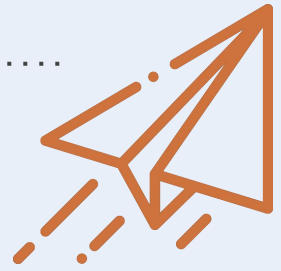# Jilt

9 emails every store needs to send
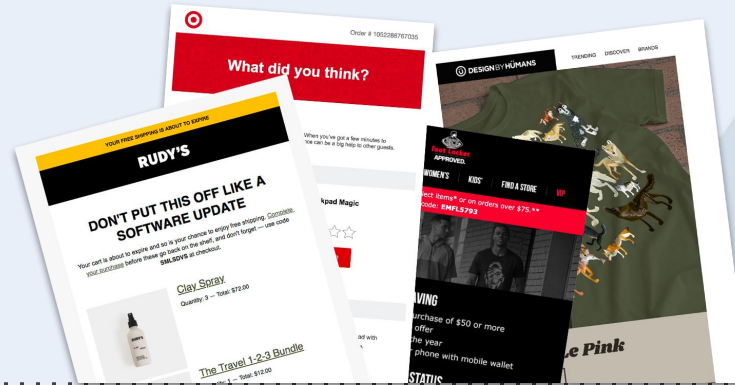
Hello!

I am **Sam Greenspan**

Content marketer at Jilt

What we'll learn today

- The reasons email marketing is wonderful
- 9 emails all eCommerce stores should send
- How to start implementing these emails right away

Why email marketing?

Called the *"only guaranteed delivery option the Internet has left"*

by the *Wall Street Journal*

- Email **reaches** at least **79%** of the people you send it to and possibly **90%+**

- **61%** of people say email is their **preferred method of contact** from brands, making it the runaway top choice

- **91%** of subscribers **want to hear** from the brand

Email is the *"most effective form of marketing a business can use"*

according to OptinMonster
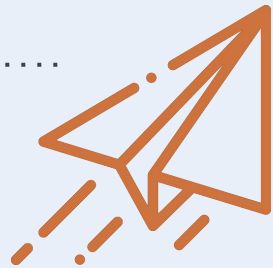
- **ROI** between **$38** and **$44** for every **$1** spent

- **40x** more effective for **acquiring new customers** than Facebook or Twitter

- It can be **automated**, **personalized**, **segmented**, carefully **measured**, and used for every **customer touchpoint**

9 emails every store needs to send

#1. Welcome

Definition: **Automated** email, or series, to **welcome** a **new subscriber** to your list or **new customer** to your store

Three-quarters of people *expect* to get a welcome email on sign up

- Welcome emails have **4x** the **open** rates, **5x** the **click-through** rates, **8x** the **revenue** of average emails

- Subscribers who read a welcome message go on to **read 40% more emails** over the next six months

Welcome email
Example

- **Text heavy** to feel personal

- Focus on **content**

- Low-stakes **call-to-action**

- Using the "PS" to **connect with customers**
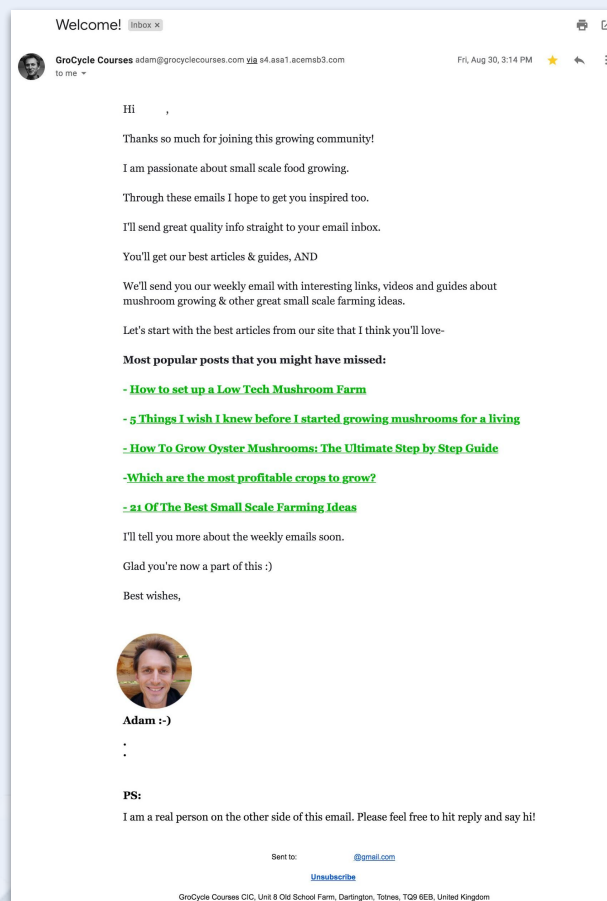
#2. Abandoned cart recovery

