

EcommerceCamp 

Supercharge Your Email Marketing

ecommercecamp.co.uk

Our Partners & Sponsors

Our program is available for FREE, thanks to our sponsors. Moreover, our valued Ecommerce Campers have access to exclusive discounts as a benefit offered by our partners.



My story

Melanie Day

Ecommerce Manager at tradingdepot.co.uk

- ✓ 17 years working in ecommerce
- ✓ Built & scaled multiple B2B & B2C stores to £m revenues
- ✓ 2 years working agency side for Orckid
- ✓ 6 years working freelance with own business



TRADINGDEPOT.co.uk
TOP BRANDS AT TRADE PRICES

ORCKID

Staples.

MY FAMILY CARE+

Mastering Email Marketing for Ecommerce

How to get up to 300% ROI

Key Benefits of Email Marketing



Measurable

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01



Cost Effective

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02



Builds Customer Relationships

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03



Automate Workflows

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04

Email Marketing Stats

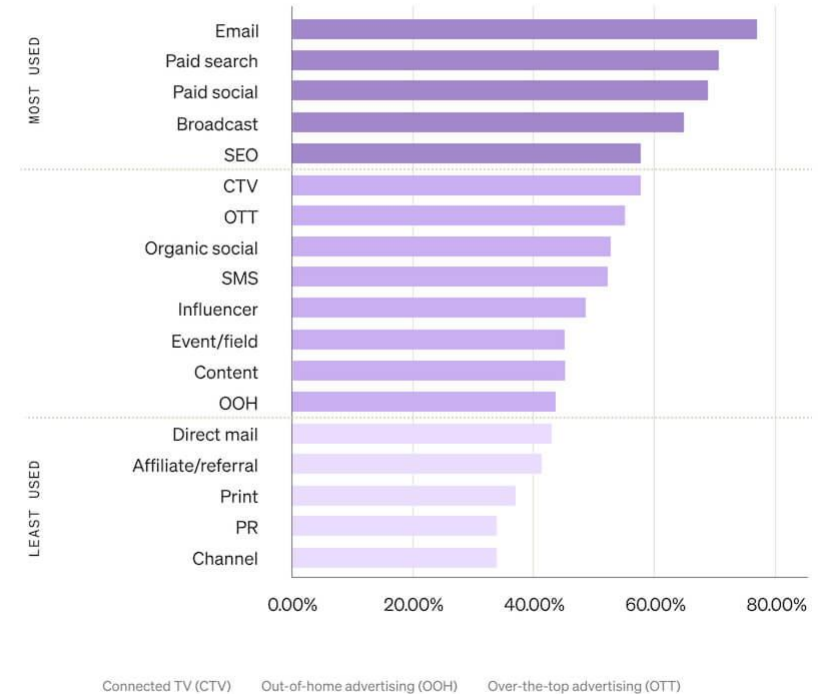
There are 4 billion daily email users, and that number will increase to 4.6 billion by 2025.

According to Klaviyo research, 76.86% of all businesses place email marketing in their top 3 ROI-generating marketing channels.

According to data published by HubSpot, a CRM and marketing automation platform, email marketing is 40 times more effective than Facebook and Twitter when it comes to customer acquisition, thanks to its versatility and targeting capability.

Percent of ecommerce brands ranking a channel in the top 3 of ROI generators

(all-up data)



