

# EMAIL AUTOMATIONS THAT CONVERT

SALES ON AUTOPILOT

THE  
**RETAIL**  
COLLECTIVE



## MESSAGE FROM SAL

Hey there,

It's no secret that I love automating things. Once you've got something working - put it on autopilot!

I got an email last week from someone that said "I'm sure this is an automated email, but I just wanted to reply back and tell you....."

And that's what I love about email - you can build customer connection AND make money. They aren't mutually exclusive.

But what do you need to focus on?

When do you send those emails, who do you send them to, and what do you put in them.

^^Those are our most frequently asked questions, and usually are the obstacles standing in the way from retail and ecommerce store owners from implementing automations.

So in this lesson, we'll banish all of that, so that you can work less, earn more and build a tribe of people that love your brand.

Are you ready?



# THE WELCOME EMAIL

# NOT SENDING A WELCOME EMAIL IS GHOSTING YOUR CUSTOMERS

Welcome emails are **opened 4 times more than any other email**, so it's a no-brainer, that every ecommerce & retail business should be using them to both connect with a customer and to convert them.

Even better, they have a **5 times higher click through rate**.  
Hello conversions!

Fact is, only 39% of brands actually send a welcome email, so by just sending SOMETHING, you're already delivering better than 61% of your competitors.

So what do you send them? Here are some examples that you can use for inspiration.

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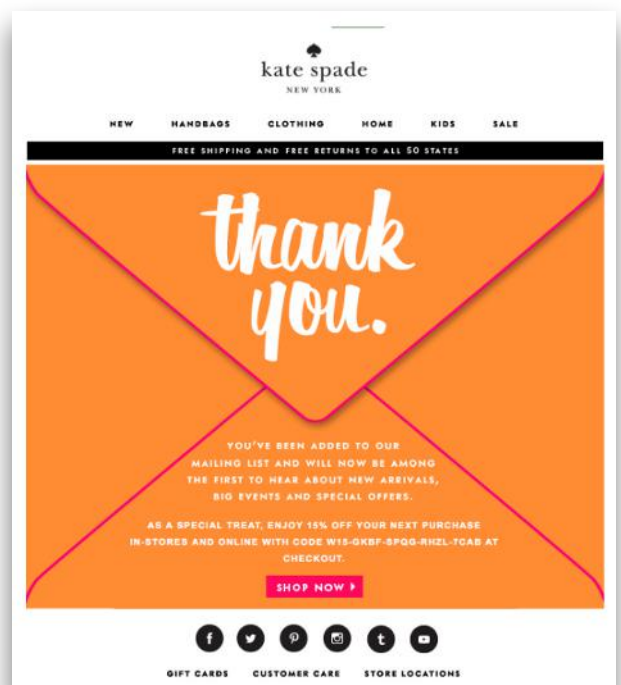
## THE OFFER EMAIL

As the name suggests, an offer email gives the recipient some kind of incentive to go through and make a purchase.

Pros: Generates a higher click through rate, chance of a direct sales, increases customer engagement.

Cons: Can put customers into a "don't pay full price" mindset.

Is a direct money loss - you must know your customer lifetime value and acquisition costs to ensure viability.



