

The
RETAIL
ACADEMY

BUSINESS BUILDER
WORKBOOK

**Recover Lost
Sales**



LETTER FROM SAL

Hey there,

I'm not a big fan of losing money. It's probably why I've never gambled more than \$20 in the casino.

I especially don't like it when I can see (often in hindsight), that there was a perfect opportunity to capitalise on, but at the time, I just didn't know HOW to leverage it (or more likely, I couldn't be bothered to put the effort in!).

When I analyse a business, the first thing I look at is the money.

What's coming in and what's going out.

Where money is "leaking" and where it's just waiting for bucket to be put underneath and catch the dollar dollar bills.

And all too often, I see retailers leaving tens or even hundreds of thousands of dollars on the table.

Whether you're an ecommerce store, you have a shopfront or you're juggling both, this month let's recover those lost sales!

NO ONE IS IMMUNE TO LOST SALES

Three quarters, yep 75% of people who come to your website, browse around, and add things to the cart.... Will NOT buy.

Pretty shocking right?

I mean, you've spent a lot of time, effort and money, building your brand, making your website beautiful, keeping your content update, spending money on Facebook/Google/Instagram ads.

To have $\frac{3}{4}$ of them get as far as putting products in their cart but not purchasing, it's enough to make you scream!

Sure, its easy to think that if you have a physical store, you don't have to contend with this, but for those of you with shopfront, you know how bloody annoying it is having people come in, try stuff one, browse, get their sticky fingers all over your beautiful stock, only to walk out with a flippant comment on how it's cheaper online, right?



Lets face it, NO retailer is immune to losing sales!

The great news is, with a bit of planning and some implementation, you can be well on your way to boosting your cash flow and filling your cash register.

But first we have to understands the basics of psychology.

WHY WOULD YOU PUT STUFF IN A CART AND NOT BUY IT?

People buy for 2 reasons. **To get what they want or to avoid something they don't want.**

For example, you buy a pair of shoes, because you want them, you buy a gym membership, because you want to lose weight (avoid being overweight).

When it comes to "lost" sales, you need to face up to the facts, take a good look at your retail business and ask yourself:

1. Why customers leave your store/website without purchasing, and
2. What you can do about it.

Sure, there are always going to be showroomers and browsers, but would it shock you to know, that up to 98% of people that visit your website were NOT in the mindset of purchasing **at that moment.**

And for physical stores, even though you may have a high conversion rate instore, not everyone who walks in the door is going to want to buy **at that moment.**

Does that mean you just let them walk away?

Um, HECK NO!

I'm firmly of the mind that if someone walks into your store, they have **some intention of purchasing**, no matter how small.

Here's an example:

I have NO interest in musical instruments. I don't play, I'm not interested in playing and don't know anyone who plays an instrument.

I'm at a bus stop and there's still another 20 minutes before the bus comes. The only store nearby is a musical instrument store.

I've got a 20 minute wait. Do I go into the store to browse?

(Excluding my retail/marketing snooping), the answer is no. I'm more likely to faff about on my phone for 20 mins, than go into the store, right?

So the first lesson in revering lost sales, is to realise that every person who walks in the door/visits your website, IS a potential customer. They are just waiting for find that thing...the thing that fills a want/need, or helps them avoid something they don't want. And it's your job to help them get there.

Although we'll be focusing on a few key strategies for on and offline stores in this Action Plan, I highly recommend installing google analytics into your website, so that you can track exactly what's happening with your customers, so you can dig deeper and analyse real problems, not the ones you might think there are.



ACTION 1

UNDERSTANDING WHY (& WHERE) YOU'RE LOSING SALES

Let's start online, because it's way easier to find stats on ecommerce (but rest assured, we'll be talking about instore as well).

In one year, stores on average experienced an 8.4% increase in shoppers leaving without completing their purchase.

IN 2017, THE GLOBAL AVERAGE CART ABANDONMENT RATE WAS 78.65%.

That was up from 71.39% in 2015. It's a number that can make you feel a bit sick, right? After all, getting traffic should be the hardest part of the customer journey. Now you find that more than 3/4 of those people WON'T BUY??!!

Fact is, recovering even a small portion of these lost sales (on and offline) can make a significant difference to your bottom line. **It could mean the difference between just scraping by and being highly profitable.**

You've got to have some kind of understanding about how many sales you are actually missing out on.

Ok, so first things first. Working out how many sales and by association, how much money, you're losing.

Instore, you'll need to know your conversion rate and online, your store dashboard will be able to easily show you how many people added to cart, reached checkout and actually followed through with a purchase.

Remember, not everyone who adds to cart, will actually purchase. Just like not every person who picks up an item instore, will buy.

Instore

If you search around online for what type of conversion rate you should be achieving, you'll see metrics at around 20-40%.

The issue with these stats though, is that they are based on big box retailers and department stores. The types of shops that people quite often drift aimlessly through, not really looking for anything in particular.

From the data of the independent stores that I've worked with, most are hitting conversion rates of over 60%.

Quite simply, it's because you have a loyal customer base, you're usually a lot more niche with what you sell and you're passionate about what you're selling. Go you!

Working out your conversion rate is really simple, but it does require you to actually track what's happening in your store.

Here's how you do it:

Number of people who came into store	30
Number of sales	14
Conversion rate = sales/customers as a %	46%

If your conversion rate is 46%, theoretically, you have lost the other 54%.

Now sure, a 100% conversion rate every day IS setting the bar a little high (even for you overachievers!)

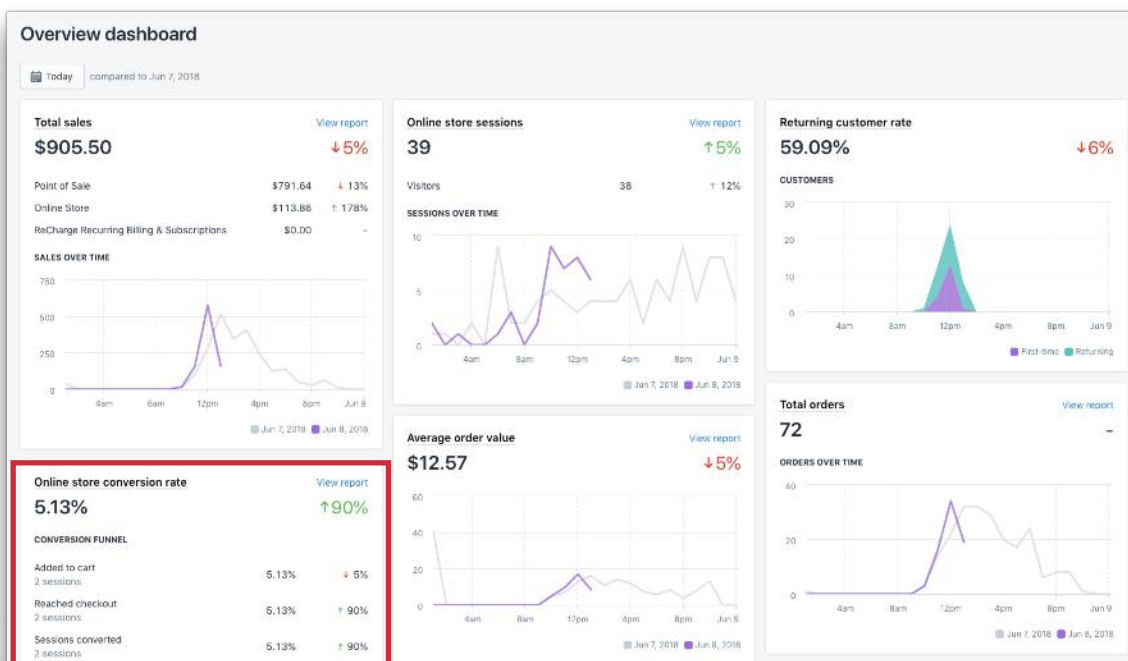
If we look at ecommerce recovery stats, somewhere between 10-20% of lost sales are recovered when you implement simple recovery strategies.

What would your cash flow look like, with another 20% of sales?

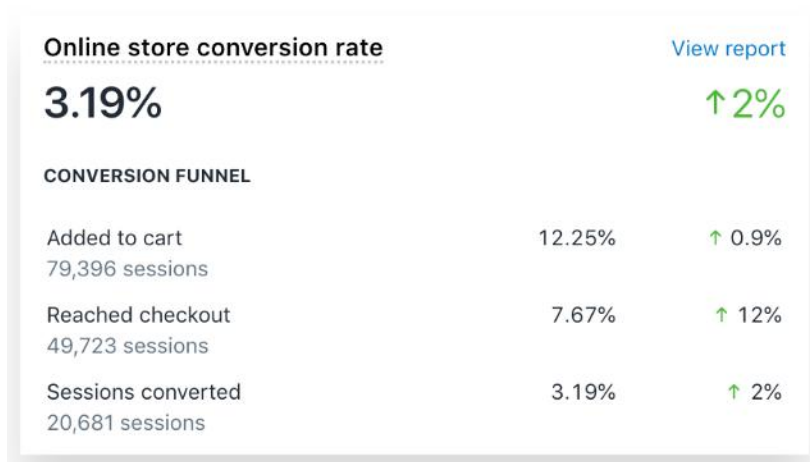
Online

If you have an online store, lucky you! Working out your abandoned cart figures online is pretty easy.

If you head to your Shopify Dashboard, you'll find the info right there.



As you can see from the example above, which is a test site, every person who entered checkout went on to buy. Reality however, is more like the image below.



Of the 12.25% of people who added to cart, only 7.67% got as far as the checkout page and only 3.19% went on to put their credit card details in and complete checkout.

WHY ARE YOU LOSING SALES INSTORE?

There's no point taking a knee-jerk reaction to lost sales and just implementing random strategies in the hopes that you'll be able to claw back some of that lost revenue.

For example, there's no use putting a customer follow up system in place in your retail store, if the problem is that your staff provided a poor customer experience (let's face it, being followed up by someone that annoyed you in person is going to create the opposite of a "boomerang" customer, right?!).

HINT: Even if you have an online store, most of these will apply to you as well!

After conducting a lot of research, here are the biggest reasons that you're losing sales:

1. Poor Customer Service

Contrary to what you think, price often ISN'T the reason that a customer leaves your store without purchasing.

Poor service tops the list of the reason a store is most likely to lose sales.

Staff not knowing about the products they're supposed to be selling, lack of personalised attention and waiting too long for assistance are the biggest bugbears for customers.

"80% of businesses believe they provide excellent customer service, but only 8% of customers agree"
– Forbes

2. A Sales Team That Doesn't Sell

I'm guessing that you pride your retail store on having amazing customer service. I can tell you from experience though, that one of the key reasons that you're likely losing sales, is that your team (and perhaps you) are not actively selling.

There's a fine line between being a pushy, sleazy salesperson and prompting a customer to purchase..

All too often I hear retailers telling me "they don't want to be like a pushy used car salesman", but the simple fact is, your sales team are there to do exactly that.

Sell.

3. Too Hard To Find What They Want

The more stock you have, the more sales you can make, right?

Well, not always.

Having your store well laid out, in a way that allows customers to browse easily and encourages cross sells, is more important than just having a lot of stuff.

4. Inventory is not the same as what's showing in your online store.

Getting stock on the shelves can feel like it's more important than putting it into your POS/online store. But the fact is, even if you're not selling a lot online, around 75% of your current customers WILL be looking at your site to see what's new and what's instock. If new stock isn't added, or your inventory is not up to date, you're leaving money on the table .

5. Limited Payment Options

These days, customers are more inclined to be cashless, (or cash poor). This means opening up your mind, so you can open your cash register.

Include payment options like AMEX (speak to your merchant if fees are high, because AMEX is lowering fees to encourage small business), Afterpay and Paypal. The more way a customer can give you money, the higher the chance of converting the sale.

6. Lack Of Price Anchoring

Price is relative. Having a higher priced item displayed prominently, sets a benchmark.

Price anchoring is a form of priming customers to buy. Psychologically speaking, you're making the customer set a value of similar products against the first option they saw. According to research from Yale: if two similar items are priced the same, consumers are often less likely to buy one than if their prices are even slightly different.

7. Your Inventory Doesn't Match With Your Brand/Marketing

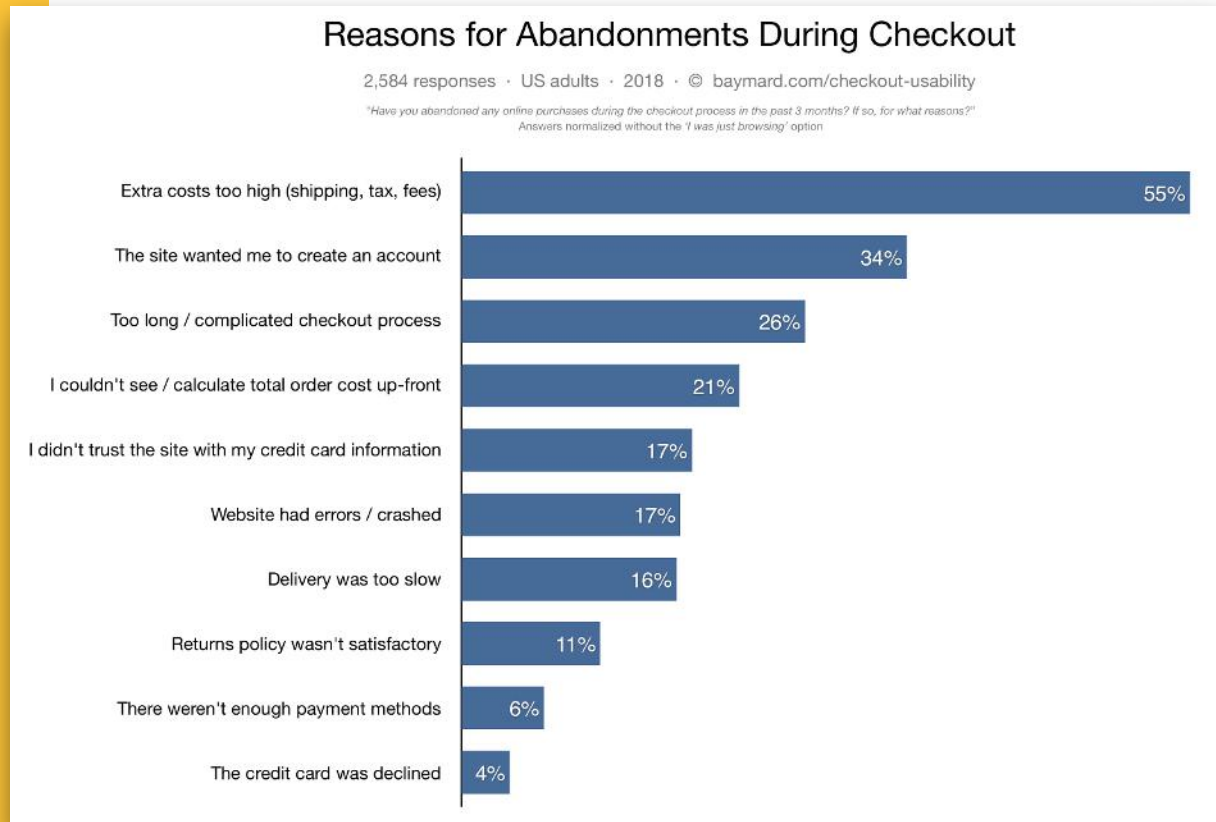
There is a store in a coastal town called "Sweet Treat". The building is covered in flowers and I always thought that it was a lolly shop. Last time we went past, the family pulled over so we could take a look.

Imagine my horror to find that the business actually sold sewerage treatment systems!

The way you portray your brand, from your store name, your store fittings, your website, right through to your social media. It all has to gel together, so that when someone lands on your doorstep, they know exactly where they are and what you sell.

WHY ARE YOU LOSING SALES ONLINE?

Online, here are the top reasons why customers decided to click the 'back' button...



1. Shipping

Ah, shipping. Ecommerce's biggest obstacle to contend with when it comes to losing sales. Whether it's shipping costs being too high, being unable to know the exact order cost until going through checkout, no option for express delivery, or a delivery timeframe that doesn't meet a customer's expectation, shipping in some form or another accounts for over 50% of abandoned carts.

2. No Guest Checkout

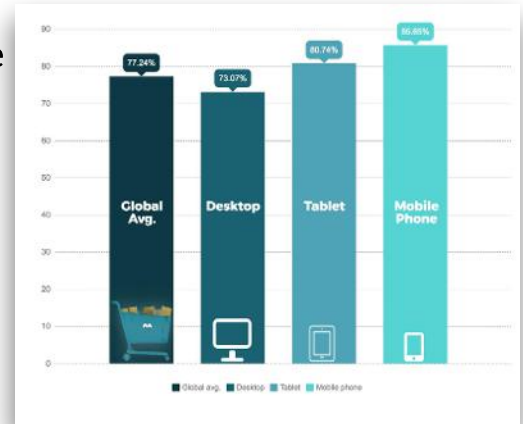
In a strange twist of reality, customers want to buy online, but they don't want to give you their details.

Now we all KNOW that we're going to have to enter our email, billing and shipping details in during checkout, but MAKING customers create an account at the start of checkout could be losing you another 30%+ of sales.

3. A Checkout Process That Sucks

Have you ever been shopping online on your phone and just struggled with entering all of your details?

Whether it's a clunky form, having to enter too much information or customers searching for promo codes (when you don't have any), the ecommerce expectation is that going through checkout should be as fast and as simple as possible. How does yours measure up?



4. I Just Wasn't Ready To Buy - Yet!

We must remember that lots of people research before they buy. There are too many reasons to list as to why a customer might not be ready to purchase the minute they hit your website, but that doesn't mean they won't buy in the future...

5. You Look Dodgy

I'm sure at least once in your life, you've been to a website where, as you enter your credit card details, you wonder if you're ever going to see that merchandise, right?

Customers are wary of purchasing from online stores that don't have some level of contact. If the only way of getting in touch is via email, you could be turning away a lot of potential sales.

6. Your Website Sucks #sorrynotsorry

These days, there simply is NO excuse to have an ugly website.

Every shopping cart platform has drag and drop templates that have been tested.

If you aren't a designer (I'll put my hand up to that), don't mess with what's already tested. Simply drop your pictures into the template and let your website do what it's meant to do - sell!

According to RetailDive, "many eCommerce shops are still not optimized for mobile. Slow load times abound. Many stores remain unresponsive, forcing customers to zoom in and out to navigate a page".



ACTION 2

EASY WAYS TO RECOVER LOST SALES

Hopefully by now you're realising that recovering lost sales can be a game changer for your profitability.

So HOW do you do it?

In this Action Step, we'll walk through my top 7 on and offline sales recovery methods.

HINT: Read through them all, because several methods work for both on line and retail stores!

RECOVERING LOST SALES INSTORE

1. PROVIDE A QUOTE

Sure, providing a quote may not be for every retail store, but if you stock products that people often have to go away and think about (think furniture, baby items, big ticket purchases), providing a quote is a great way for customers to think of you first.

Don't get caught up in the fear that customers will use it to shop around. If they do, they aren't the customers you want, right?

2. ADD CUSTOMER CONVERSATION NOTES INTO POS/COMMUNICATION BOOK

Personalised service started instore.

But somewhere along the line, retailers seem to have forgotten that personalised service, the reason that customers come to you, rather than a department store can be streamlined using technology.

If you're using Shopify POS, click on the customers details and use the notes section to add any relevant information.

3. ENSURE ONLINE & INSTORE STOCK ARE SYNCED

Every physical store should also have an ecommerce store as well.

As many as 75% of customers are going to checkout your online store BEFORE they head into your shop.

If inventory isn't up to date, customers could simply head to your competition.

Always think of your online store as a 24 hour catalog! If they can't see it, they can't buy it.

4. ASK PERMISSION TO FOLLOW UP

When you've spent time with a customer, having them walk away without buying can feel like wasted time (and a kick in the guts).

But don't let the sale stop there.

If your customer was genuinely interested, ask for permission to contact them in a few days, to follow up with any questions they might have.

And, hopefully secure the sale on that call.

5. USE FOMO

Fear of Missing Out can be used effectively in store.

Using phrases like, these sell quickly / they're our most popular / they walk out the door, not only gives the product social proof, it also prompts your customer to purchase then and there.

Bonus points for using "if you change your mind you're welcome to give us a call and I'll put one aside for you"

Always give your customer permission to come back and purchase when they're ready..

6. GIFT REGISTRY/WISHLIST

You could use your POS to record a customer wishlist/gift registry, but even if your systems doesn't support that, it doesn't mean you still can't offer the service.

Grab a simple notebook and start entering your customers items.

Don't overthink selling. Sometimes, the simplest option can be the most effective.

7. EMAIL CAPTURE

Every person who walks in the **store should be added to your customer database** (aka email marketing database).

Most in-store retailers freak out when I tell them they have to build their database, but the reality is, most customers ARE happy to part with their information, if you reward them.

Whether it's VIP status, a loyalty program or simply having receipts emailed, **all you need to do is ask**, then you'll be able to recover any lost sales going forward.

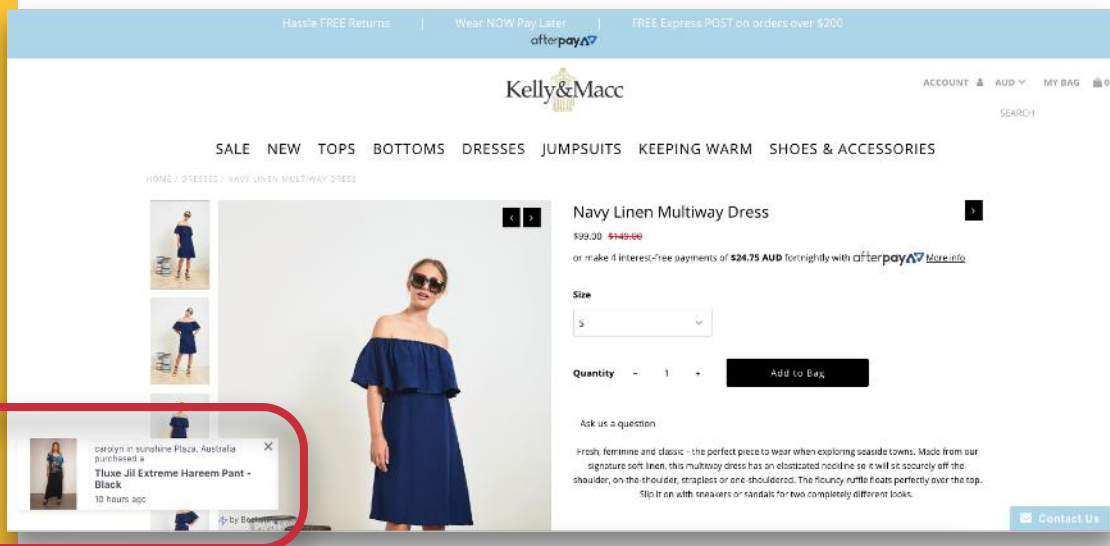
ONLINE

1. FOMO/URGENCY POP-OUTS

A simple plugin that can seriously increase your sales. FOMO (fear of missing out), also called “urgency pop ups”, can spike a customer’s anxiety levels (especially if something they want to purchase pops up). This drives a customer to checkout quicker.

I have to admit, even as a seasoned marketer who visits a LOT of websites, when I see those FOMO pop ups, I still get that split second moment of “oh, did I want that??!”)

We love Sales Pop by Beeketing (FREE)



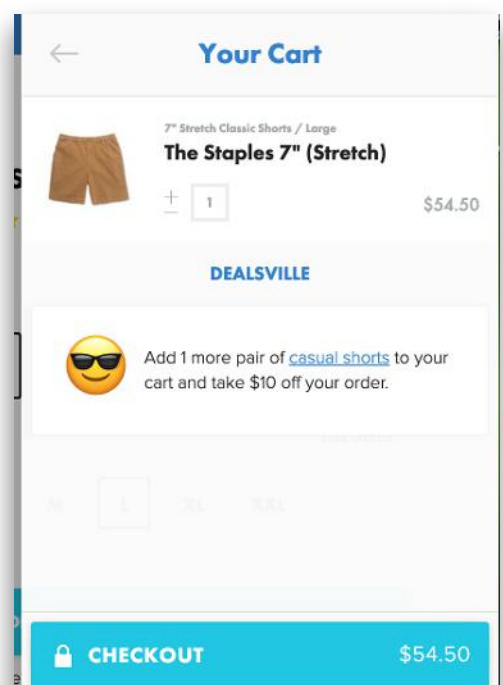
kellyandmacc.com.au

2. IN-CART OFFERS

How cool is this in-cart offer from Chubbies.com letting customers know that if they add another pair of shorts there's \$10 off!

I love this one, not only for encouraging people to get to checkout, it also increases your average order value!

We love Wisepops.com for incart offers. It works with the top 4 ecommerce platforms

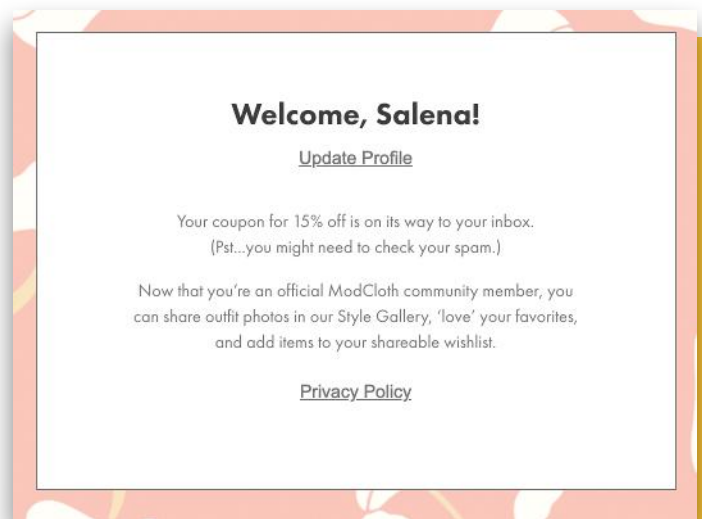


3. EMAIL CAPTURE (BEFORE CART)

As soon as you can grab a (potential) customer's email address, your chances of converting them into a sale and recovering any lost sales, dramatically increases.

If you're using Klaviyo, as soon as you have that email address, the pixel will start to track the customer as they click around your website.

If they don't follow through with a purchase, your automations can kick into gear (more about this in Action Step 3).



4. ABANDONED CART EMAIL RETARGETING



Probably the easiest way to get back in front of your customer.

Remember, just because someone doesn't buy when they add to cart,

doesn't mean they don't WANT to buy. We lead super busy lives. The phone rings, your cooking dinner, there's someone at the door..the list goes on. Customers actually appreciate being reminded of what is waiting for them. And with 10-20% resulting in sales, implementing this strategy is a must.

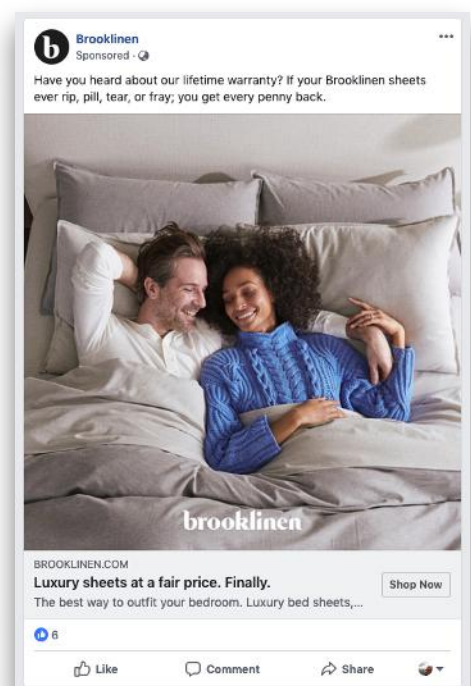
5. FACEBOOK ADS RETARGETING

With over 2.2 billion active users, there's a pretty good chance your customer is hanging out on Facebook.

Setting up a simple retargeting campaign inside of Facebook is an easy way to boost sales.

You can set the campaign to only show people who added to cart but didn't purchase, or alternatively, you can choose to show products to anyone who visited your site.

These customers have a much higher chance of converting, because they're already familiar with your brand.



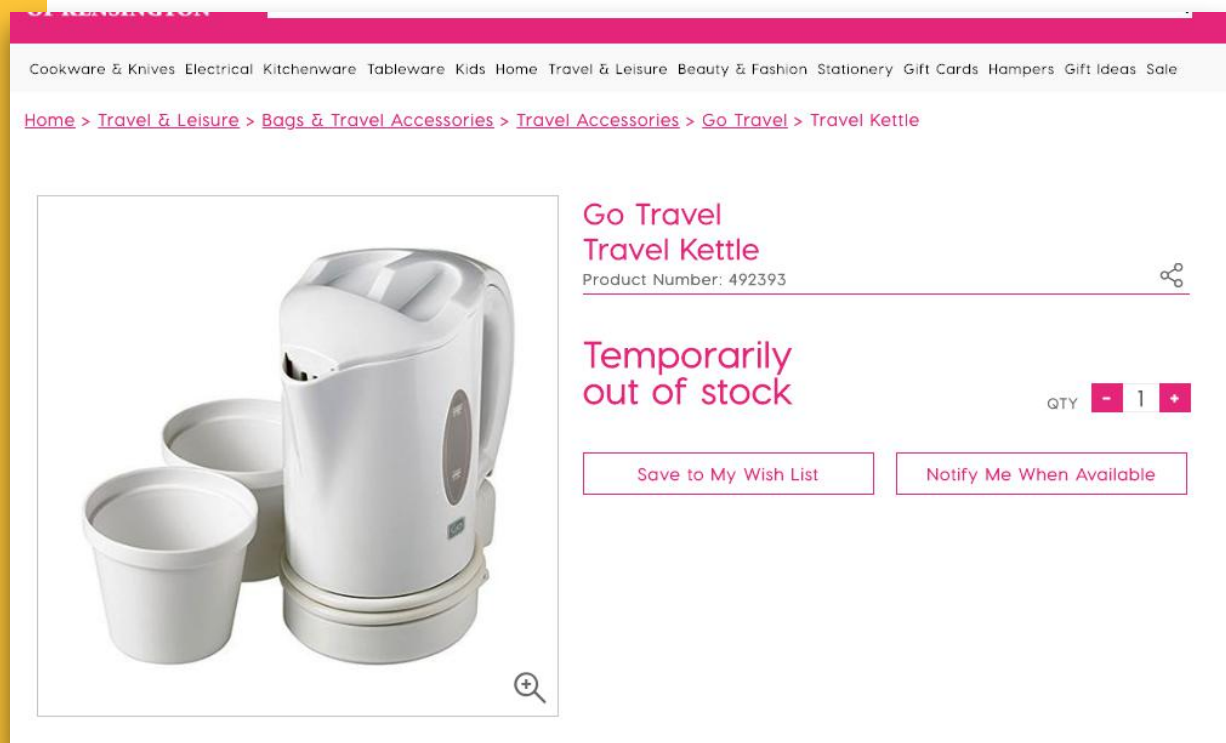
6. WISHLIST/GIFT REGISTRY

Wishlists are simply a collection of products a customer likes.

Whether they choose to curate their cart for themselves, or they're going to email it to friends and family, think of a wishlist like a Pinterest board, where customers can always jump back in and buy what's on their list.

Remember, customers aren't always ready to buy when they go to your site (the first, second, third time...).

You can even set up email flows based on what people stick in their wishlist!

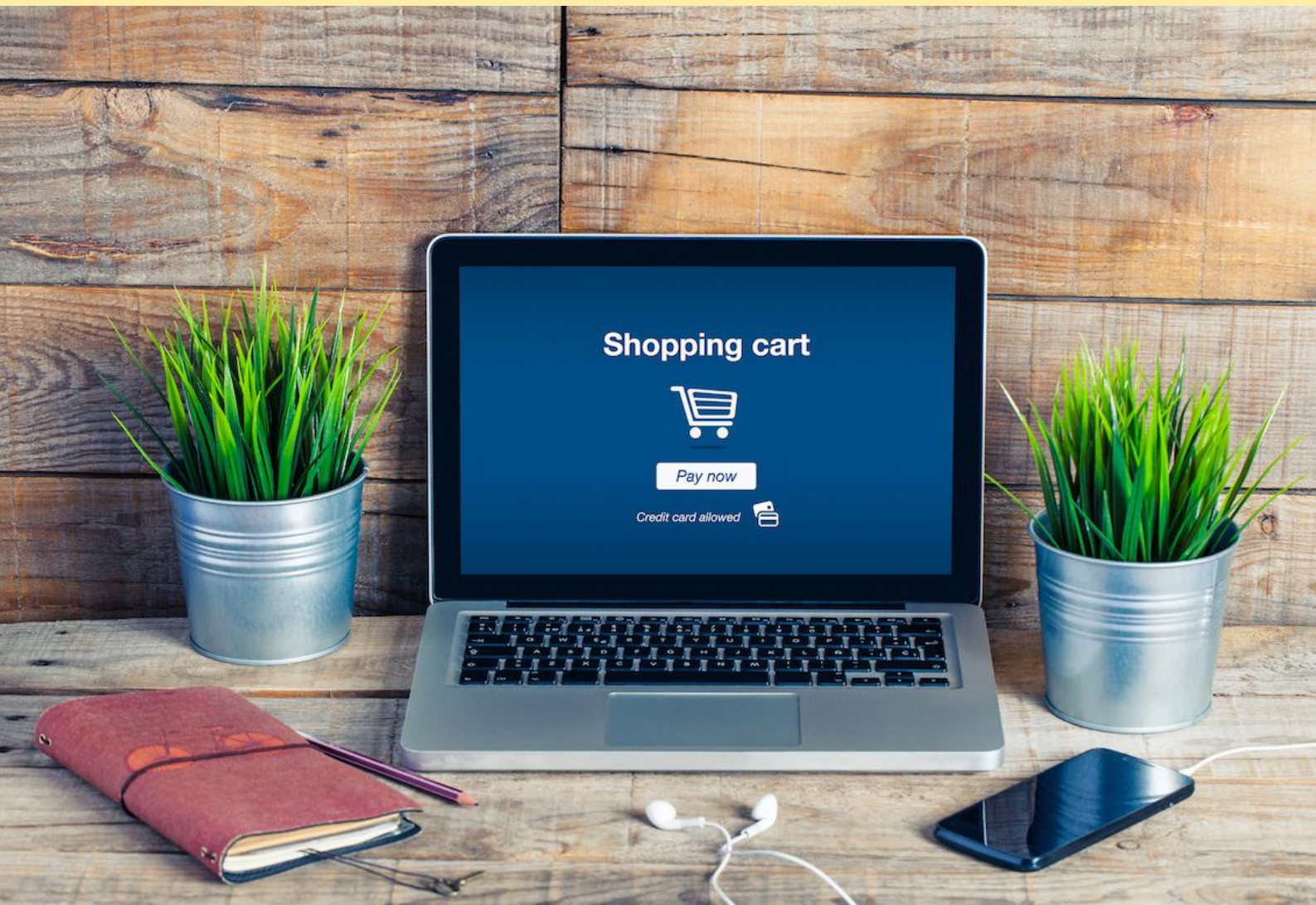


7. NOTIFY WHEN BACK IN STOCK

There's nothing more annoying than finally being ready to buy...only to find that the product you wanted was out of stock.

Don't let your customer's next click be the search bar, trying to locate it from a competitor.

Instead, look at implementing a "Notify When Back In Stock" plugin, which will not only enhance your customer's experience, but you could just end up with a sale you never would have gotten otherwise.



ACTION 3

THE ANATOMY OF A HIGH CONVERTING RECOVERY CAMPAIGN

**Cart Abandonment Email Open Rate - on average 45%
of cart abandonment emails are opened
-MooSend**

The image shows a screenshot of a Dollar Shave Club (DSC) cart abandonment email. The email has a wood-grain background and features the DSC logo at the top left with the tagline "SHAVE TIME. SHAVE MONEY." The main headline is "STICK AROUND THIS TIME". Below this, there is a photo of a brown teddy bear named Chuck covering its eyes. To the right of the bear, the text reads: "We heard you dropped by the Clubhouse, but didn't stay. Chuck is bummin' pretty hard. He loves new friends. No, no. It's cool, you can still do something about it." Below this text is an orange button that says "JOIN THE CLUB →". The second section is titled "DON'T JUST TRUST CHUCK" and says "Trust one of our ridiculously satisfied members:". It features three circular profile pictures of customers with their testimonials and names: Michael F., John P., and Phillip G. At the bottom, there are social media icons for Facebook, Twitter, and YouTube, followed by the copyright notice "©2015 Dollar Shave Club. All Rights Reserved." and contact information: "Email sent to www.dollarshaveclub.com Unsubscribe" and "Dollar Shave Club Inc. · PO Box 5688 · Santa Monica, CA 90409-5688".

When it comes to recovering lost sales, one of the biggest tips I can give you is to try and capture a customer's email address BEFORE they get to checkout.

If you're using our preferred ecommerce email marketing program Klaviyo, the inbuilt cookies will track them as they move through your site. As long as you have an email address you can send emails, create custom Facebook audiences (for ad retargeting) and begin to recover those sales immediately.

1. A CLICK-WORTHY SUBJECT LINE

Getting customers to open your emails is THE biggest hurdle. Sure, you can go with a simple subject line like “did you forget something”, but that’s pretty lame-o. Your retail brand has WAY more personality than that.

If you’re feeling confident inside of your email marketing platform, play around with a few different subject lines (A/B test them) and see what gets the best open rate.

This is your chance to secure a sale – it’s worth putting in a little time and effort to get the highest converting option

Hint: share your copy inside the Facebook group.

Bonobos

Easy Math: 20% Off + \$0 Shipping = Empty Cart

20% off your first purchase USE CODE GETSTARTED20 CART Brushed Fleece C

Bonobos

Easy Math: 20% Off + \$0 Shipping = Empty Cart

20% off your first purchase USE CODE GETSTARTED20 CART Brushed Fleece C

Bonobos

Remember, You’ve Got 20% Off

News you can use ... to buy clothes. Get 20% off your first purchase with code (

2. A PICTURE OF WHAT WAS LEFT IN CART

A picture says a thousand words, right?

So being able to SEE what has been left in cart is a great motivator for your customer to click back through and check it out again.

Personally, I love this when I have multiple items in cart (when I just can't choose which ones I want), it's great to see them all lined up, making my choices much easier.

The screenshot shows an email from Bonobos. At the top, it says "BONOBOS" in bold. Below that, the main headline reads "Empty your cart, fill your closet." Underneath the headline is a horizontal line with a shopping cart icon and the word "CART" in the center. Below this is a product card for a "Brushed Fleece Crew Neck" shirt. The card includes a photo of a man wearing the shirt, which is pink and white. To the right of the photo, it lists "Fit: Slim" and "Color: Pink". Below the product card is a blue button that says "CHECKOUT". At the bottom of the email, there is a black banner with white text that says "Take 20% Off Your First Purchase with code GETSTARTED20" and "Plus, Free Shipping & Returns in the US" in blue. Below the banner, it says "You may also like..." and shows four small product thumbnails.

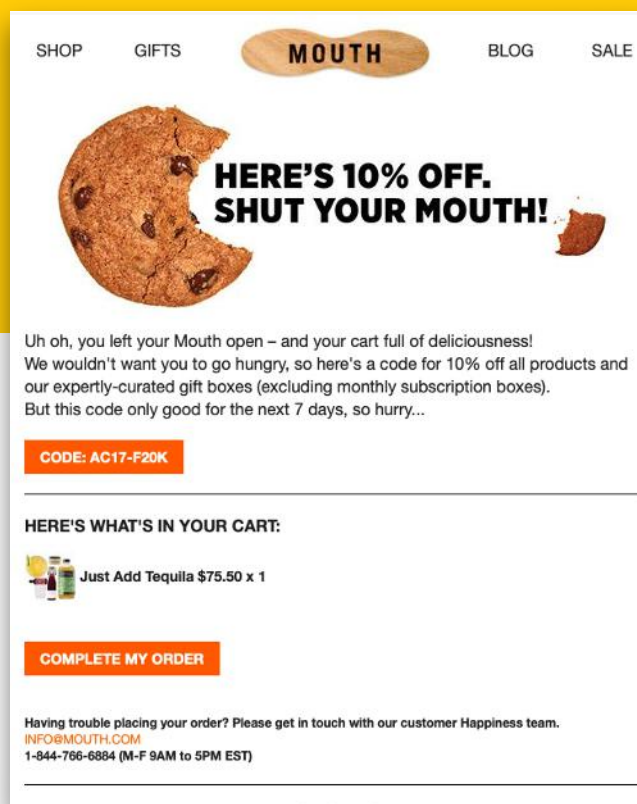
3. A LINK STRAIGHT BACK TO CART

You gotta make purchasing as easy as possible.

Every click a customer has to make, is one more barrier to purchase.

Your email service provider should be integrated with your shopping cart, which will allow you to send targeted, personalised emails to your customer which contain the exact items they put in their cart.

Friction-less shopping at it's best!