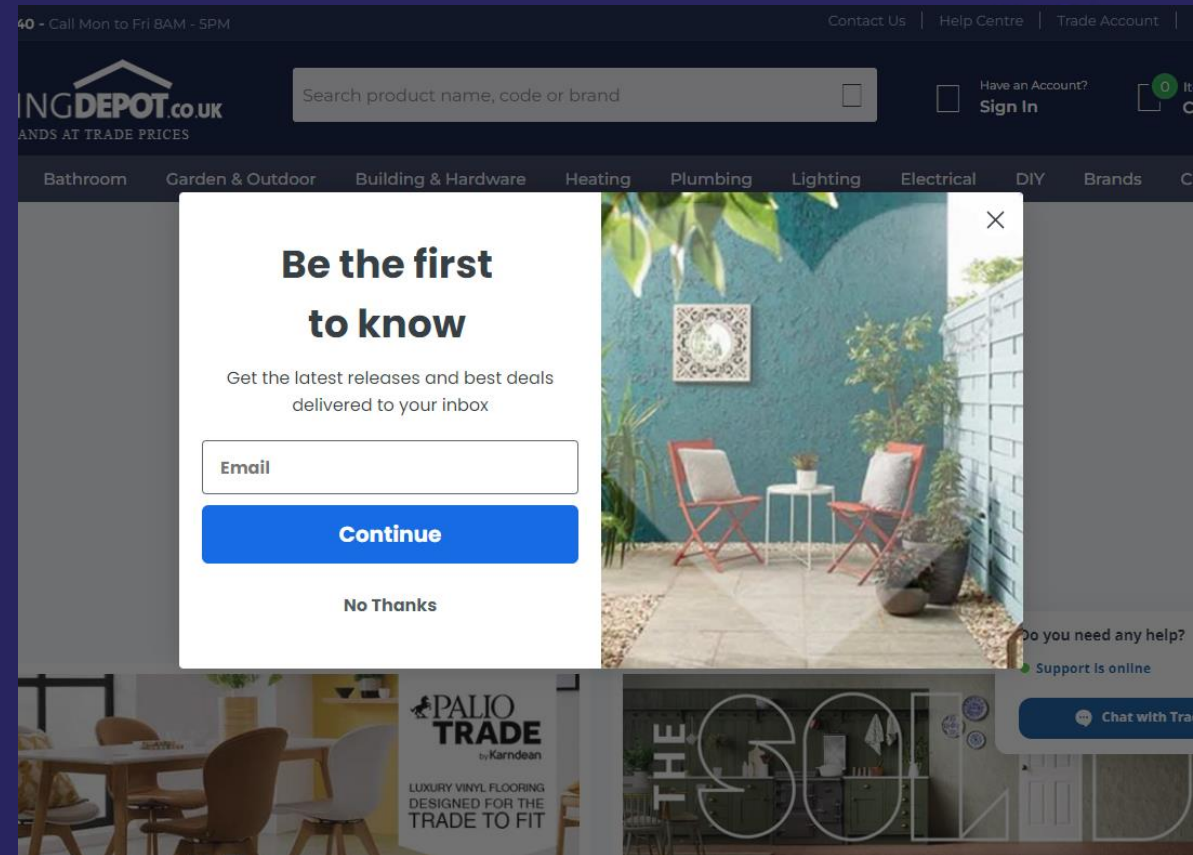
Building & Maintaining Your Subscribers List

Building Your Subscribers List

The first step to successful email marketing is building a robust subscriber list.

This is a great time to gather information to get to know your customer and segment them into lists.

- ✓ DON'T BUY EMAIL LISTS!
- ✓ Build with Signup Forms: Site Footer, Checkout, Popup
- ✓ Opt-ins: Single vs double
- ✓ Provide frequency options
- ✓ Send personalized welcome emails
- ✓ Segmentation: List by customer type / interests



Maintaining Your Subscribers List

Maintaining a quality email list is often an overlooked part of email marketing, yet it's exactly what will bring email success in the long run.