# EXAMPLES

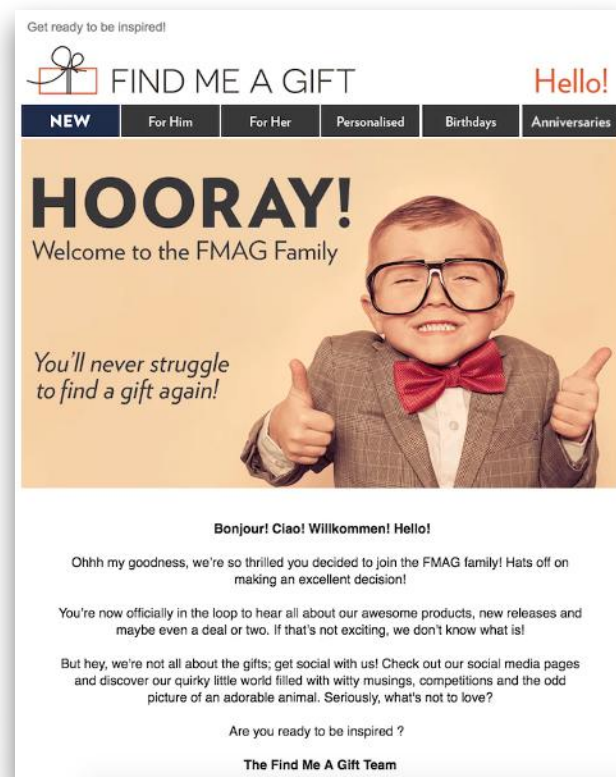
## THE "HELLO" EMAIL

Hello emails are designed to welcome your customer in and to build a connection.

Explaining what you do, what problems you can help solve, and what customers can expect now that they're on your list.

Pros: Increases customer connection, tells customers what to expect and why they want to hang out with you, doesn't promote discount mindset.

Cons: Must include a call to action that is inline with the message.



### Materials Matter

We borrow from Mother Nature and always innovate with her best interests in mind. [Learn More](#)

## THE "WE LIKE THE SAME STUFF" (AKA BRAND BUY IN) EMAIL

The Brand Buy-In email is designed to let your new subscriber/customer know that you value the same things.

Tell your story to get customers excited to be associated with you.

Pros: Builds strong brand loyalty, fulfills the human desire to be aspirational, increases customer connection, doesn't promote discount mindset.

Cons: Must include a call to action that is inline with the message, may be difficult to build a strong brand story if you haven't already defined your purpose, may not convert straight away.

## THE "WELCOME + OFFER" EMAIL

These emails are pretty straight forward - say hello AND promote your stuff.

Are they the best way to intro your potential customers?

Try it and see.

With the highest converting open and click through rates, why not try using dynamic content and seeing which option works better for you email list!

hint: if you're using Klaviyo, the products that are displayed in the welcome email can also be products they've looked at online #winning

