EcommerceCamp

Email Marketing:

Crafting Effective Campaigns That Convert

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.

EcommerceCamp

2024 Important Update:

Google and Yahoo's New Sender Requirements

Have you heard about <u>Google and Yahoo's new sender requirements</u>?
Starting in February, these new rules intended to combat spam, phishing, and other forms of email fraud and could directly impact the deliverability of your messages. These changes are ultimately going to be good for you and your customers, but there are some steps you need to take to make sure your messages land in the inbox.

ecommercecamp.co.uk

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Gmail & Yahoo Sender Requirements Rollout

| Feb 1	Apr 1	Jun 1	Ongoing
GMAIL + YAHOO	GMAIL	GMAIL	GMAIL + YAHOO
Yahoo may begin blocking non-compliant messages any time on or after Feb 1. If bulk sender requirements are not met, Gmail will produce temporary error codes on non-compliant messages.	If bulk sender requirements are not met, Gmail will start rejecting a percentage of non-compliant messages.	One-click unsubscribe must be implemented on promotional messages or messages will be blocked. *Klaviyo is taking care of this!	Both providers will likely continue to tighten their requirements, so make sure to stay up-to-date on their latest sender requirements.

Top 3 Changes

✓ One link unsubscribe header is now required for all marketing and promotional emails

✓ Senders keep spam rate below 0.1% If you exceed 0.3%, emails are likely to be sent to the spam folder

✓ Senders must have valid email authentication protocols
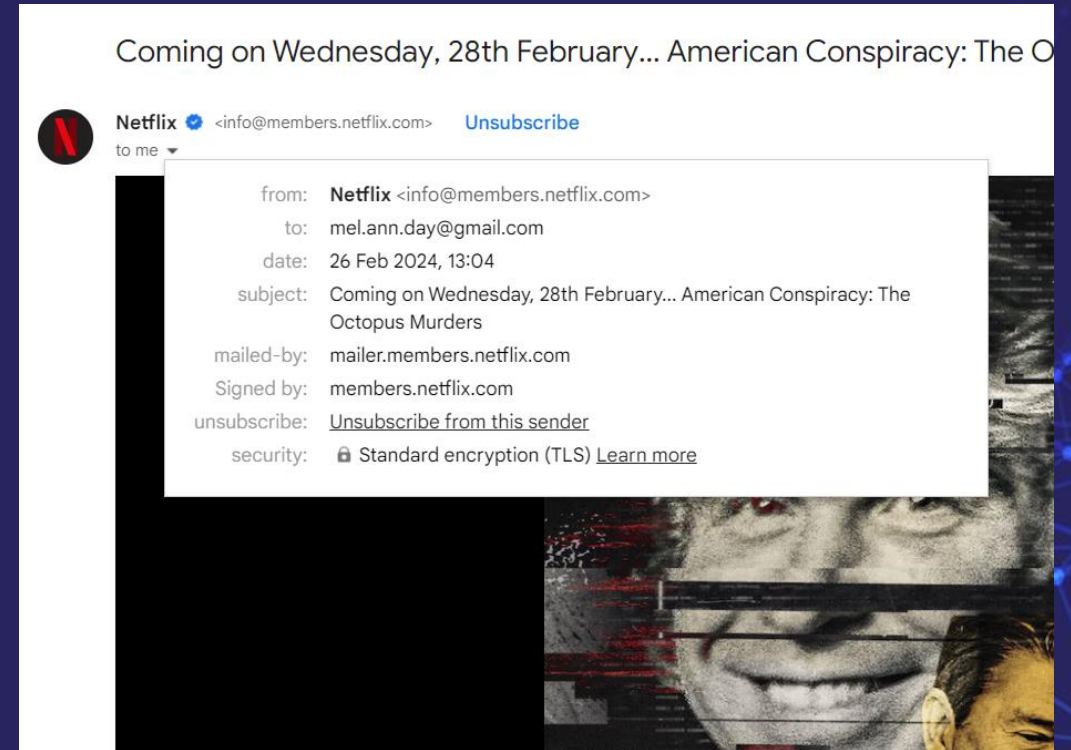
Lists & Segments

How to Build Lists and Segment Your Audience

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.

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

Lists & Segments

[Inactive Segments] [Create New ▾]

		Name ⇕	Type	Members	Created ⇕	
☐	⌄	☆ Clean Soft Bounces	Segment	740	Feb 22, 2024, 5:17 PM	⋮
☐	⌄	☆ Engaged - opened email 30 days ...	Segment	56319	Feb 20, 2024, 4:48 PM	⋮
☐	⌄	☆ Unengaged Customers Received ...	Segment	46242	Feb 20, 2024, 4:44 PM	⋮
☐	⌄	☆ Unengaged Customers Received ...	Segment	46372	Feb 20, 2024, 4:42 PM	⋮
☐	⌄	☆ Unengaged Customers Received ...	Segment	46520	Feb 20, 2024, 4:41 PM	⋮
☐	⌄	☆ Unengaged Customers Received ...	Segment	46763	Feb 20, 2024, 4:39 PM	⋮
☐	⌄	☆ Unengaged Customers Received ...	Segment	47035	Feb 20, 2024, 4:37 PM	⋮
☐	⌄	☆ Unengaged Customers Received ...	Segment	47095	Feb 20, 2024, 2:25 PM	⋮
☐	⌄	☆ Customers who have placed orde...	Segment	88234	Dec 19, 2023, 2:39 PM	⋮
☐		☆ CHRISTMAS IS COMING SIGN UP	List	8081	Nov 30, 2023, 10:00 AM	⋮

‹ Prev   Next ›

EcommerceCamp

Top Email Flows

Start with these flows to increase revenue and engagement with little effort.