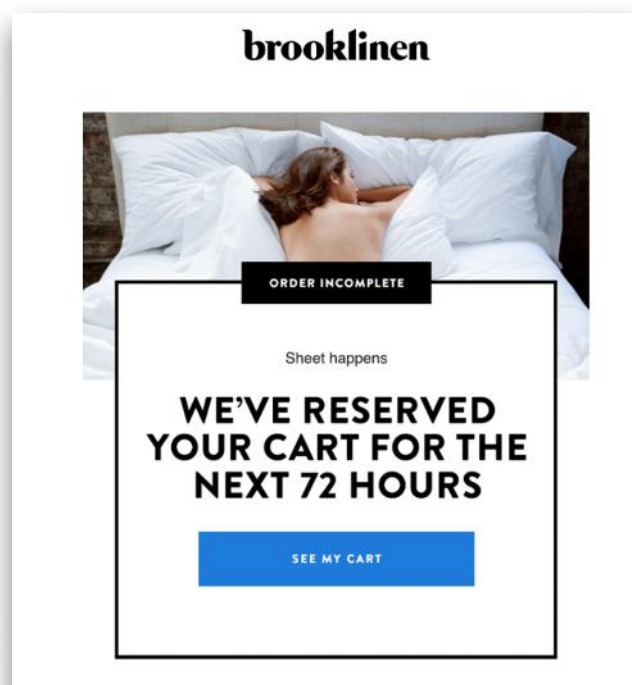
4. A DEADLINE

No one wants to miss out.

In today's at-our-fingertips, always-on instant gratification economy, adding a little bit of FOMO (fear of missing out) can be an instant money spinner.

Try teaming a deadline up with an offer/discount, to get shoppers rushing back to complete their purchase.

Here, Brooklinen have mixed a bit of humour (sheet happens) with the promise of holding my items for 72 hours.



5. REVIEWS/SOCIAL PROOF

If a customer is sitting on the fence when it comes to purchasing, reviews can be the push they need, to head back and complete their purchase.

In this Dollar Shave Club example, they've used "Don't Just Trust Chuck" as their lead in to the reviews highlights.



6. DISCOUNTS

I'm never a fan of discounting. However, I do see it used successfully by many ecommerce stores, to win a customer over.

For most retailers, we need to focus on the customer lifetime value (how much a customer spends over the time they stay a customer) and if you have a good return rate, you can afford to 'spend' a little bit more, in order to convert that person into a customer, which you can then go on to market to.

BONOBOS

Get 20% off your first purchase with code **GETSTARTED20**.

WELCOME TO BONOBOS

We've Got the Fit You Need

You know this by now, but what fits one guy won't always fit another one. And that's where our fit options come in, specifically designed to look incredible on a variety of body types.

FIND YOUR FIT

The Tailored Fit

The trimmest fit we've got.

ACTION

Draw Out Your Ultimate Abandoned Cart Email



ACTION 4

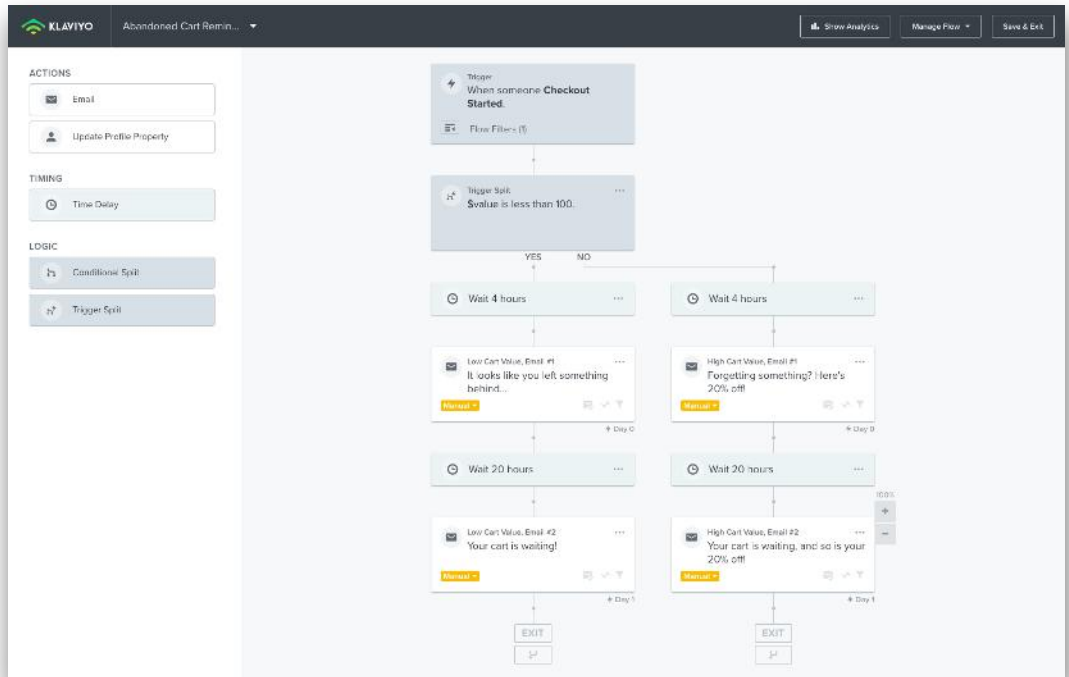
IMPLEMENTING AN ABANDONED CART EMAIL AUTOMATION

Inside of Klaviyo, you have several, pre-configured email flows, which you can instantly press play on. Some are more complex than others, so whilst we'll be working through exactly how to set up an abandoned cart sequence, here is a quick overview of **additional sequences** you can implement if you want to take it to the next level.

High Value Cart vs Low Value Cart

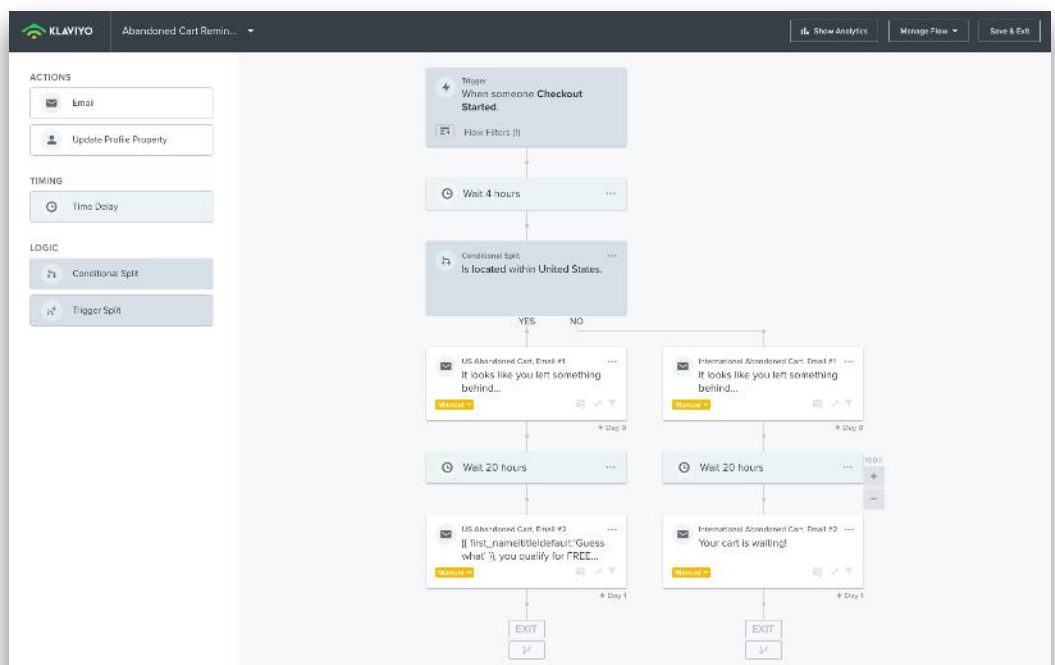
Only provide a discount for high value carts.

This flow allows you to customise the emails and offers based on how much someone has added to cart.



Domestic vs International Shipping

Free shipping is a fabulous way to incentivise customers to complete checkout. However, international shipping may not be viable for you, so use this Flow to segment offers based on a customer's shipping location.