Definition: **Automated** email, or series, to people who've **put something** in their cart, but left **before checking out**
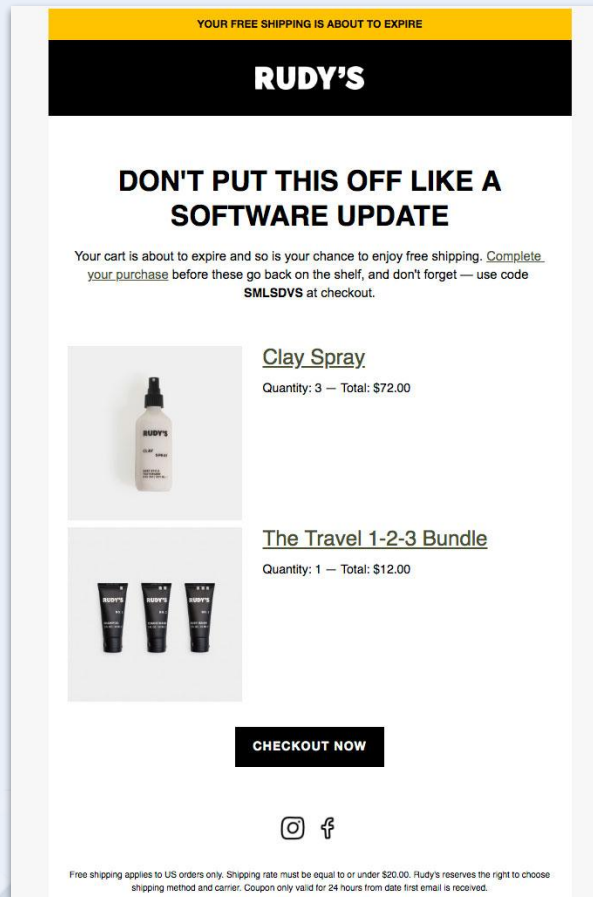
Roughly **70 percent** of carts are abandoned

- Store processing **100** orders has **230** abandoned carts

- Around **three-quarters** of people who leave items in a cart **plan to return**

- At Jilt, we've found an **average recovery rate** of **12%**. Can hit **15%** or even **20%** with **optimization**

Abandoned cart recovery
Example

- Headline is **clever** and **not pushy**

- Creates a **sense of urgency**

- Uses pictures to **build excitement**

- Has a can't-miss **call-to-action**

YOUR FREE SHIPPING IS ABOUT TO EXPIRE

RUDY'S

DON'T PUT THIS OFF LIKE A SOFTWARE UPDATE

Your cart is about to expire and so is your chance to enjoy free shipping. Complete your purchase before these go back on the shelf, and don't forget — use code **SMLSDVS** at checkout.

Clay Spray
Quantity: 3 — Total: $72.00

The Travel 1-2-3 Bundle
Quantity: 1 — Total: $12.00

CHECKOUT NOW

Free shipping applies to US orders only. Shipping rate must be equal to or under $20.00. Rudy's reserves the right to choose shipping method and carrier. Coupon only valid for 24 hours from date first email is received.

#3. Order receipts

Definition: **Transactional email** to a customer immediately after **completing a purchase**

A customer's excitement **peaks** the moment they receive their receipt

- Receipts have some of the **highest open rates** of all emails, nearly **three-quarters** of customers

- **Transactional email**, so needs to focus on nuts and bolts of the transaction

- Under U.S. CAN-SPAM, you **can** add **minimal marketing**

Order receipt
Example

- Crucial info **at the top**

- "You'll also love" products are a **targeted cross-sell**

- Email focuses **primarily** on the transaction while still doing some marketing
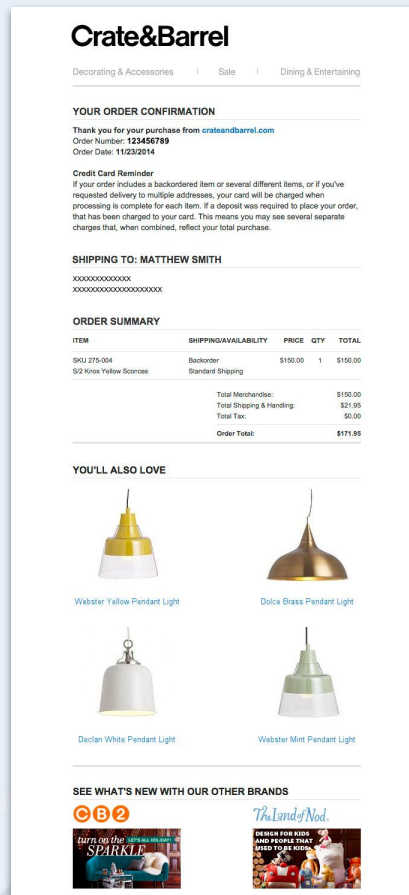
#4. Review request

Definition: **Automated** email asking a customer to **leave a review** on something they've just purchased

Reviews are **essential** for any eCommerce site

- **90%+** will hesitate to buy from a site with **no reviews**

- Just **one review** can lead to an **18%** increase in sales

- **Five reviews** for a product leads to a **270%** increase

Review request
Example

- Makes it clear **your opinion is valued**

- Uses **psychological trick** to encourage you to leave a review

- Process appears **simple**

- Smart to add **customer service** options as well

Order # 1052288767035

What did you think?

Hello!

We hope you're enjoying your recent purchase. When you've got a few minutes to spare, how about writing a review? Your experience can be a big help to other guests. Thanks, we appreciate it!

Help others

Apple Trackpad Magic Mouse 2

☆☆☆☆☆

Review this item

Was there an issue?

Before you write your review, you can fix any issues you may have had with this order. Get help with damaged items, missing parts and more.

See how to fix an issue

help   returns   contact   find a store   terms of use   privacy

Target.com
© 2019 Target Brands, Inc.

#5. VIP reward

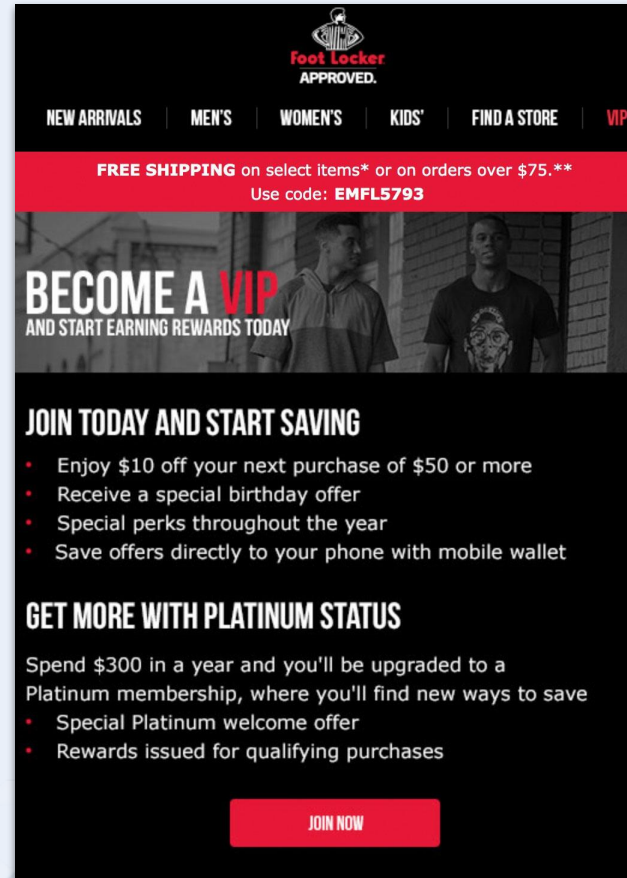Definition: Email inviting a customer to join a **loyalty** or **VIP rewards** program

Turn a one-time customer into an engaged, repeat customer

- Customers **want** a VIP program—**61%** say it's frustrating when they aren't rewarded for loyalty

- It's **win-win**: Customers feel **appreciated** and **incentivized**, you keep them coming back and **spending more**

VIP/loyalty reward
Example

- Clearly lays out **the perks**

- Perks are **good and enticing**

- Two tiers encourages customers to **keep spending**

- Bright-colored call-to-action **stands out** against the black background

Example via Milled.com. Icon made by Freepik from www.flaticon.com

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#6. Replenishment reminder

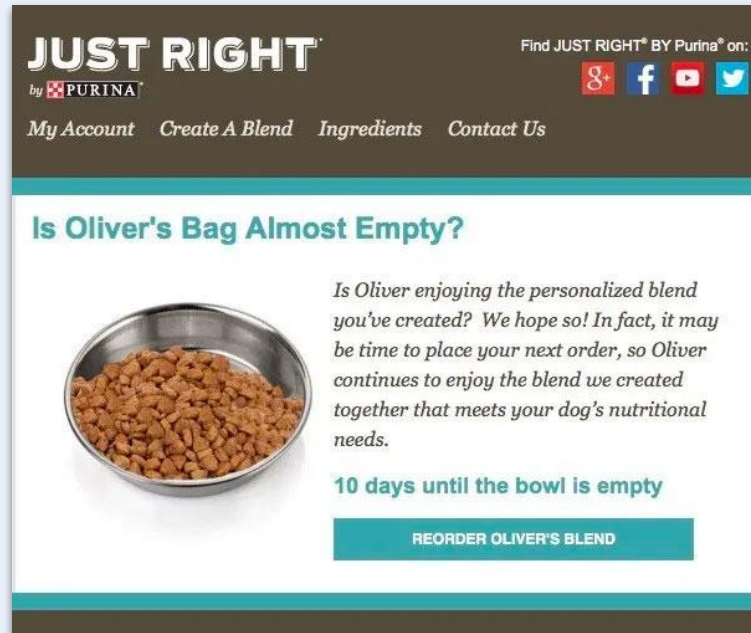Definition: Email **reminding** a customer to **reorder** or **replace** a product

When done right, replenishment emails are a **service** to customers

- Highest **click-to-open rate** of any email—**50%+** who open the emails will then click through

- Average **open rate** of **50-60%**, average **click-through rate** of **40-50%**

Replenishment reminder
Example

- Great **personalization**

- Clever **call-to-action**

- Helpful to customers by **making it easy** to reorder

JUST RIGHT
by PURINA

Find JUST RIGHT® BY Purina® on:

My Account   Create A Blend   Ingredients   Contact Us

Is Oliver's Bag Almost Empty?

Is Oliver enjoying the personalized blend you've created? We hope so! In fact, it may be time to place your next order, so Oliver continues to enjoy the blend we created together that meets your dog's nutritional needs.

10 days until the bowl is empty

REORDER OLIVER'S BLEND

#7. Win-back

Definition: Email to a **lapsed** customer in an attempt to **re-engage**

Win-back emails are a surprisingly effective way to re-engage

- **Two-thirds** of the average list is **inactive**

- Win-back emails have an average **open rate** of **12%**

- What's a **lapsed** customer? At Jilt, the default is anyone who hasn't purchased in **90 days**

Win-back
Example

- Never feels **angry** or **accusatory**

- Playful **subject line** using a song title

- Gives a **very strong offer** (and one that's not a discount, but rather a value add)
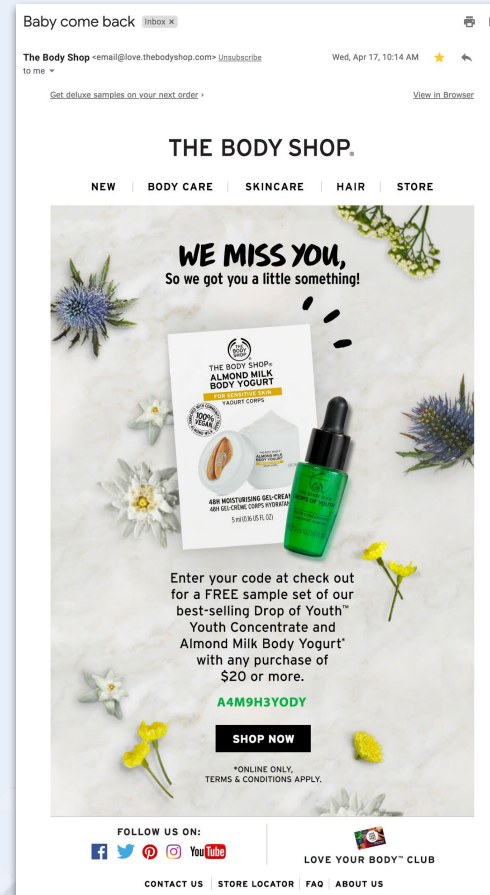
#8. Newsletters

Definition: **Broadcast** emails that primarily (or entirely) focus on **good content**, not just sales

Newsletters strengthen your relationship with your customers

- A newsletter with high-quality content is meant to **inform**, **entertain**, or **educate**

- While they may not lead to immediate revenue, down the road, they can lead to more and larger sales

- Keep subscribers engaged with your list and brand, giving them a great reason not to unsubscribe

Newsletter
Example

- **Content-focused**, aimed at the brand's **target customer**

- Spotlights other customers, making them **de-facto endorsers**

- Sales pitch is **minimal**—but newsletter establishes a voice and overall brand
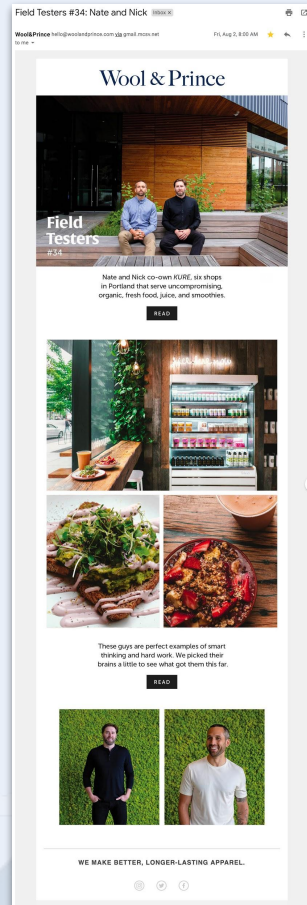
#9. Sales announcements

Definition: **Promotional** broadcast emails, send to your whole list (or a segment) to **advertise** your **products**

Sales announcements are your big, promotional emails

- **Advertise** your products or services, a deal, sale prices, new products in stock—or **all of the above**

- While they don't usually hit the conversion rates of more targeted automations (sales announcements average **~1.5%**), they're a **key part** of an email marketing strategy

Sales announcement
Example

- The email has an animal theme, giving it a **focus**

- The quote from an artist is a **value statement**, which speaks to modern customers, especially millennials

- There are **personalized recommendations** based on customer behavior

3
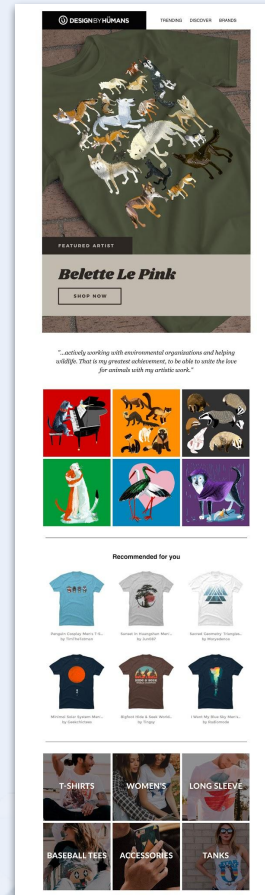
Conclusion

Email marketing is a **fundamental part of running an eCommerce business—because it's the best way to reach your customers**
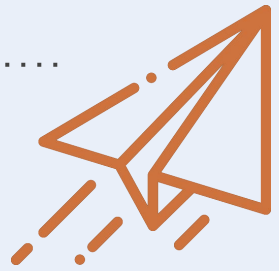
- Email has the **highest ROIs** and **conversion rates** of **any form of marketing**

- It's **not going anywhere**. **91%** of Internet users use email in 2019. **Most popular activity** on smartphones. And **millennials** spend **more time on email** than any age group.

Sources: OptinMonster, Statista, Fortune. Icon made by Flatpik from www.flaticon.com

What's next?

- How do you get started?

- If you're already doing email marketing, but want to do *way* more, how do you expand?
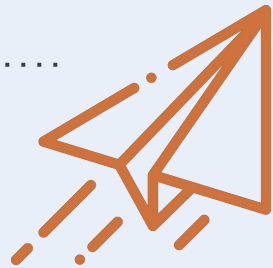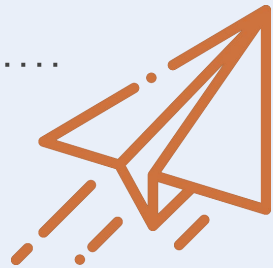
Jilt

built for WooCommerce

- **Jilt** is an **all-in-one email marketing** tool specifically **designed for eCommerce** stores

- Set up **automated emails** and **send broadcasts** using **advanced segmentation** rules

- **Track** your performance with **analytics** that focus on everything eCommerce stores **need to know**

Jilt

As a WooSesh participant, claim a
$50 account credit
to get started with Jilt today!