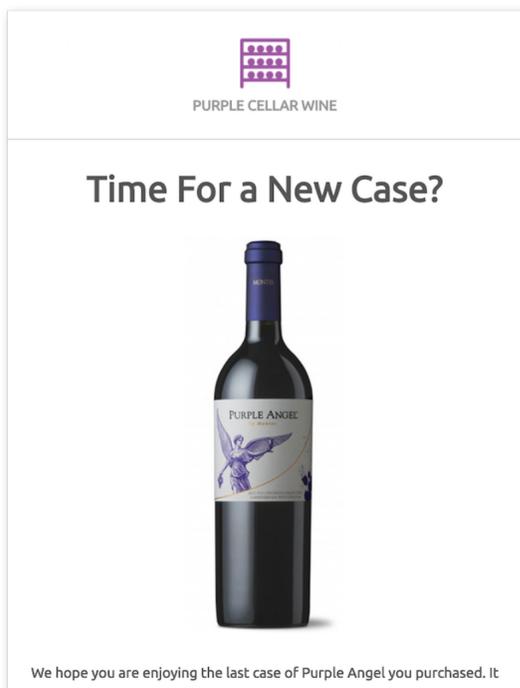
Example Template:



Replenishment Campaign

The Replenishment Campaign is specifically focused on getting customers to buy products that have repeat purchase behavior. The idea is to wait until you would expect them to need a refill or top up and if they didn't buy again, this campaign would be triggered.

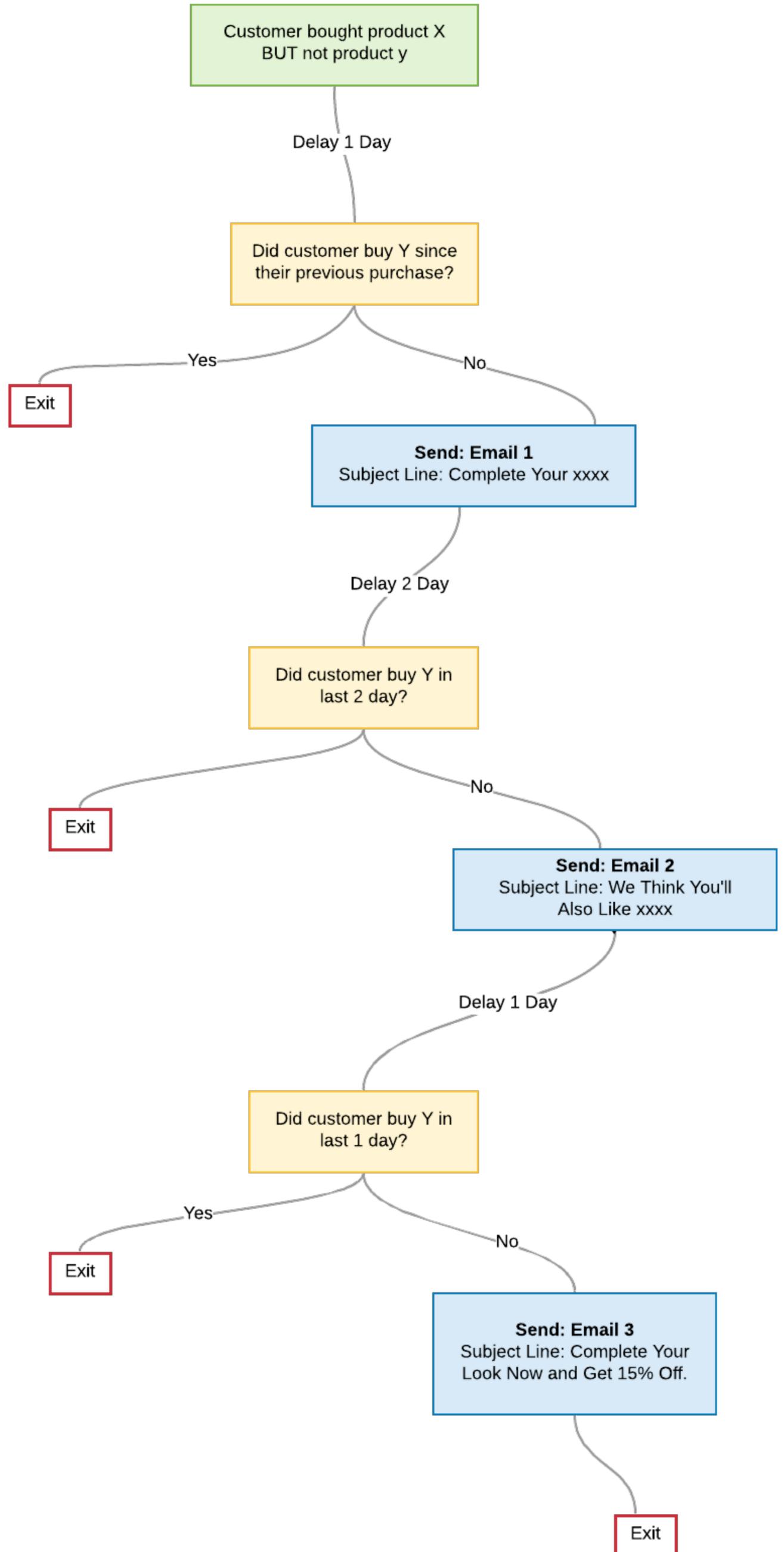
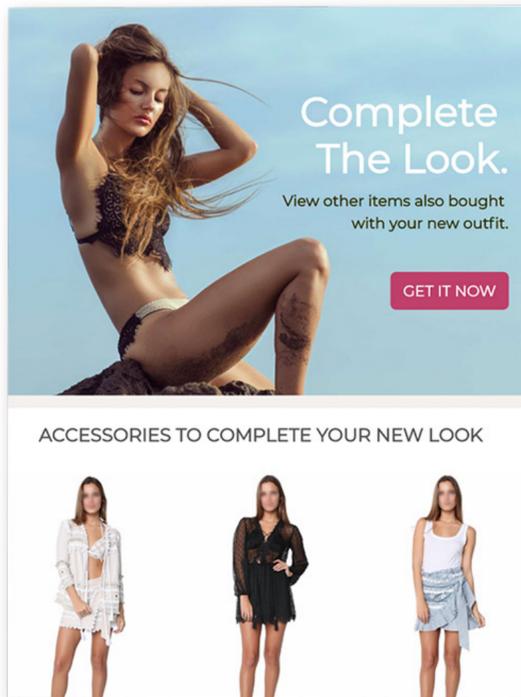
Example Template:



Product Cross Sell Campaign

This campaign helps identify the items a customer just bought and emails them a selection of additional items that complements their purchase. If you bought a pair of shoes but not socks, the emails might cross promote socks or shoelaces to go with your new shoes.

Example Template:



Dormant Shopper Campaign

This campaign aims to target existing customers who made a purchase but haven't been back to the site or made another purchase in a given time period. This campaign is very successful at re-activating existing customers and increase their overall life time value that they spend with your brand.

Example Template:

