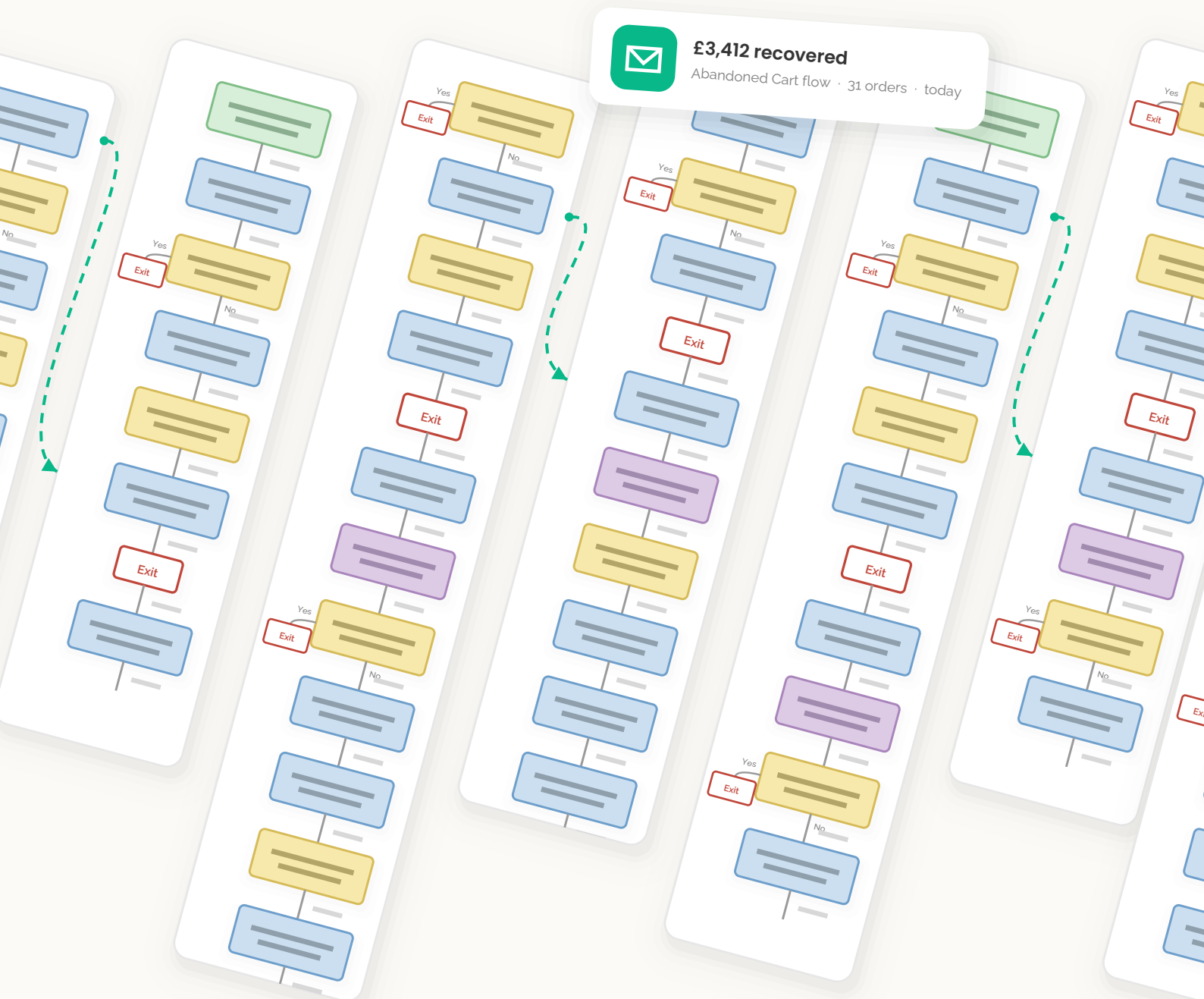




Email marketing for ambitious DTC brands

eCommerce Email Automation Playbook

The 10 lifecycle automations we build in Klaviyo to turn first-time buyers into repeat customers, mapped step by step, flow by flow.