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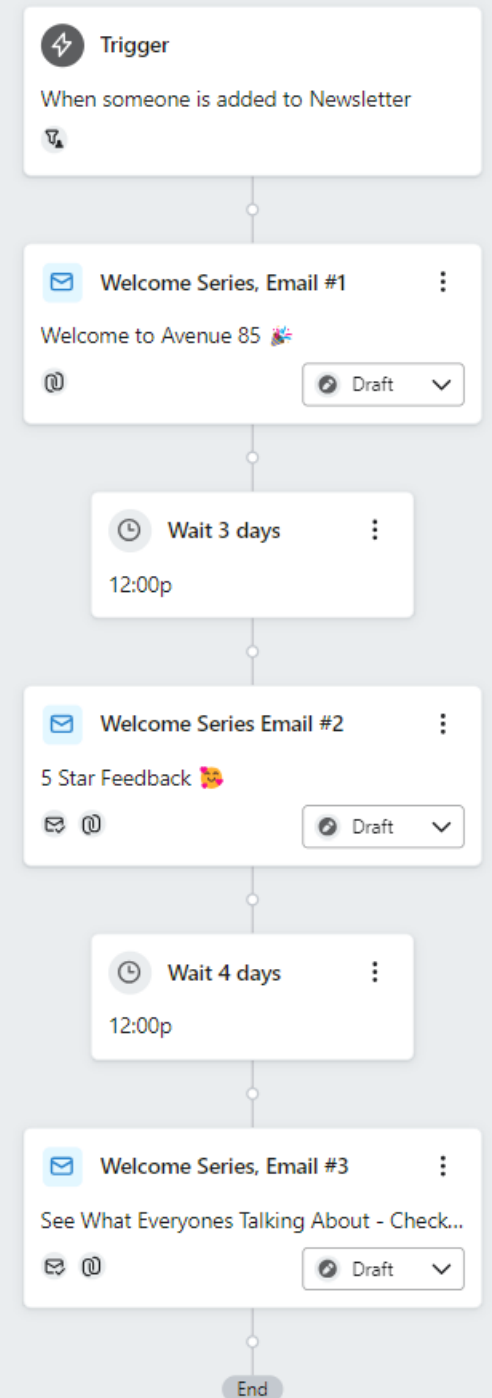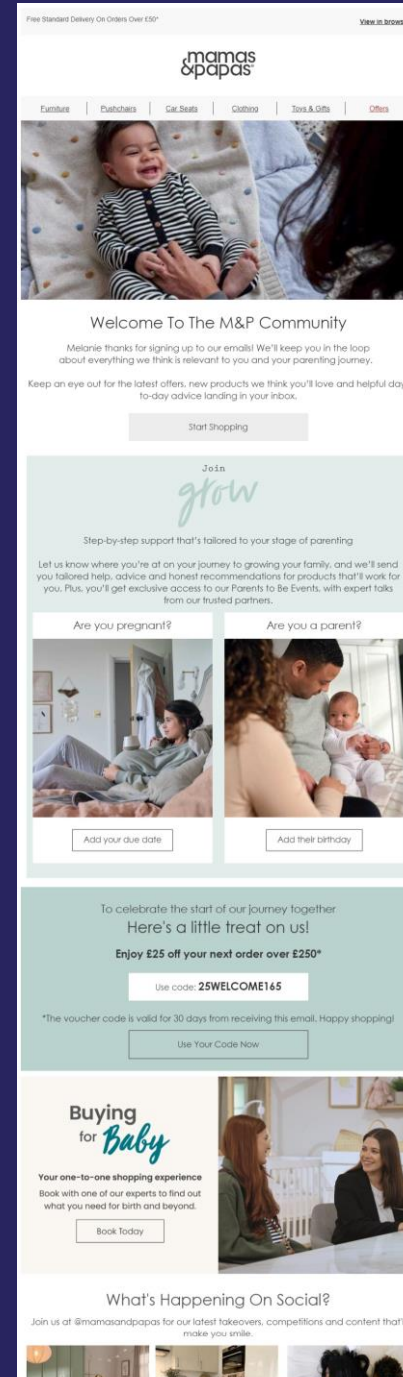
Flows can be built to send timely emails, or they can simply apply certain actions, like updating a specific field on a profile. These are usually a series of messages that are constantly running in the background, hitting your customers at the right time with the right message.

Welcome Series Emails

A welcome email series is a sequence of automated emails sent to new subscribers after they sign up to join your list. Welcome emails introduce people to your brand after they've signaled interest and are a great opportunity to establish credibility and build trust, introduce products, and gather more information on subscribers.

✓ Establish subject matter credibility and authority.

✓ Introduce products.

✓ Gather subscriber preferences.

✓ Encourage conversion with special offers and discount codes.

#WordPress   #Adobe Commerce   #Shopify
#Subscriber Welcome   #Nurture Subscribers   #Nurture Prospects

Trigger
When someone is added to Newsletter

Welcome Series, Email #1
Welcome to Avenue 85 🎉
Draft

Wait 3 days
12:00p

Welcome Series Email #2
5 Star Feedback 🥳
Draft

Wait 4 days
12:00p

Welcome Series, Email #3
See What Everyones Talking About - Check...
Draft

End

avenue 85

MEN   WOMEN   KIDS

FREE UK DELIVERY OVER £50 | EASY 60 DAY RETURNS

THANK YOU!

Thanks for signing up!

Hey! We're glad you're here!

We are an Outdoor & Lifestyle retailer, stocking branded clothing & footwear. Family owned and dedicated to giving you the best shopping experience possible.

You have a lot to look forward to. We'll be passing along exciting content as well as updates on new products, promotions, and much more.

SHOP NOW

Why Shop at Avenue 85?

- Free UK Delivery on Orders Over £50
  All orders tracked, door-to-door
- Over 2 Million Orders Shipped
  With our trusted partners, Royal Mail & FedEx
- Easy 60 Day Returns
  Enjoy peace of mind with a 60 day return window
- Authorised Stockist
  Be assured in receiving official products with manufacturer warranty
- Price Match Promise
  Found it cheaper? Let us know and we'll match it
- Family Run Business
  Established in 2008

Buy with Confidence

Check out the latest reviews from our happy customers.

★★★★★ 4.8 / 5 | 7655 reviews

Powered by Trustpilot

Mens | Womens | Kids | New In | Camping | Sale | Buy 1 Get 1 Half Price

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avenue 85

MEN   WOMEN   KIDS

FREE UK DELIVERY OVER £50 | EASY 60 DAY RETURNS

5 Star Feedback 🥰

Our customers just love coming back to Avenue 85!

Read why with just a selection of the reviews from our happy customers.