- ✓ Send relevant content to keep a healthy email list
- ✓ Let people unsubscribe if they want to
- ✓ Offer alternative ways to stay in touch
- ✓ Deal with inactive subscribers
- ✓ Use re-engagement email campaigns

Learn the different types of common marketing emails

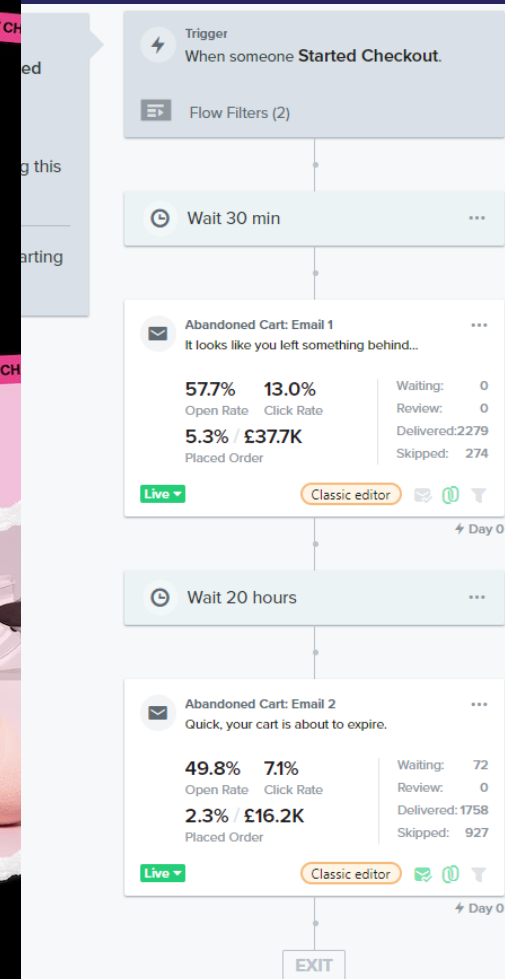
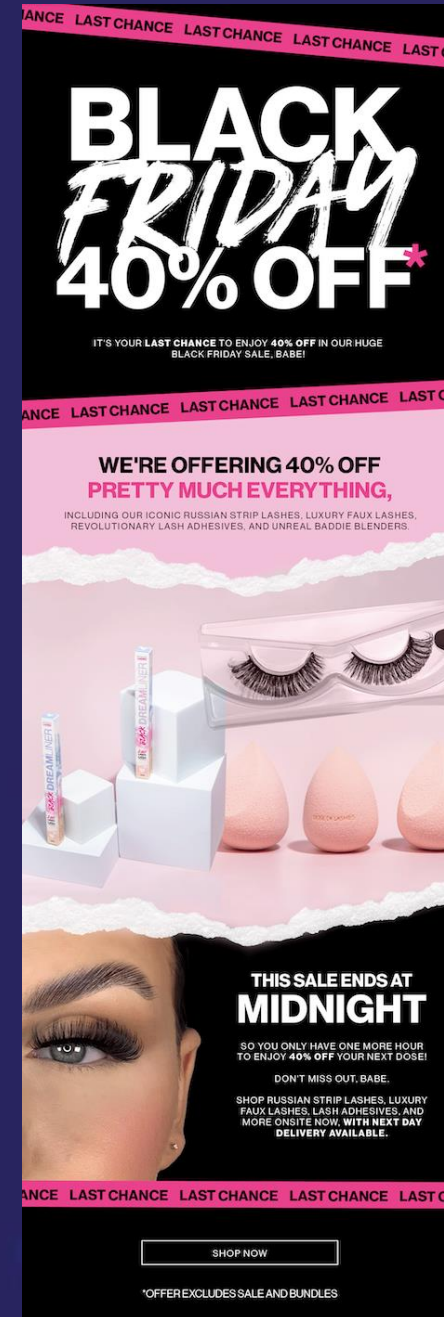
Email Marketing: Flows versus Campaigns

Email Marketing Campaigns

An email campaign is a one-time send to a pre-determined target group of contacts. Campaigns must be manually scheduled to send at a fixed point in time. However, they can either be created and sent immediately, or they can be scheduled to send at a later time.

Email Marketing Flows

Email flows trigger a message, or series of messages, based on when someone joins a list, is added to a segment, or takes any other action on your website – such as making a purchase or abandoning a cart.

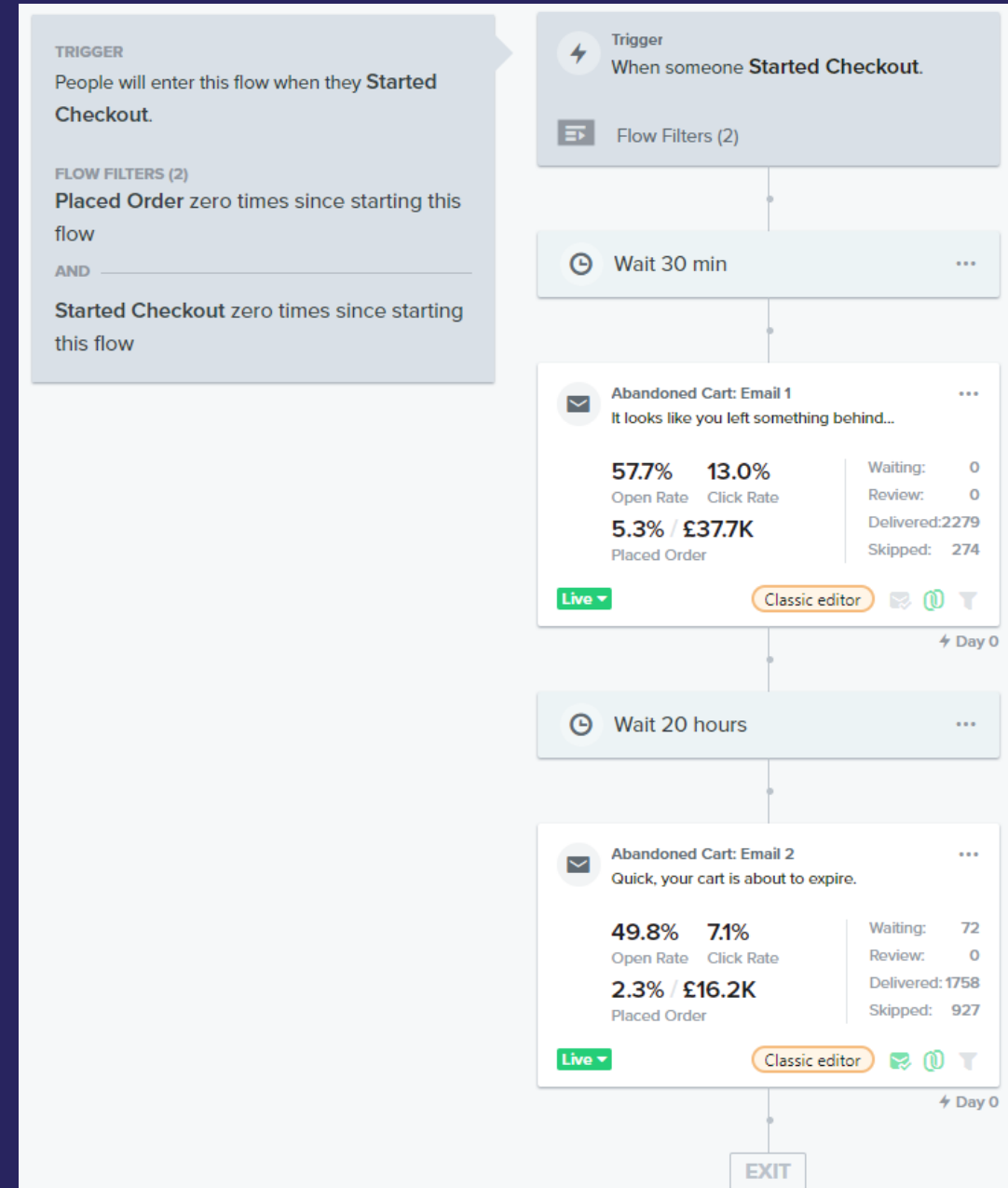


Triggered Email Flows

Flows can be built to send timely emails, or they can simply apply certain actions, like updating a specific field on a profile. These are usually a series of messages that are constantly running in the background, hitting your customers at the right time with the right message. Examples of high revenue-generating flows are the welcome series, and the abandoned cart.

✓ Examples: Welcome series, abandoned cart, post purchase and winback flow.

✓ Start with best revenue generating flows



Welcome Series Emails

Sent when a customer first subscribes to your email list. These are a great place to give an overview of your business and even offer a small new subscriber discount.

During your welcome series period, focus on sending emails that:

- ✓ Establish subject matter credibility and authority.
- ✓ Introduce products.
- ✓ Gather subscriber preferences.
- ✓ Encourage conversion with special offers, coupons, and discount codes.



Primal Kitchen began with one simple mission: change the way the world eats. We're committed to creating products without compromise.

EMAIL PREFERENCES

THANKS FOR SIGNING UP! NOW GET THE EMAIL YOU WANT AND NOTHING MORE.

Share a little information with us and we'll tailor the email updates we send you. We promise only to use your info in accordance with our [privacy policy](#). *This is a required field.

Email

What's your email address?

First Name

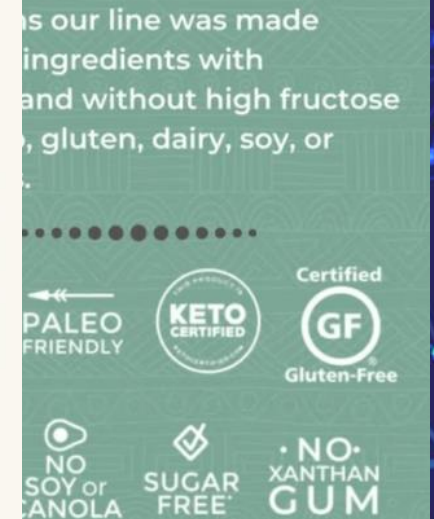
What's your name?

List Preferences (Check all that Apply)

- Fishing Free-for-All Newsletter
- Mystery Tackle Box Promotions
- Karl's Bait & Tackle Promotions
- Catch Co. New Products & Updates

How Often Would You Like to Hear From us?

- Every Email
- Weekly
- Twice a Month
- Monthly



Abandoned Cart Email

This flow is triggered when someone has added something to their cart, but has not completed the purchase within a set time frame. It's customisable based on the items in the person's cart and whether they're already a customer.

- ✓ Establish subject matter credibility and authority.
- ✓ Provide pay options
- ✓ Add company reviews to reinforce confidence



You've Left Something Behind!

Don't worry



A Vintage Inspired Color Cosmetic Line

tinte cosmetics

WHAT'S NEW STEALS & DEALS LIPS EYES BEAUTY KITS


Don't worry, we've got you!

We noticed that you left some great stuff in your cart. To make it worth your while, here's a 10% discount on your entire purchase if you complete your order in the next 24 hours.

Just enter this code: *|Coupon|* at checkout!

TAKE ME BACK TO MY CART

Your shopping bag

ITEM	QTY	PRICE
 Story@Home Magic 152TC Cotton Double Bedsheet...	1	\$449.00



Marketing Campaign Emails

When are these kinds of emails used? Think regular newsletters, new product launches, or sale announcements. Any kind of one-time information you want to share with your email list will be conveyed through a campaign.