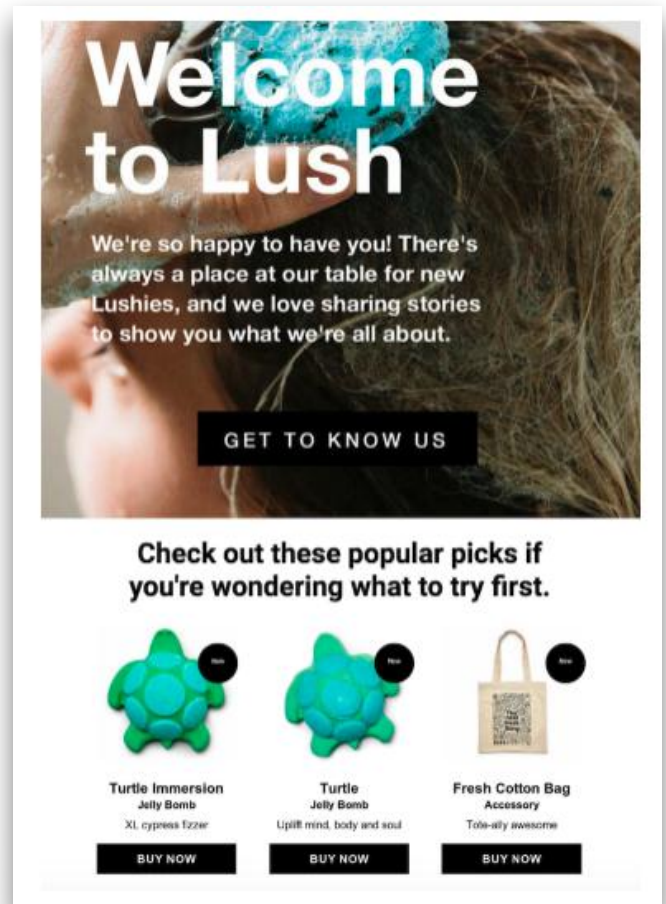


image credit: salescyclecom

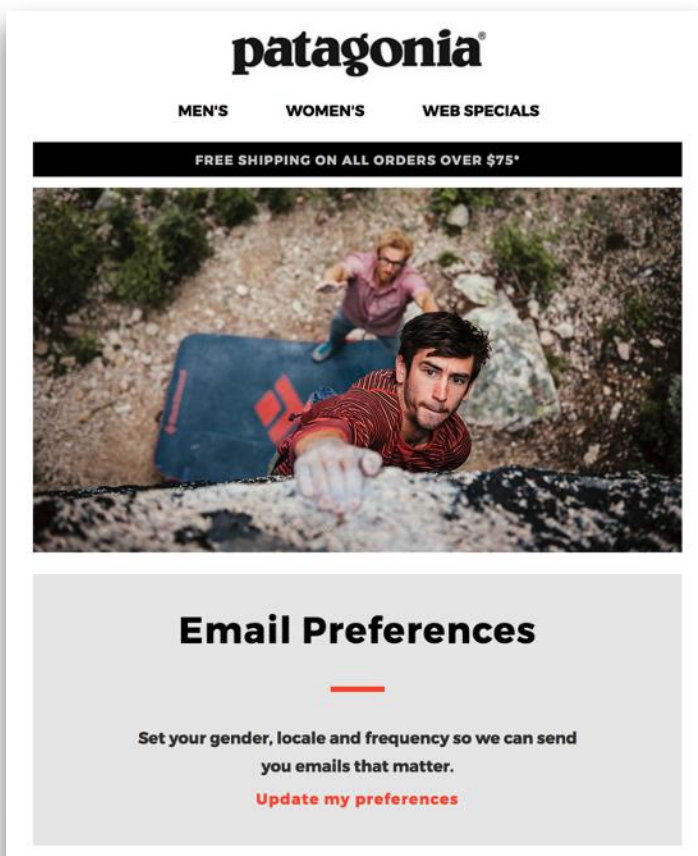


image credit: medium.com/akingkiwi

## THE "SEGMENTING" EMAIL

We love data - seriously! And you already know that personalisation is 100% expected by customers, so why not use the welcome email to ensure you can serve your customers exactly what they're looking for?

Pros: Creates a highly engaged customer by allowing them to segment and update the types of info they want to receive.

Cons: No direct call to action to purchase - you would need to build this into your sales funnel elsewhere.

# ACTION

What type of email will you send?

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What will you include in the email?

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How will you personalize the email?

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What is the "Call to Action"

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# THE ABANDONDED CART EMAIL

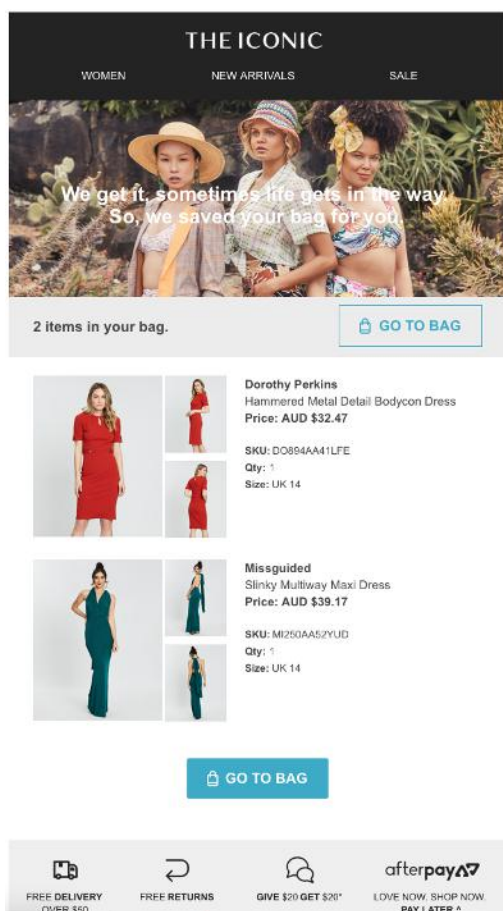


# **Cart Abandonment Email Open Rate - on average 45% of cart abandonment emails are opened -MooSend**

Abandoned cart emails are probably my fave emails of all time - highly opened, super engaged AND they make you money whilst you sleep.

#winnerwinnerchickendinner

Here are the things I include:



**1. A CLICK-WORTHY SUBJECT LINE**

**2. A PICTURE OF WHAT WAS LEFT IN CART**

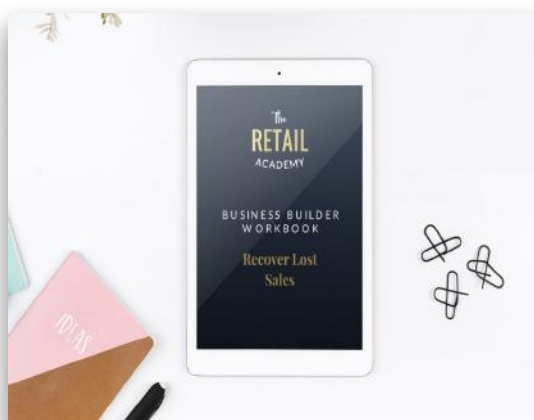
**3. A LINK STRAIGHT BACK TO CART**

**4. A DEADLINE**

**5. REVIEWS/SOCIAL PROOF**

**6. DISCOUNTS\*\***

**HINT: FOR A FULL WALK THROUGH, EMAIL SCRIPTS AND THE ANATOMY OF A HIGH CONVERTING ABANDONED CART EMAIL SEQUENCE, CHECK OUT THE RECOVERING LOST SALES WORKBOOK**



<https://theretailacademy.net/recover-lost-sales-workbook/>

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# POST-PURCHASE EMAILS

# THE "325% HIGHER OPEN RATE" EMAIL

It's easy to think that once a customer buys from you, they should just be dumped back into "general newsletter" land. But this couldn't be further from reality!

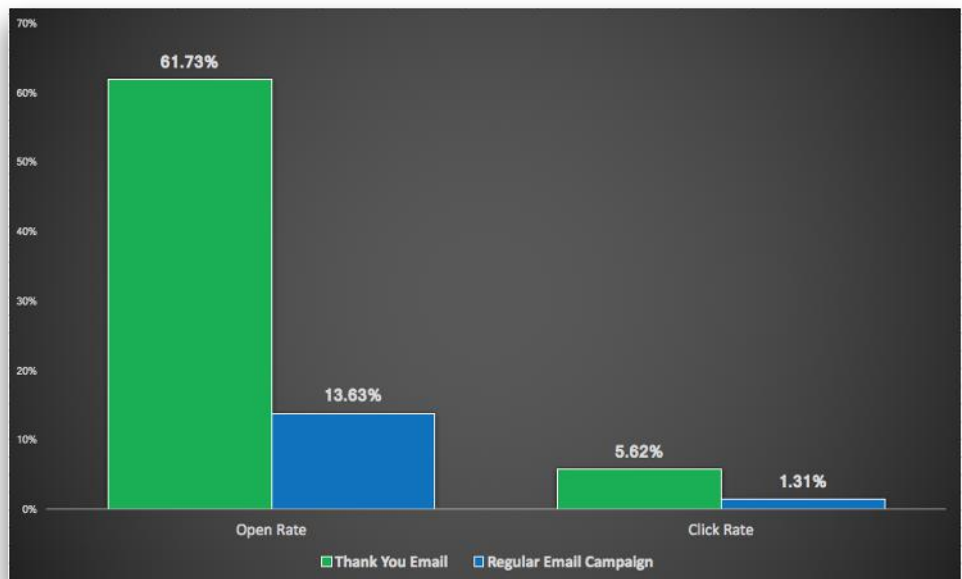
According to [Smile.io](#), after one purchase, a customer has a 27% chance of returning to your store. Get that customer to make a second and third purchase, and there's a 54% chance of that customer making another purchase!

I know from experience that post-purchase (or "Thank you" emails) convert well, so I dug out some actual facts to support what I already knew to be true.

When Klaviyo analysed over 3000 post purchase emails, they found those emails had a **352% higher open rate** than a traditional email campaign and a **329% higher Click Through Rate**.

This is probably because your customer is expecting an email - they're are eager to open thank you emails to get an update on their purchase.

But if you KNOW they are going to open (and likely to click through), why wouldn't you take this opportunity to engage your customer?



So what exactly can you put into a post-purchase email to engage your customers?

Here are some ideas:

### **THE "SHIPPING DETAILS" EMAIL**

Kind of a no-brainer, but if we're talking online sales, you should be sending the tracking/delivery information and set general expectations of when a customer should receive their order.

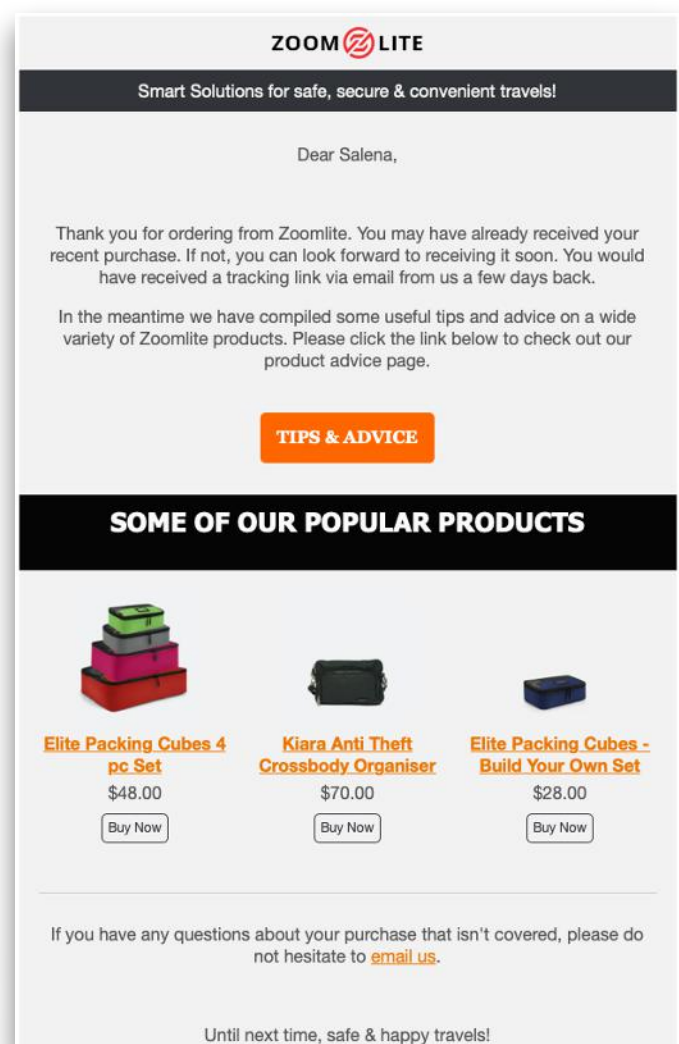
This will help you reduce the number of frivolous enquirers for your customer service team.

### **THE "PRODUCT REVIEW " EMAIL**

Ok, so you SHOULD'N'T ask for a review on the first email (but hey, I've seen it done), but it should be part of your post purchase sequence.

You can give your customers a heads up in that first email that you're going to be asking them soon - once they've had a chance to try the product out.

Reinforce that a review is important for other customers (just like them) to make the best purchasing decisions and avoid disappointment.



## THE "UP-SELL" EMAIL

I don't know if there's a name for it, but if you're anything like me, you may have contemplated buying 'extras', but then decided (for whatever reason) not to go ahead with adding them to your cart..

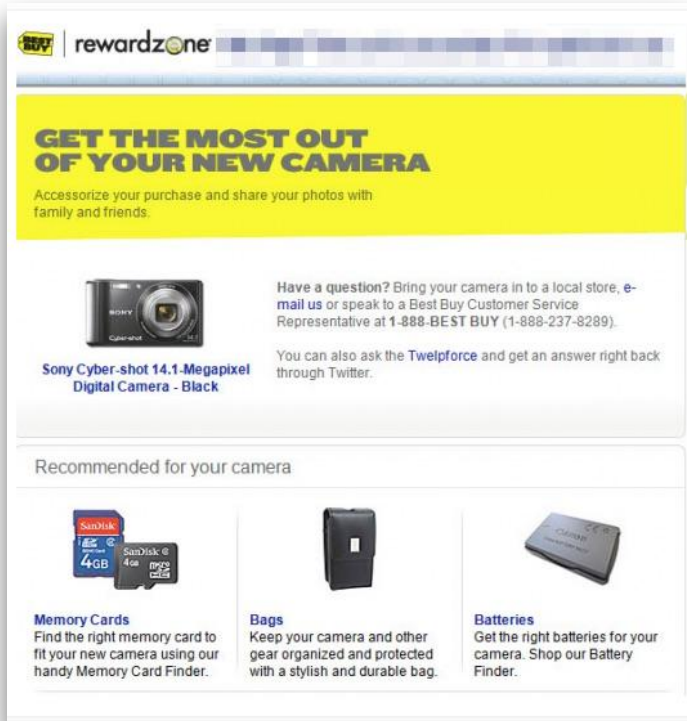


image credit: smartmail.io

Post purchase emails are a GREAT way to leverage that feeling and get your customer to come back and purchase.

## THE "CROSS-SELL" EMAIL

Cross sell emails typically show other products that are likely to be bought by purchasers of the same item.

Use your email's inbuilt AI to automatically personalise these so that your customer feels that you already understand what they're looking for.

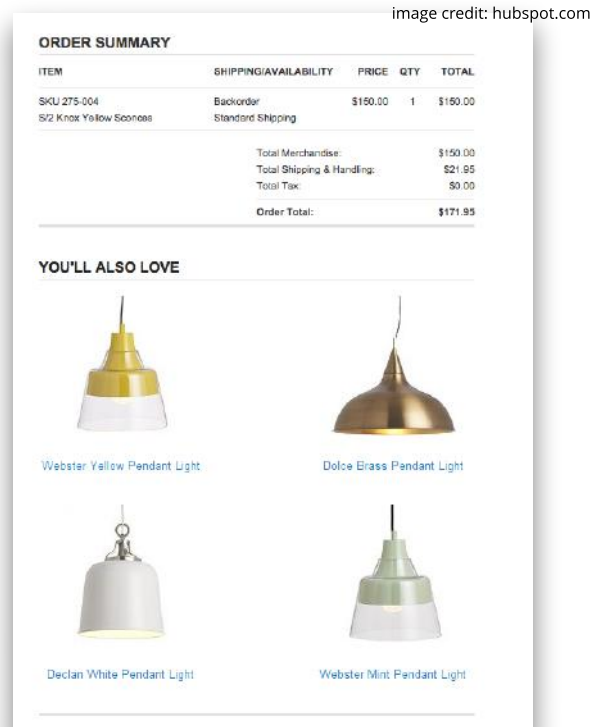


image credit: hubspot.com

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