Great service from Avenue 85
I have purchased online twice now from Avenue 85. First class service on both occasions. Looks like they have an easy to use option to return or swap items but I haven't needed that as my Jack Wolfskin jackets are true to size and fit perfectly.

I bought the wrong size and was able to...
I bought the wrong size and was able to exchange the same day no problems at all was on the phone with customer service a few times and they made me feel like nothing was too much to ask. Excellent service

Great Site - Returning Customer
Having found this website by chance a few months back I was pleased with the service and placed another order. A bought a jacket in the sale - it was a great price and delivery was quicker than expected and was kept in the loop via email.

Excellent Customer Service
Had to return an item because the sizing wasn't quite as expected. Rather than send the exchange requested item, they called to talk about the sizing differences... The customer service here was beyond expectations... Avenue 85 totally deserves the full 5 stars and more.

SHOP NOW

Do you like us? And we mean, *like* like us?

These days, there are so many different ways to stay connected with those we care about.

Luckily, at Avenue 85, we won't make you choose -- check us out across our different social media channels!

LETS GET SOCIAL

Mens | Womens | Kids | New In | Camping | Sale | Buy 1 Get 1 Half Price

---

avenue 85

MEN   WOMEN   KIDS

FREE UK DELIVERY OVER £50 | EASY 60 DAY RETURNS

Our Latest BEST SELLERS

SHOP NOW

What's Hot Right Now

We thought you might like to see some of the current best selling items. Check them out below!

Bench Mens Thaniel Short Sleeve T-Shirt
£14.00 £24.00
Shop now

Barts Womens Witzia Stretchy Ribbed Knit Knitted Beanie Hat
£24.00 £26.00
Shop now

Barts Powerstretch Quick Drying Slim Fitting Gloves - Black
£33.00 £36.00
Shop now

Bench Mens Bowdon Short Sleeve Button Down Collar Shirt
£22.00 £30.00
Shop now

Bench Mens Irving Hooded Full Zip Hoodie
£25.00 £40.00
Shop now

Barts Mens Boise Fleece Lined Cap Hat With Ear Flaps
£36.00 £30.00
Shop now

Mens | Womens | Kids | New In | Camping | Sale | Buy 1 Get 1 Half Price

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BLAKELY

TRENDING   MENS   WOMENS

WELCOME TO BLAKELY
YOUR EXCLUSIVE 10% OFF CODE IS BELOW

GET 10% OFF WITH CODE:

HELLO7PWNMHNK

SHOP NOW

FIND OUT MORE

THANKS FOR JOINING US.

You will be among the first to know about exclusive discounts, offers, and announcements, as well as being a welcomed member of the Blakely community.

SHOP MENS

SHOP WOMENS

HAVE YOU JOINED OUR IG COMMUNITY?
@BLAKELY | @BLAKELY_WOMEN

TAG US IN YOUR LOOKS #INBLAKELY FOR A CHANCE TO BE FEATURED

Welcome Series

Description

Welcome all new subscribers, but identify those that are truly just beginning their journey with you & may need an incentive to make that first purchase.

`Shopify` `Nurture Prospects` `Subscriber Welcome` `Email` `Essentials` `Nurture subscribers`

Name

Welcome Series - Customer v. Non-Custon

Tags

Select one or more options ▾

Trigger

Newsletter ▾

Prerequisites

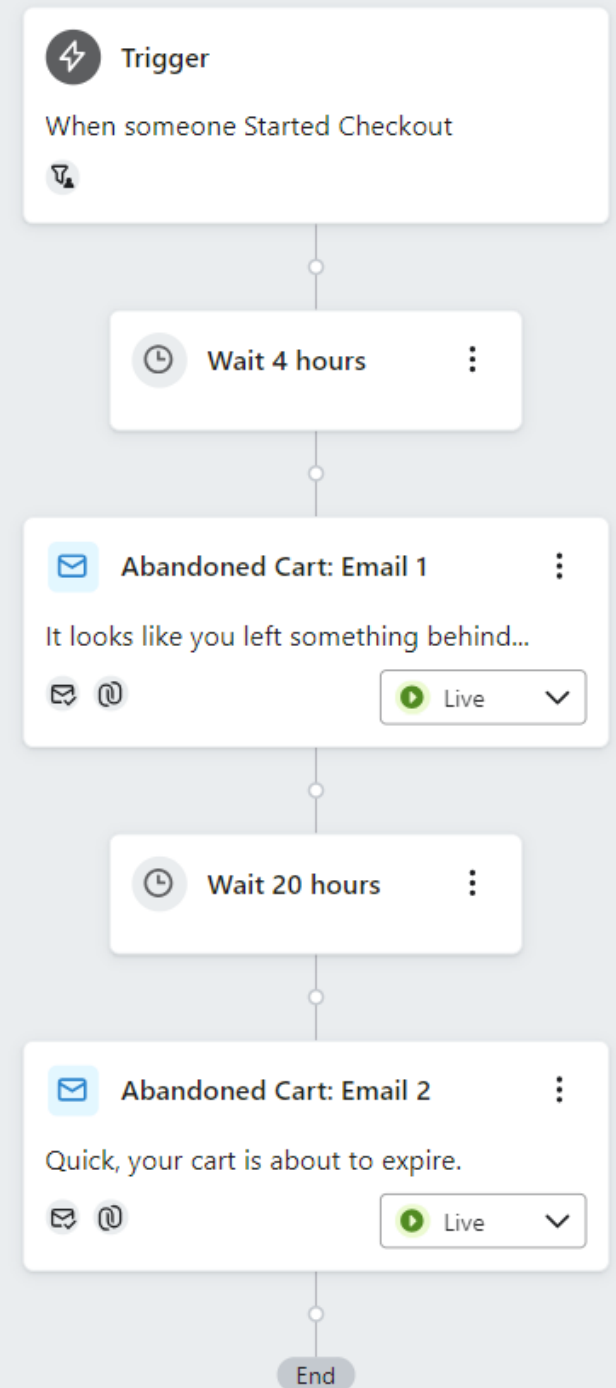⚠ Make sure to select your main subscriber list to trigger this flow.

Trigger
When someone subscribes to Newsletter.

Conditional Split
Has Placed Order at least once over all time.

YES   NO

Welcome Email #1: Existing Customer
Thanks for subscribing!

Welcome Email #1: Never Purchased
Welcome! Here's 20% off your first order.

Wait 3 days

Welcome Email #2: Social Media
Follow us on social media!

EXIT

Cart Abandonment Series

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 customizable based on the items in the person's cart and whether they're already a customer. 7 out of 10 shopping carts are abandoned. Recover more of them and drive-up sales!

☑ Provide payment options

☑ Add company reviews to reinforce confidence

☑ Provide ways to get in contact

☑ Provide business key selling points

#WordPress   #Adobe Commerce   #Shopify
#Cart Abandonment   #Nurture Prospects   #Convert Sales
#Prevent Lost Sales

Free Standard Delivery On Orders Over £50*   View in browser

mamas &papas

Pushchairs | Furniture | Car Seats | Clothing | Toys & Gifts | Offers

Left Something Behind?

Complete Your Order

Melanie, it looks like you've left something in your shopping basket. Don't worry, we'll keep it there until you're ready to check out – but hurry, we'd hate for you to miss out!

Continue Shopping

You may also like...

Quilted Waterproof Cotbed Mattress Protector
£25.00

Premium Dual Core Cotbed Mattress
£219.00

Angelcare Soft Touch Baby Bath Support - Grey
£27.99
£23.99

No matter what you need...
Shopping that suits you

Delivery To Suit You | 2 Year Guarantee | Refer a Friend & Save | Manage Your Account

Mamas & Papas Digital Ltd
Colne Bridge Road, Huddersfield, HD5 0RH.
Registered in England, No: 12278533
© Mamas & Papas 2024

We are rated 4.8 out of 5
★ Trustpilot

Secure Payments

Explore Our Website
Unsubscribe

⚡ **Trigger**
When someone Started Checkout

🕐 Wait 4 hours

✉ **Abandoned Cart: Email 1**
It looks like you left something behind...
▶ Live

🕐 Wait 20 hours

✉ **Abandoned Cart: Email 2**
Quick, your cart is about to expire.
▶ Live

End

The Art of Shaving email:

A/S
THE ART OF SHAVING®
Brotherhood Exclusive

SHAVE   BEARD   FRAGRANCE   HAIR   SKIN

FORGET SOMETHING?

We notice you left something in your cart. Be sure to complete checkout before any items sell out.

Bovine Horn 5/8 Blade Straight Razor"

GO TO CART

REPLENISHMENT | CONSULTATION | BUILD YOUR SET | FIND A STORE

SurfStitch email:

SurfStitch

Take 20% off your order

It's the last chance to make these items yours, plus take an extra 20% off*. Enter promo code AC47LR342 at checkout.

Shop Now ›

Big Rvca Mens Sweat Pant
$69.99
> BUY NOW

BUY NOW. PAY LATER. INTEREST-FREE. afterpay LEARN MORE ›

Tobi email:

FREE SHIPPING ON ORDERS OVER $50 US or $100 INTL

TOBI

STILL THINKING ABOUT IT?

Get 'em while they're in stock! You're gonna miss it when they're gone.

CONTINUE SHOPPING

YOUR SHOPPING BAG

Vanessa Cold Shoulder Shift Dress
Black

GOING SOMEWHERE?
Need style advice? We can help!
LET'S TALK

GET IT BEFORE IT'S GONE!
VIEW YOUR CART

Or email us at help@tobi.com
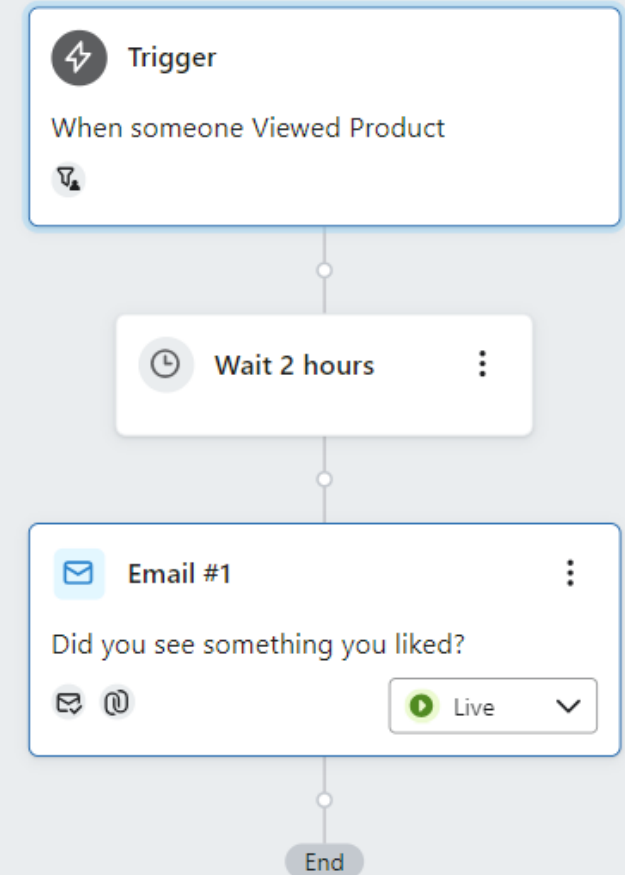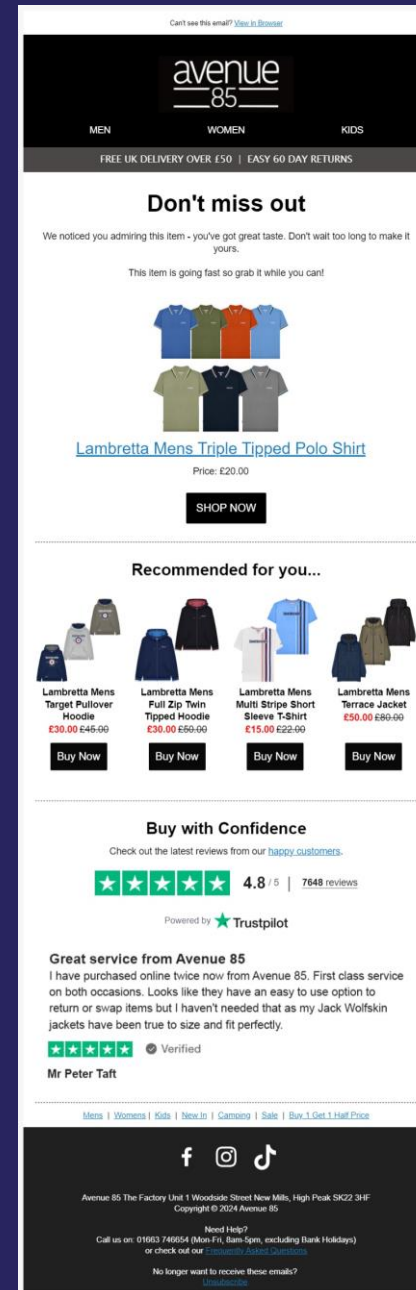
Product Browse Abandonment Series

The Product Browse Abandonment Series aims to target shoppers who browsed a product page and left the site before adding any items to their cart. Did you see something you liked? Convert curiosity into cash with this basic series.

- ✓ Provide product recommendations
- ✓ Provide payment options
- ✓ Add company reviews to reinforce confidence
- ✓ Provide ways to get in contact

#WordPress   #Adobe Commerce   #Shopify
#Browse Abandonment   #Nurture Prospects   #Convert Sales
#Prevent Lost Sales
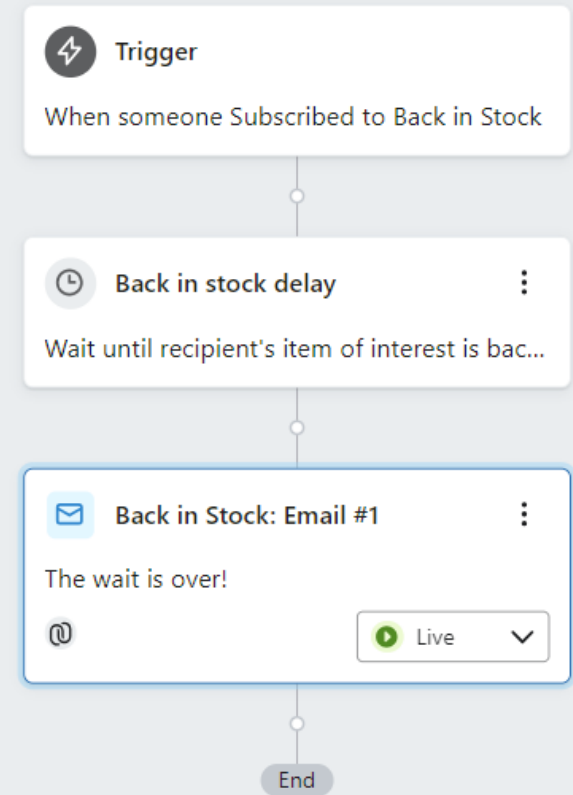
Product Back In Stock Series

Don't leave money on the table! Automatically alert customers when items they're interested in gets restocked. Split VIP's vs non-VIP's with a more advanced flow.

- ✓ Create a sense of excitement and urgency
- ✓ Provide VIP's opportunity to buy first
- ✓ Non main email list subscribers entice to signup

#WordPress   #Adobe Commerce   #Shopify

#Convert Sales   #Build Loyalty   #Remind to Purchase

#Grow Audience

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asos

Go, Go, Go...

The wait is over! The item you wanted is available again. Move quickly and grab it before someone else does!

ℹ️ Hurry! This one is low in stock!

Closet London Maternity tie waist kimono jumpsuit in black

£40.00
£80.00

UK 12 / BLACK

Shop now

Stay in the loop

Be first in line to grab the stuff you love for less, get exclusive deals, and all the best just-landed looks. If that product you're into comes back in stock, get a heads-up so you can add to bag pronto.

Hit me up

Thanks,
The ASOS team

Find inspiration

Get the app

This email was sent to you because you asked to get a back-in-stock email about this item, and we wanted to let you know that it's here again... Yippee!

Obvi this email was sent to everyone who set an alert for this product and size – so it's likely to be gone again very soon. You better add-to-bag, quick! You can't reply to this email but if you want to unsubscribe, click here.

We'll always keep your data safe and secure. Click here to know why we need it and how we use it.

ASOS Plc (Company No. 04006623) and ASOS.com Limited (Company No. 03584121) are registered in England and Wales. Registered office: Greater London House, Hampstead Road, London NW1 7FB. For customers in the EEA only: ASOS.com (Netherlands branch), having Dutch Trade Register number (KVK-nummer, Handelsregisternummer) 000052657604.

⚡ **Trigger**

When someone Subscribed to Back in Stock

🕐 **Back in stock delay** ⋮

Wait until recipient's item of interest is bac...

✉️ **Back in Stock: Email #1** ⋮

The wait is over!

▶️ Live ⌄

End

Sweaty Betty
LONDON

NEW IN   SHOP   WOMEN RULE

Free standard delivery over £85 | Free returns

Limited time only...
20% OFF COATS & SKI JACKETS
Head in store or online now

100%
MERINO

Your favourite 100% merino set is back in stock

★★★★★

"I have been living in this set
ever since I bought it."
Kellie

velvet
BY GRAHAM & SPENCER

WOMEN   MEN   DENIM   VELVET BLOG

back in stock

STYLERUNNER

NEW ARRIVALS | CLOTHING | SNEAKERS | BEST SELLERS

IN

Missed out on these sell-out styles the first time?
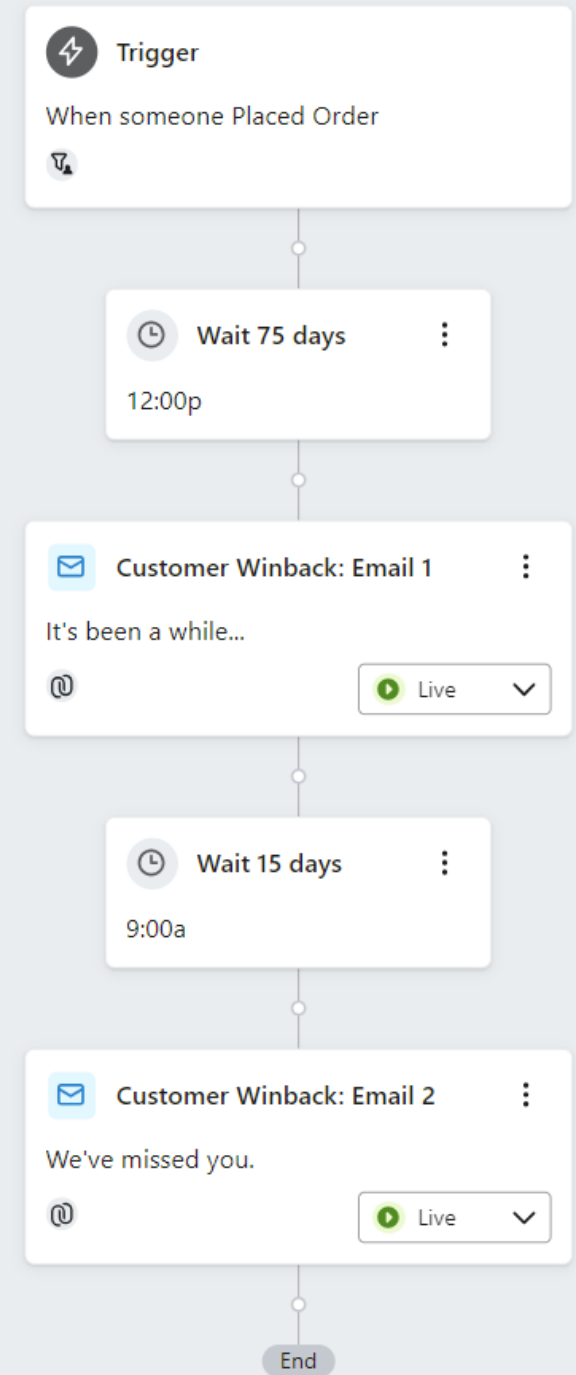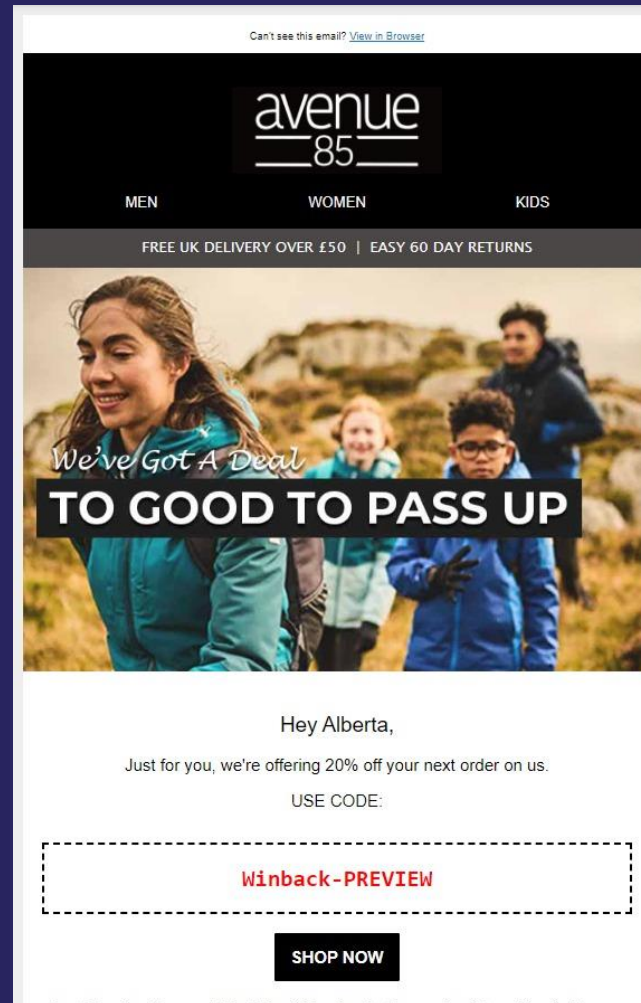Not to worry, everyone deserves a second chance!

SHOP NOW

Customer Win-back Campaign

A Customer Win-back Campaign aims to target existing customers who made a purchase in the past but haven't been back to the site or made another purchase in a given time frame. This campaign can be very successful at re-activating existing customers and increasing their overall lifetime value.

✓ Promote repeat purchase

✓ Provide new relevant products

✓ Entice with discount code

#WordPress   #Adobe Commerce   #Shopify
#Customer Win-back   #Engaged Lapsed Customers
#Remind to Purchase   #Encourage Repeat Purchase

Can't see this email? View in Browser

avenue 85

MEN   WOMEN   KIDS

FREE UK DELIVERY OVER £50 | EASY 60 DAY RETURNS

We've Got A Deal
TO GOOD TO PASS UP

Hey Alberta,

Just for you, we're offering 20% off your next order on us.

USE CODE:

Winback-PREVIEW

SHOP NOW

⚡ **Trigger**

When someone Placed Order

🕐 **Wait 75 days**

12:00p

✉ **Customer Winback: Email 1**

It's been a while...

▶ Live

🕐 **Wait 15 days**

9:00a

✉ **Customer Winback: Email 2**

We've missed you.

▶ Live

End

Customer Sunset Campaign

Proper list cleaning is critical to maintaining good email deliverability. Use a sunset flow to sunset unengaged subscribers.