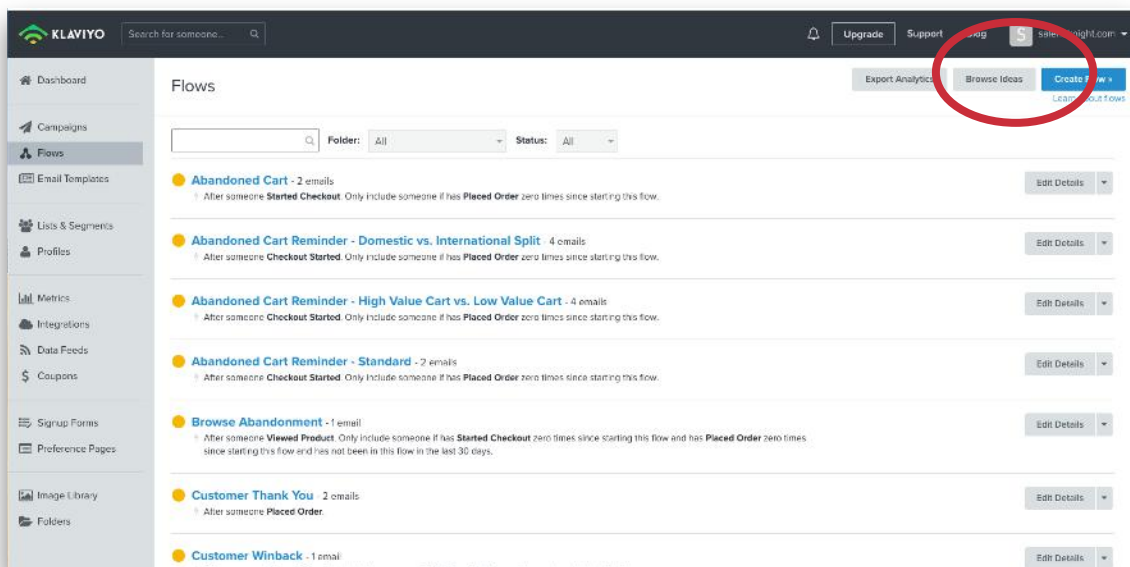


IMPLEMENTING AN ABANDONED CART FLOW

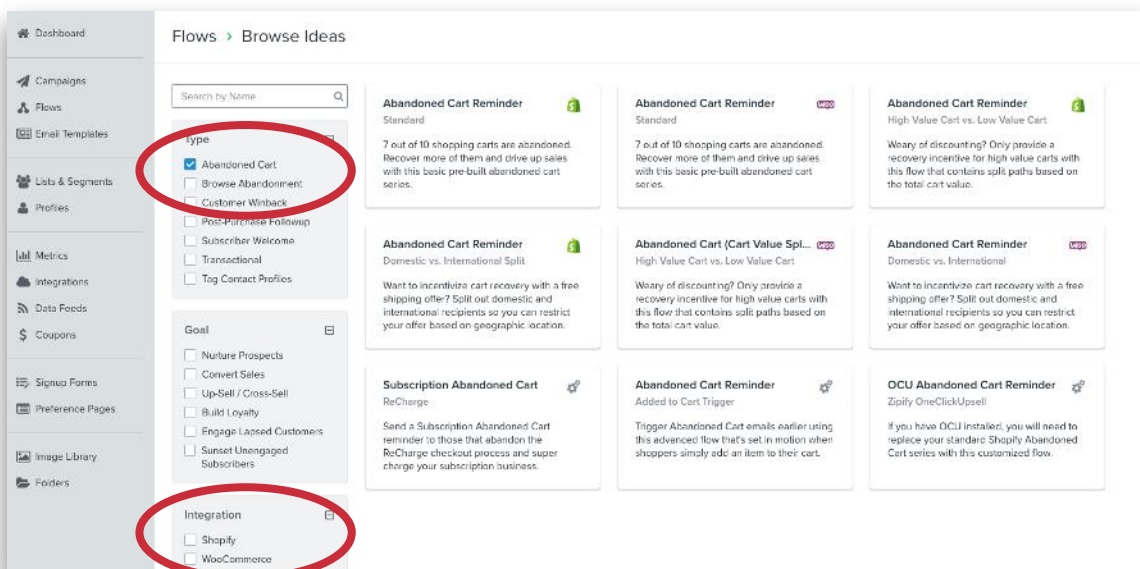
Within our Action Plans, we give you step by step instructions on how to implement strategies in Klaviyo. This is because we believe it's the best ecommerce-specific email marketing platform.

If you're using another program, this step by step flow should help you to understand how to implement this strategy.

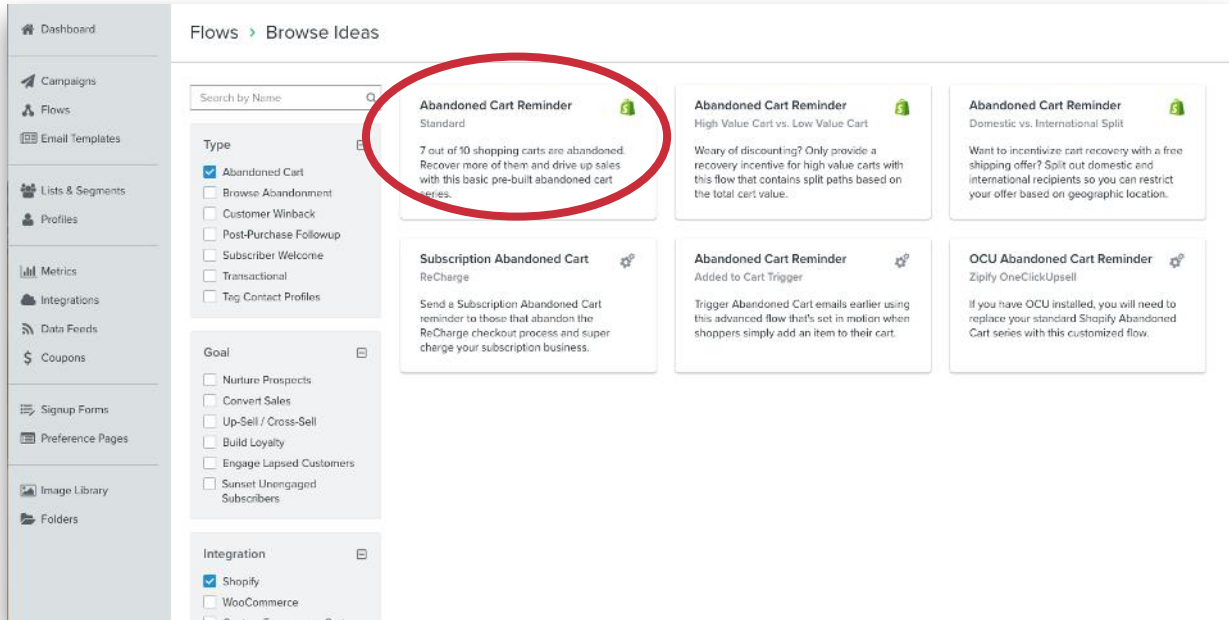
Click the FLOWS tab on the left navigation menu, then choose BROWSE IDEAS in the top right



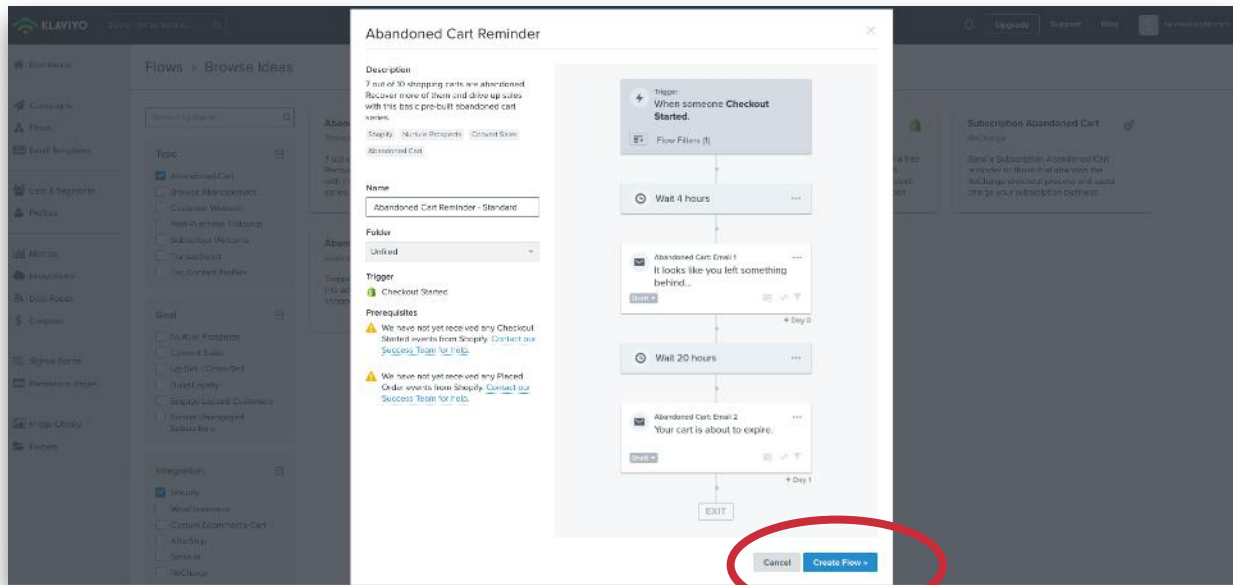
Use the filters on the left side to customise. Choose ABANDON CART as the TYPE, then choose your shopping cart platform (eg Shopify). This will show you a list of available pre-configured flows



Choose ABANDON CART REMINDER - Standard



You'll see an overview of the flow. Scroll to the bottom and click **CREATE FLOW**



Now it's time to customise!!

Your FLOW TRIGGER is already set up to only send to people who initiated the checkout process - you don't need to mess with that :D

TRIGGER SETUP

FLOW TRIGGER / Metric

Checkout Started

TRIGGER FILTERS

Filter on properties of the trigger.

FLOW FILTERS (1)

Restrict the flow to only certain people.

TRIGGER

People will enter this flow when they **Checkout Started**.

FLOW FILTERS (1)

Only include people if they have **Placed Order** zero times since starting this flow.

Trigger

When someone **Checkout Started**.

Flow Filters (1)

Wait 4 hours

Abandoned Cart: Email 1

It looks like you left something behind...

Manual

Day 0

Wait 20 hours

Abandoned Cart: Email 2

Your cart is about to expire.

Manual

Day 1

EXIT

Now to set the time when the email should go out. Stats show abandoned cart emails are most effective when it sent out between 1 and 4 hours. Klaviyo is pre-set to 4 hours, but you can easily change that by clicking the workflow box.

HINT: Try testing out different delay intervals and see which converts the best for your customers.

TIME DELAY

Set this delay for

4 hours

and

0 minutes

after the trigger

Steps following this Time Delay

Day 0

Day 1

TRIGGER

People will enter this flow when they **Checkout Started**.

FLOW FILTERS (1)

Only include people if they have **Placed Order** zero times since starting this flow.

Trigger

When someone **Checkout Started**.

Flow Filters (1)

Wait 4 hours

Abandoned Cart: Email 1

It looks like you left something behind...

Manual

Day 0

Wait 20 hours

Abandoned Cart: Email 2

Your cart is about to expire.

Manual

Day 1

EXIT

Save

Cancel

Now it's time to build your email!

Refer back to Action Step , where you drew out your perfect Abandoned Cart Email.

Click the Abandoned Cart Email box in the workflow to open up the edit pane on the left.

Click EDIT to start building your email

BONUS: See those stats - check in regularly to review your analytics and tweak as required.

