Welcome to Easy Email Marketing. I'm your host, Yael Keon, Mum, FIFO wife, MBA, coffee lover, survivor super fan and creator of the email experience. In Easy Email Marketing, you'll benefit from my nearly 20 years experience where I'll be teaching you all the tips, tricks, and insider info on how to create feel-good non-spammy experiences for your subscribers.

Let's get stuck in. Welcome back to the Easy Email marketing podcast. I'm your host, Yael Keon, and today I'm starting the first of a three part series across our alternate episodes so you get a mix of other content too. But this is where I'm going to do a deeper dive into the different ways you can use email marketing across your business. So today I'm starting with e-commerce businesses,

but if you have a different business type, don't fear, I'll be sharing some advice around them soon. The intention behind this series is to help open your eyes up to the possibilities email marketing has for your business, how it can generate more sales, more engagement, and just make your life easier because emails are going out on autopilot. I'm not gonna cover the usual welcome series,

et cetera here. I know that you are going to have those ones covered. This is more those other ones that are specific to these business types. So today I'm starting with e-commerce and I have 10, yes, that's right, 10 different automations that you can choose from and layer in. Some you might be familiar with, some you might not have heard of before.

So let's get stuck into them. Okay, the first one is the most obvious and that is the abandoned cart. So this is if someone goes through your checkout process, types in their email address, they get to that point, but they don't buy. Obviously we want to remarket to these people. So you can either use this as a way just to remind them that it's there so they come back.

You could check in to see if they've got any questions. You could answer some FAQs. So for example, if you sell shoes and you know one of the biggest concerns is making sure they get the right size, you could mention you know, here's the sizing guide to make sure it's going to fit appropriately. Or you could have your exchange or refund policy,

your guarantees in there, anything that just helps them make that final decision. Or you could even down the track, offer them an extra special offer, maybe free shipping, if shipping was the issue and the reason they abandoned cart. The second type is very similar to this, and this is browse abandonment, but this is for those people who don't actually click add to cart.

Now a caveat here, this will only work for subscribers, so people who are already on your list and they have your cookie. So if I went to your website and I've never been on your email list, this email wouldn't come to me. But if I'm already on your list and I go and I

have a look around your site, but I don't buy anything,

you can send out an email to me and that can be either coincidental saying, oh, here's a special offer on that thing you just looked at. Or it can be just, you know, direct where it says, Hey, I saw you check this out, did you have any questions? I'd love to support you with it. The third type is the customer

Thank you. So this is after someone purchases from you, and I believe it's actually a really essential one to have. This is all to do with that post purchase experience and providing great customer service. So you could have this as a single email, which is just: thank you so much for supporting my small business. This is how you can get support.

Or you can have a full series here, which is all about, you know, taking care of their products or answering FAQs or how to use them, et cetera. You can also do different versions if it's a first time purchase versus repeat purchase, and you can even get really fancy here and have different thank you sequences or customer service sequences depending on what specific product or product category they purchased.

You can go pretty deep with this, which is pretty exciting, but if you haven't even started with this before, please just at least add that first customer thank you email. The fourth type is the product review. So you might already have a third party software that does this. If you do, you don't need to do this in your email marketing software,

but if you don't have a review request email going out, this is just a great way to get those reviews coming up onto your website, just sending something out. And if you use something like Klaviyo for your email marketing software, they can just click the link and it takes them direct to the product where they can just type their review in. The fifth type is similar, another thing you do post-purchase, and that is an upsell or a cross-sell.

So this is actually done immediately after someone purchases. So I've gone in and I've checked out and I've purchased your shampoo. And what I've done in the backend, makes it go, oh, you've purchased a shampoo but you didn't purchase the conditioner. So you might want to send out an email which says, Hey, you bought this, but you might also like this. And you might even give them a special offer like

you have a bundle price or it could be like, okay, just enter this code, so it removes the shipping, so we know to ship it all together. So that's a great opportunity to get some extra sales straight off the bat. The sixth type of email is the replenishment email. So this is perfect if you have a consumable product that needs refilling. So the classic example here is moisturizer.

So if you say, okay, it takes probably someone about three months to get through a tub of moisturizer. So two months after they buy, I'm

going to send out an email which says, are you running low? Do you wanna order? And they can click the email and it gets added straight to their cart and you can even add like a PS in here 'or you might also like to try this,

this, and this'. So a great opportunity to get those customers back. Similar to this is the seventh type, which is the customer winback email. So this is if someone hasn't purchased for an extended period of time and you want to get them back. So this would at least be double the length of time for the replenishment email and it can be a simple like 'we missed you' email or you can include an offer for someone to buy something on your list.

Number seven, back in stock alerts. So again, you might have some software on your Shopify site that does this for you, but you can also use something like Klaviyo to have this function. And this is just for some of your most popular products. You can, if something runs out, you can add in a little signup subscription box on that product page to say,

Hey, we'll let you know when this comes back in stock. Someone types in their email address, and as soon as you increase the stock levels in your Shopify store or wherever, it will automatically send out this email. Easy, absolutely easy. Number nine is birthday offers. So if you can capture someone's birthday date as they sign up, you can also send them out birthday offers.

So just a simple like, hey, here's something special for you on your birthday. Or you can give them like a nice little freebie surprise, anything that just makes them feel amazing. And finally, number 10 is first purchase anniversary. So this is another way to do a win back, but with a little bit of a difference. So this is where you can say,

Hey, it's been a year since you purchased from us, or it's been a year since you've been a regular customer. We'd like to thank you for your loyalty. Here is a discount code, or here is a special offer just for you. And an amazing tool that you can use with this and a lot of these automations is if you've got Klaviyo and Shopify, you can create unique discount codes that are genuinely expiring,

that are unique to each subscriber and it'll pop that discount code in the email at the moment it sends, it'll create it in Shopify and then it will expire based on whichever conditions you set. So that's another layer that you can add to these automations. So as you can see, there is a lot that you can do with e-commerce and I may have just overwhelmed you a little bit with these ideas,

but I do encourage you just to choose one and work with that straightaway. Have a look in your email marketing software. They might have a recipe on how to do it really, really easily and away you go. So quick recap on the 10 different types. First, there's abandoned cart, second browse, abandonment, third customer thank you, fourth product review,

five post purchase upsells or cross sells, six replenishment emails, seven customer win back, eight back in stock alerts, nine birthday offers, and ten first purchase anniversary. I mean, just imagine if you had all those emails set up and automatically going out. All of a sudden that takes off so much pressure from having to send all those regular emails and feeling like you have to be in sales mode,

having promotions running all of the time. Because if someone's at a stage where they're likely to buy from you or at least more likely and they're getting an email at that right time for them, it takes the pressure off everything else. So hopefully you can choose at least one to layer in today. But of course if you want my support and guidance with this,

then the email experience is the place to get all of that. This is my 12 month online marketing program that will help you serve your subscribers with open worthy emails, surprisingly simple automations and offers that sell. So you can get on the wait list for that program anytime at yaelkeon.com/experience, or also head to my website because I do occasionally do offers around done for you work or working together on a VIP day where we could actually set up a lot of these automations for you.

So just head to yaelkeon.com and you might wanna check out some of those different options as well if you prefer just to hand it over to someone. Thank you so much for joining me today. I would love to hear from you about what you've enjoyed from this episode or what you want to know more about next. So please let me know over on Instagram.

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Until next time, have an awesome day and make sure to keep showing up and serving in those inboxes.