✓ Be personal and use an appropriate tone

✓ Provide an easy unsubscribe

✓ Update profiles with new property at end of flow

✓ Create a segment from this flow to clean and suppress your unengaged subscribers

#WordPress   #Adobe Commerce   #Shopify
#Sunset Unengaged Subscribers   #Keep Lists Clean

EcommerceCamp
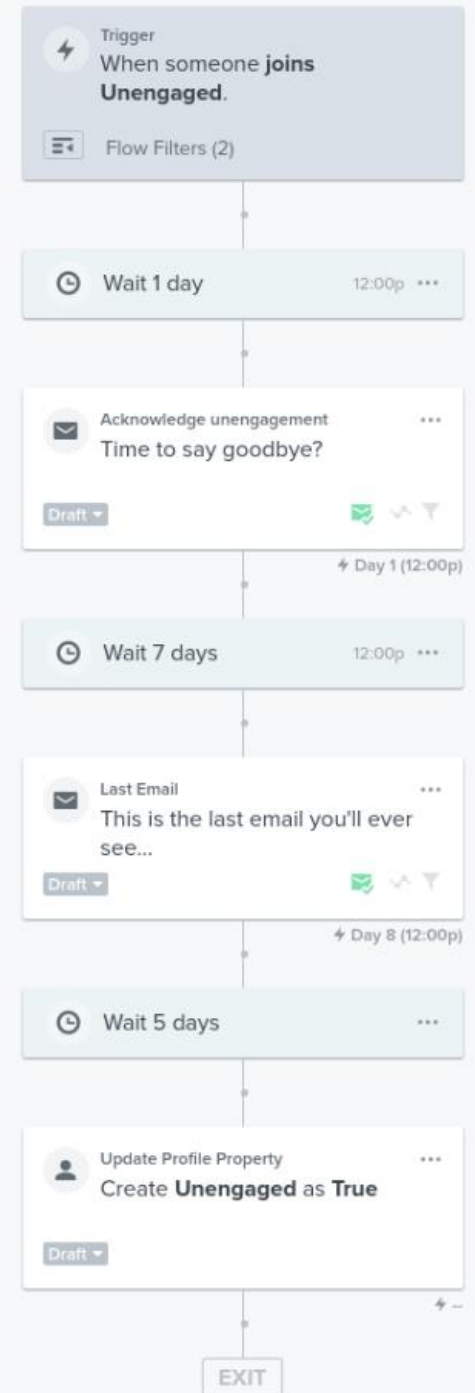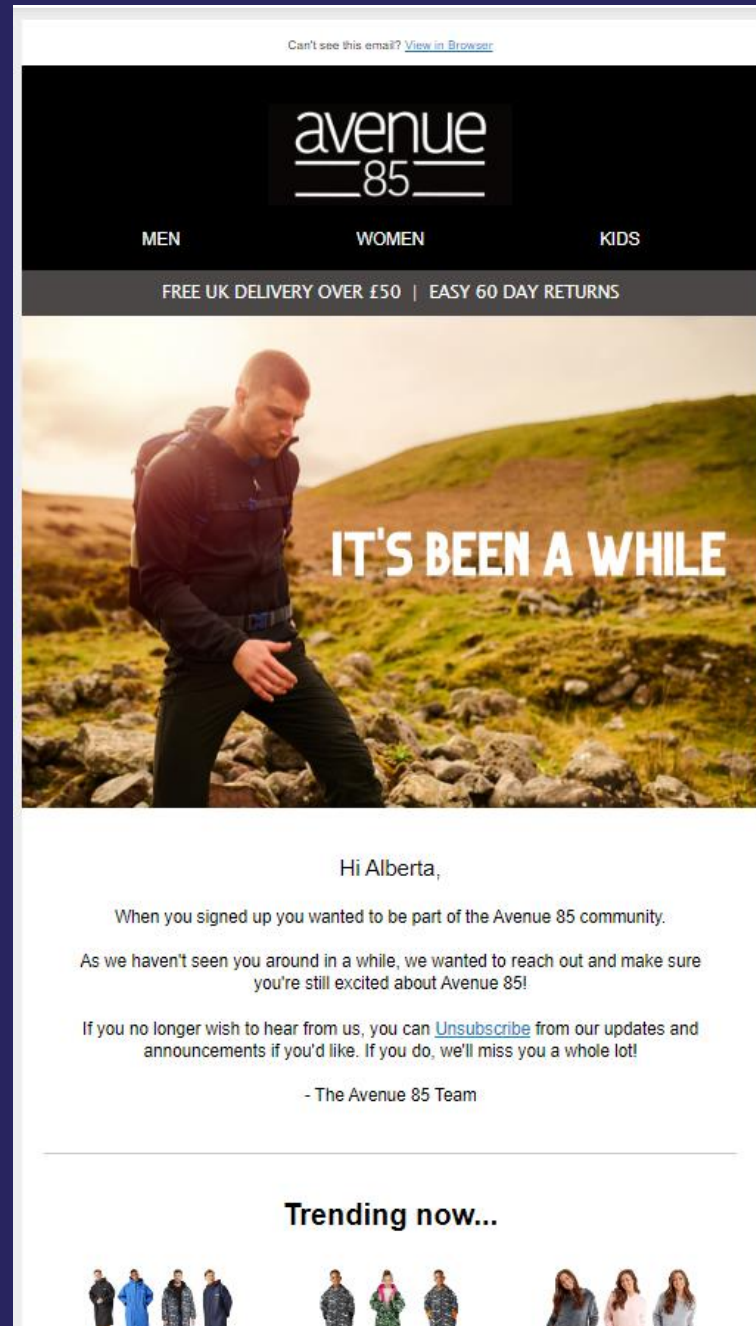
Marketing Campaigns

Different types of common marketing emails

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.

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
- ✓ Send to segments: customer type / interests, engaged users
- ✓ Exclude segments: soft bounce clean, possible spam accounts

TRADINGDEPOT.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

BLACK FRIDAY 40% OFF*

IT'S YOUR **LAST CHANCE** TO ENJOY **40% OFF** IN OUR HUGE BLACK FRIDAY SALE, BABE!

LAST CHANCE LAST CHANCE LAST CHANCE LAST CH

WE'RE OFFERING 40% OFF PRETTY MUCH EVERYTHING,

INCLUDING OUR ICONIC RUSSIAN STRIP LASHES, LUXURY FAUX LASHES, REVOLUTIONARY LASH ADHESIVES, AND UNREAL BADDIE BLENDERS.

THIS SALE ENDS AT MIDNIGHT

SO YOU ONLY HAVE ONE MORE HOUR TO ENJOY 40% OFF YOUR NEXT DOSE!

DON'T MISS OUT, BABE.

SHOP RUSSIAN STRIP LASHES, LUXURY FAUX LASHES, LASH ADHESIVES, AND MORE ONSITE NOW, **WITH NEXT DAY DELIVERY AVAILABLE.**

SHOP NOW

*OFFER EXCLUDES SALE AND BUNDLES

TK·maxx

Back to school savings

Find a store

School list sorted

Shop everything you need for the new school year for less!