- ✓ Examples: Announcing New Brands, Seasonal & National Days, Sale Promotion
- ✓ Create a Campaign Plan
- ✓ Research the competition
- ✓ Understand when is best to send each type: Test with smart sending
- ✓ Understand what content works best: A/B test versions of emails
- ✓ Segmentation: List by customer type / interests

The screenshot shows an email campaign from Trading Depot. At the top, the logo 'TRADING DEPOT.co.uk' is displayed with the tagline 'TOP BRANDS AT TRADE PRICES'. Below the logo is a navigation menu with categories: KITCHEN, BATHROOM, GARDEN & OUTDOOR, BUILDING & HARDWARE, HEATING, and PLUMBING. The main headline is 'Beat the Heat with 10% Off'. Below this is a paragraph of text: 'Don't let high temperatures stop you from enjoying the brighter days. Shop across the range of Outsunny shades, parasols, awnings, gazebos, and more. We've dropped prices, so hurry before the sale ends on June 1st.' The central image shows a modern outdoor patio with a large grey parasol, a white sofa, and a lounge chair. A yellow banner at the bottom of the image reads 'SAVE 10% ACROSS 100'S OF LINES FROM OUTSUNNY'. Below the image is a blue button that says 'Shop Outsunny Garden & Outdoor SALE'. At the bottom of the email, there is a section titled 'Recommended For You' with the text 'Create a nice and cool spot in your outdoor areas with these stylish garden shades and'.

TRADING **DEPOT**.co.uk
TOP BRANDS AT TRADE PRICES

KITCHEN BATHROOM GARDEN & OUTDOOR BUILDING & HARDWARE HEATING PLUMBING

Beat the Heat with 10% Off

Don't let high temperatures stop you from enjoying the brighter days. Shop across the range of Outsunny shades, parasols, awnings, gazebos, and more. We've dropped prices, so hurry before the sale ends on June 1st.

SAVE 10% ACROSS 100'S OF LINES FROM OUTSUNNY

Shop Outsunny Garden & Outdoor SALE

Recommended For You

Create a nice and cool spot in your outdoor areas with these stylish garden shades and

Top Tips for Planning & Improving Emails

01 RESERCH COMPETITORS

Draw up a competitor list.
Sign up to their marketing emails.
Evaluate their use of flows.
Understand content strategy.



02 CREATE A CALENDAR

Add seasons and UK holidays.
Days of interest.
National days.
Main campaign categories.



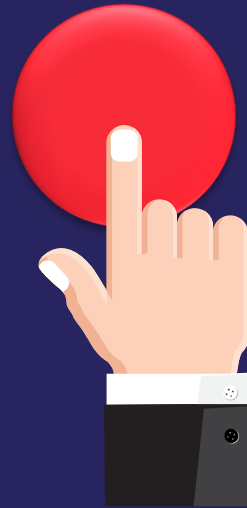
03 USE TEMPLATES

Adaptive and mobile friendly.
On brand header, footer,
fonts and colours.
Faster email creation.



04 COMPELLING SUBJECT LINE

Use the recipient's first name in the
subject line.
Keep it clean and brief.
Evoke curiosity.
Use emojis sparingly.



05 USE CLEAR CTA'S

Your CTA should be directly tied to
the goal of your email, whether it
be to shop new inventory or take
advantage of a discount offer.



06 SEND TO SEGMENTS

Send niche emails to smaller
segmented lists to capture their
interests and make it more
personal.



07 TIME AND A/B TEST

Understand when is best to send
each type: Test with smart sending.

Understand what content works
best: A/B test versions of emails.



08 ANYLIZE & IMPROVE

Monitor your data and click
through rates to continuously
improve performance.

Email Marketing Platforms

Choosing the right toolkit for your business



Choosing the right toolkit for your business



1. Feature analysis and comparison

Pay the most attention to the core features at first: Add additional features as you grow and require them



2. Don't overlook user experience

When you're looking to choose an email service provider, one of the first things to consider is how easy it will be to use.



3. Evaluate the costs

Cost efficiency is key when it comes to choosing an email service provider, in order to make the most out of your investment.



4. Check resources available

In the business-to-business world, reviews are a big help when it comes to choosing a provider.



5. LOOK FOR REVIEWS

In the business-to-business world, reviews are a big help when it comes to choosing a provider.

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Thank you!

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Questions?

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