The screenshot shows the 'Abandoned Cart: Email 1' workflow editor. On the left, the 'CONTENT' pane shows the subject line 'It looks like you left something behind...' and the 'ANALYTICS (30 DAYS)' section, which is circled in red. The analytics table is as follows:

Metric	Value
Open Rate	0%
Click Rate	0%
Placed Order Rate	0.0%
Revenue	\$0.00

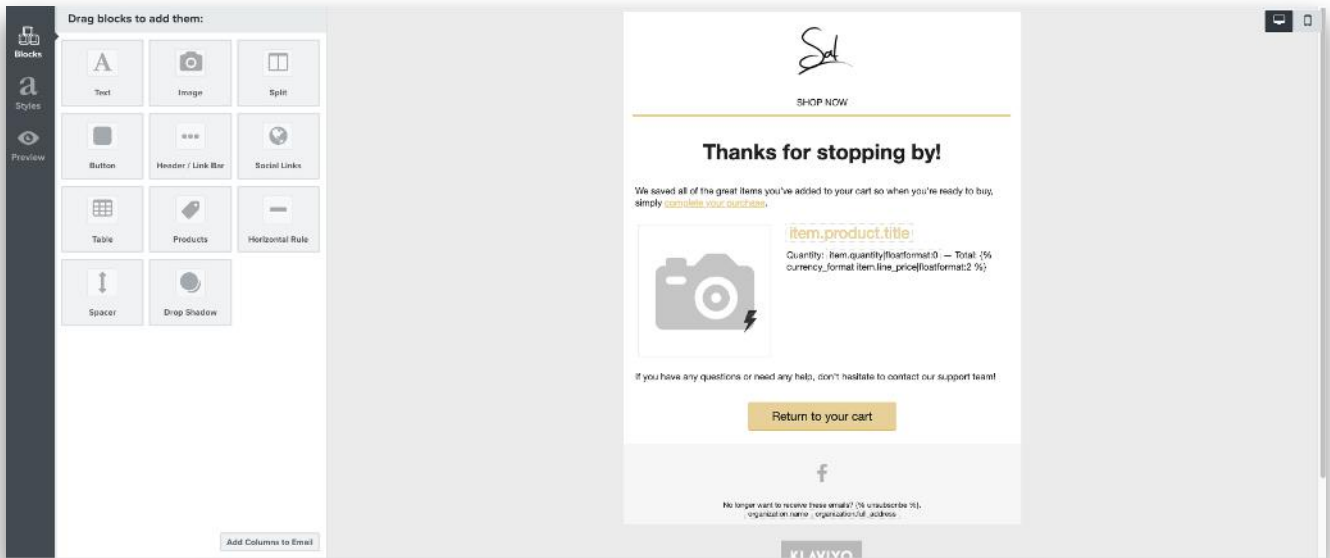
Below the analytics is the 'SETTINGS' section with 'Smart Sending', 'UTM Tracking', and 'Additional Filters' all set to 'OFF'. The main workflow area on the right shows a sequence of steps: 'Trigger: When someone Checkout Started.', 'Flow Filters (1)', 'Wait 4 hours', 'Abandoned Cart: Email 1' (circled in red), 'Wait 20 hours' (circled in red), 'Abandoned Cart: Email 2', and finally 'EXIT'.

Here you can personalise the email Subject line etc (remember to click the SAVE button if you change any of these). To edit the ACTUAL email content, click the EDIT CONTENT BUTTON

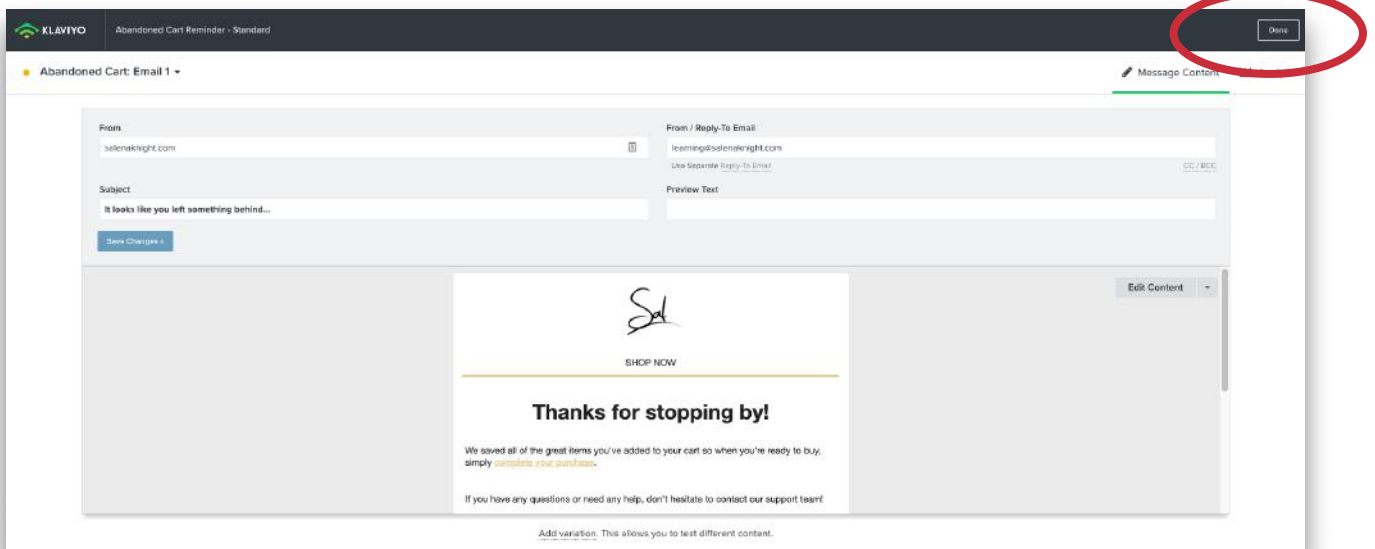
The screenshot shows the 'Abandoned Cart: Email 1' content editor. The top section contains fields for 'From' (salenaknight.com), 'From / Reply-To Email' (learning@salenaknight.com), and 'Subject' (It looks like you left something behind...). Below these fields is a 'Save Changes' button. The main content area displays a preview of the email with a logo, the text 'SHOP NOW', and the heading 'Thanks for stopping by!'. The 'Edit Content' button in the top right corner of the preview area is circled in red.

This is where you get to create the email that converts. Use the drag and drop editor to make it your own. Realistically, I would start by just editing the text and making it more inline with YOUR brand voice.. You could also change out the button text to be more inline with your brand. Eg "GRAB IT NOW" instead of "Return To Cart".

HINT: Don't overload this first email. Keep it short and sweet.



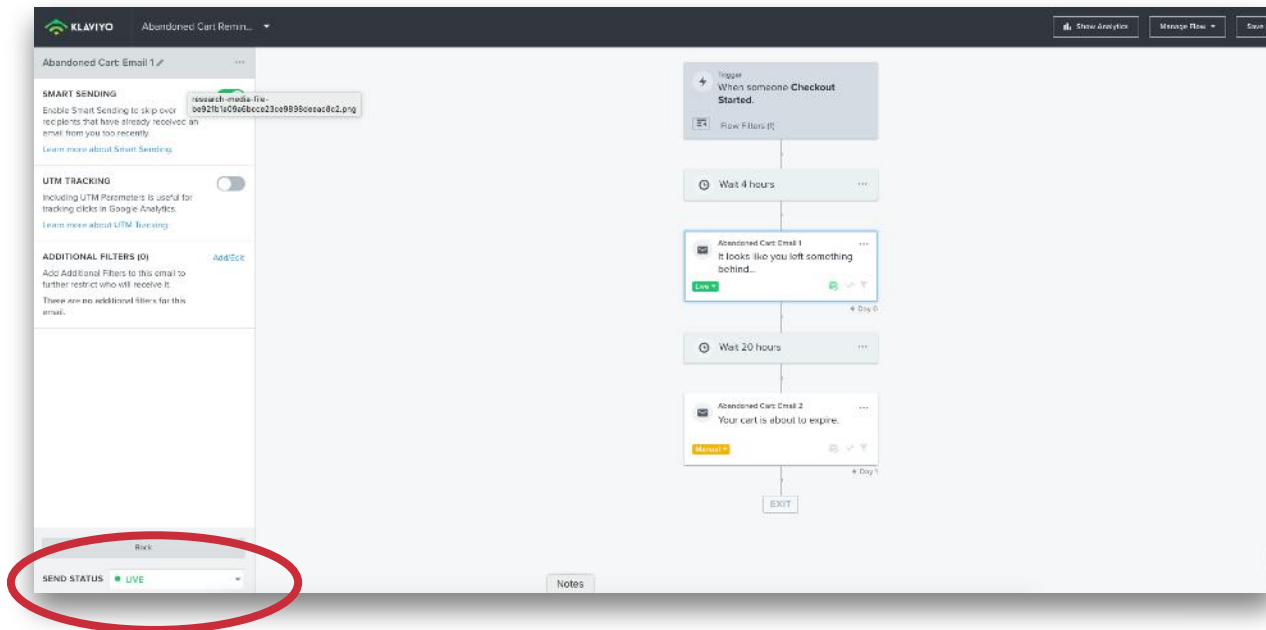
Remember to hit **SAVE CONTENT** once you've finished



Once you've finished editing, click the **DONE** button in the top right.

Remember to set your email LIVE once you've finished.

HINT: You can turn SMART SENDING ON to stop customers from receiving emails too frequently. Test and Measure this for your customers.



One email ISN'T enough!

Don't be scared that you'll be bombarding your customers with too many emails. Stats show that three emails can significantly increase your (re)conversion rate.

Check out this abandoned cart campaign from Rejoiner.com

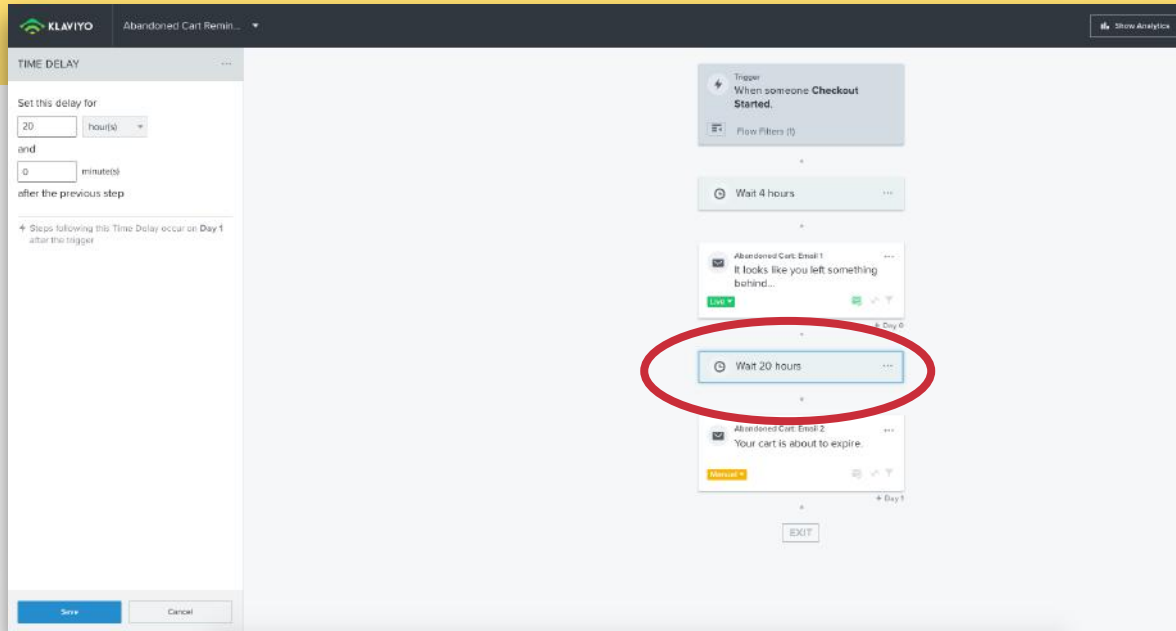
Campaign breakdown

Email	Sent	Opened	Open Rate	Clicked	CTR	Conversions	Revenue
1 Hour	35958	14672	40%	3234	8%	2331	\$272,297.79
1 Day	33086	10449	31%	2738	8%	1651	\$190,357.70
3 Days	31450	7395	23%	1392	4%	1242	\$134,314.79

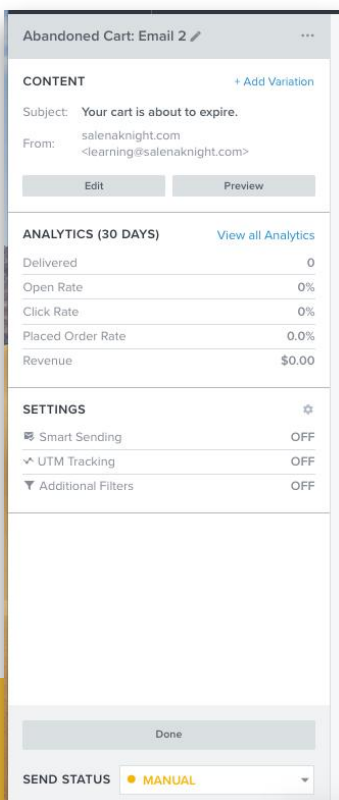
As you can see, the largest volume of recovery was at the 1 hour mark, but MORE than half of the total revenue was captured at the one day and three day interval.