TOPSHOP

HAPPY BIRTHDAY TO YOU!

It's your birthday today! Celebrate with a little extra something on us.

GET 20% OFF YOUR ONLINE ORDER

It's really easy, simply enter your unique code below at the checkout.

BD1P05TL

SHOP NOW

Offer ends 30 days after receipt of this email.

Terms and conditions apply.

TOPSHOP

NEW IN   CLOTHING   SHOES   BAGS & ACCESSORIES   MAKE-UP

FREE SHIPPING. FREE RETURNS.

NEW SEASON NOW

SHOP THE MOST-COVETED PIECES AS SEEN IN OUR NEW CAMPAIGN STARRING CARA DELEVINGNE

SHOP NOW

YOUR AUTUMN WINTER ESSENTIALS

THE PERFECT PARKA

THE LUXE PLEATED SHIRT

THE LEOPARD PRINT SKIRT

THE PATENT ANKLE BOOTS

Benchmark Stats

Reach your goals faster by focusing on the metrics that need the most work. Ensure you know the benchmark stats for your industry and keep working on maintaining a healthy score. Remember bad deliverability and data = bad results so use segments and tests.

- ✓ Open Rate
- ✓ Click Rate
- ✓ Bounce Rate
- ✓ Spam Rate
- ✓ Unsubscribe Rate
- ✓ Mobile vs Desktop Data
- ✓ Each specific email client: Gmail, Yahoo, Outlook etc.

ALL EMAIL

	Open rate	Click rate	Conversion rate	Revenue per recipient
Email campaigns	58.61%	1.51%	0.10%	$0.12
All flows	52.49%	5.83%	1.82%	$1.91
Welcome email flows	55.61%	6.52%	2.38%	$2.54
Abandoned cart email flows	49.89%	6.98%	3.55%	$3.58
Browse abandonment email flows	55.33%	5.84%	0.96%	$1.01
Post-purchase email flows	61.05%	3.99%	0.46%	$0.30

A/B Testing

Running email marketing campaigns without split testing leaves money on the table. Without it, there's no way to know if a specific subject line, offer, design, or copy affects campaign outcomes—you have to test your way there. So run experiments and A/B test your way to success.

✓ Constantly test pop ups (entry and exit) to improve opt in rates

✓ Constantly test your subject lines to improve open rates

✓ Constantly test copy and offers to improve click through rates

✓ Test to help decrease unsubscribe rates

Stack small wins and they'll lead to record revenue months.!
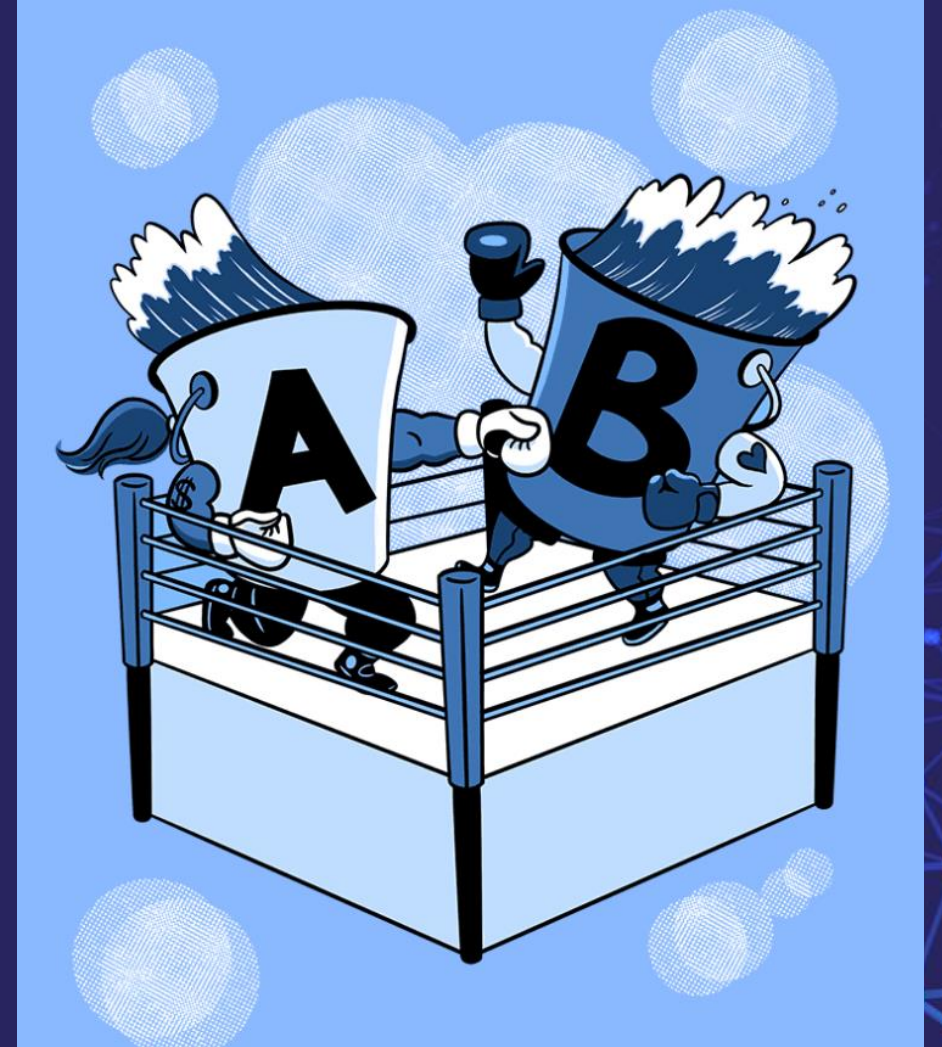
Top Tips for Planning & Improving

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.
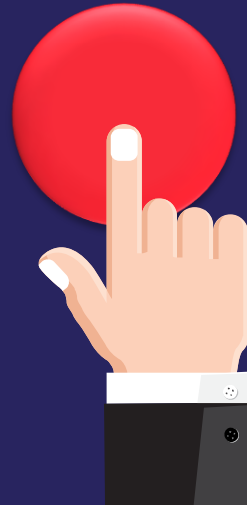National days.
Main campaign categories.

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 continuouslyy
improve performance.

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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