So, now on to email 2.

Set your delay - Klaviyo is preset to 20 hours, but you can change that by clicking the workflow box and adjusting (remember to hit save).



HINT: Even if you have more than one email in your flow, Klaviyo will check your Flow Filters before each individual email is sent out. This means that if someone goes back to complete his/her purchase after Email 1, this person won't get any other emails in your series.



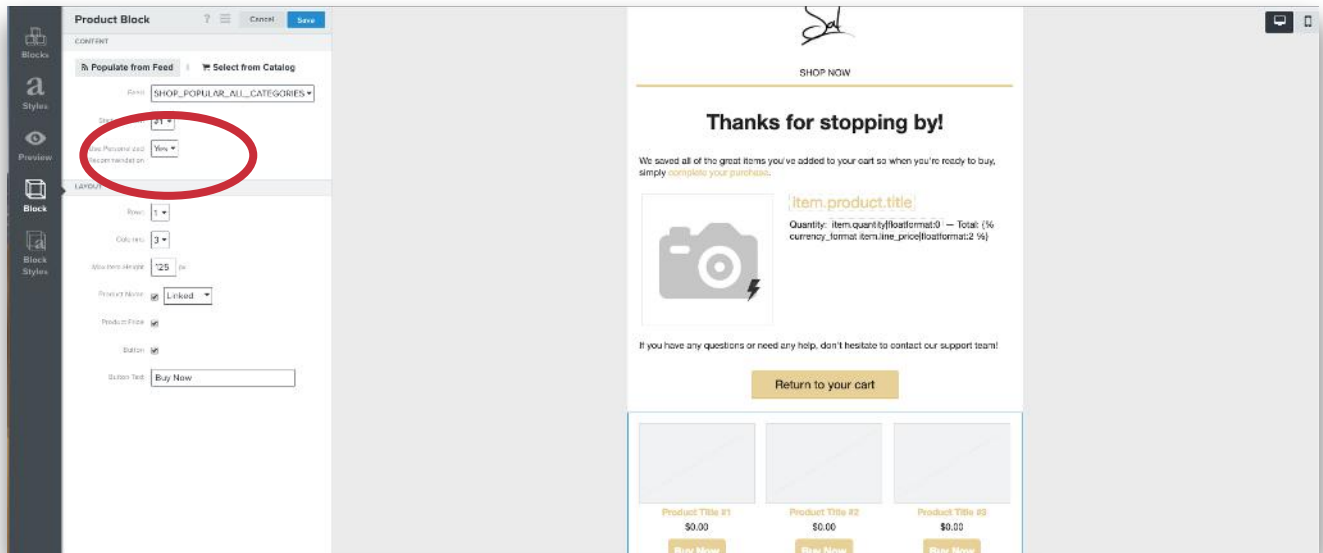
As per email 1, click the workflow box to bring up the left navigation pane.

Click the EDIT button to jump in and start customising your second email.

(Remember to click EDIT CONTENT to customise the email content).

You can be a little more adventurous here.

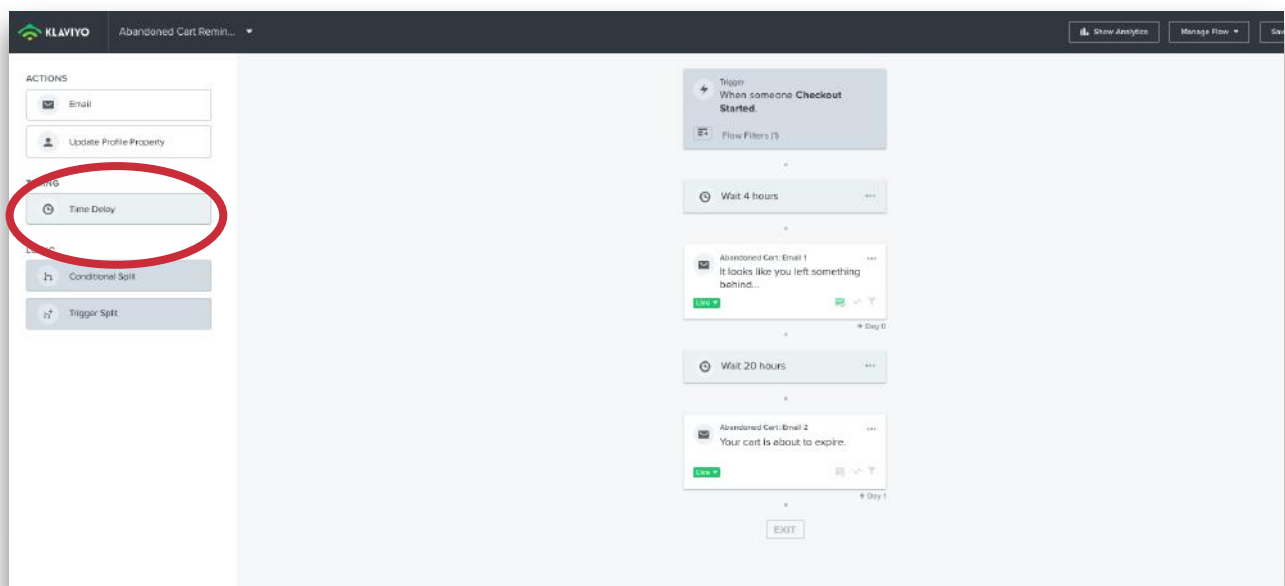
For example, you could add in personalised product recommendations. To do this, simply drag a product block into your email. Then in the left navigation pane, change USE PERSONALISED RECOMMENDATION to YES. Remember to hit SAVE.



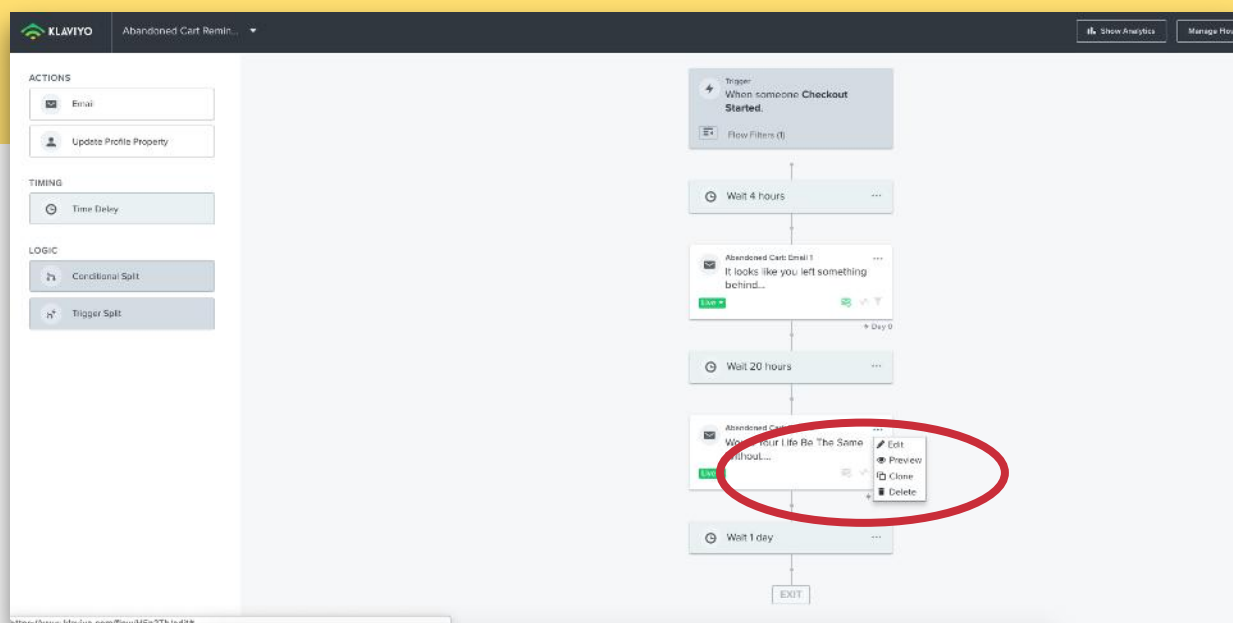
Click SAVE CONTENT and then DONE.

Remember to turn your email to LIVE

Personally, I would add ONE more email. A time-based offer is always great. Do this by dragging the TIME DELAY box from the left navigation pane into the work flow.



The easiest way to craft a third email is to clone your previous email.
Do this by clicking the three dots in the left side of the workflow box



Go through and edit your third email.

Remember to add some urgency in here. Try experimenting with adding a countdown timer (see the DIY hacks inside the portal for a tutorial).

You could also add a discount in at this stage if you're so inclined.

Remember to hit SAVE and set your email LIVE once you've completed the last email.

Once your flow is finished, click the SAVE & EXIT button in the top right, and your abandoned cart sequence is ready to go!

Remember to check back in and review the analytics for the Campaign over the coming weeks and tweaking where necessary.

You can find those analytics by opening the Flow from the dashboard and clicking the ANALYTICS button.



Now you have all you need, to start reclaiming those lost sales!