Introduction

Thanks for downloading a copy of the Engage Commerce eCommerce Email Automation Playbook. We hope you get a great deal of value from this guide, and that it opens your mind a little more to the world of eCommerce email automation.

The content on the following pages is based on best practices and what we consistently see work best across the client accounts we manage.

The purpose of this playbook is to give a visual representation of exactly what we do for our clients, and how the different campaigns work and interrelate.

How The Campaign Flow Diagrams Work

Each campaign is laid out as a flow chart, a decision tree where one thing leads to another based on Yes / No decisions or time delays. Most are straightforward, but it's worth noting the following:

Time Delays The time delays used are based on best practices. Every company needs slight differences, and these are elements we discuss once we start working with a new brand.

Red Exit Boxes Everyone in a flow eventually needs to exit and be removed from it. Exiting means no more emails will be sent to them in that flow.

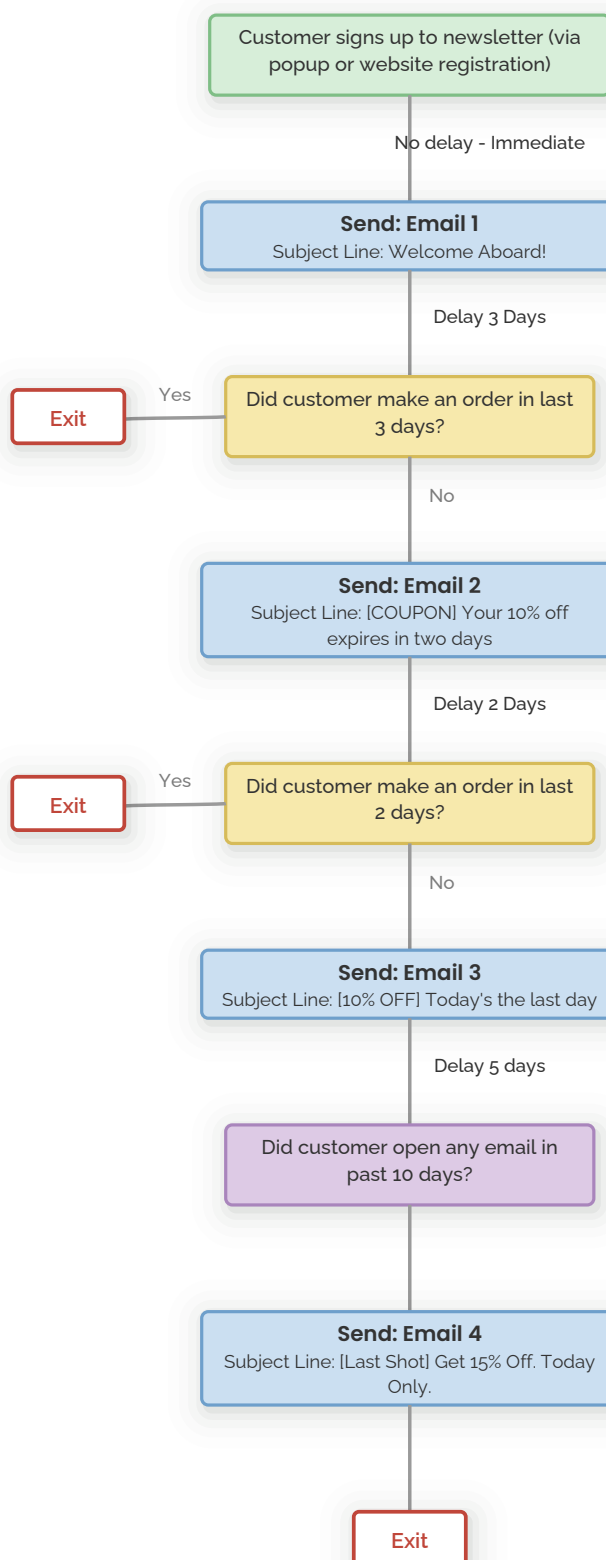
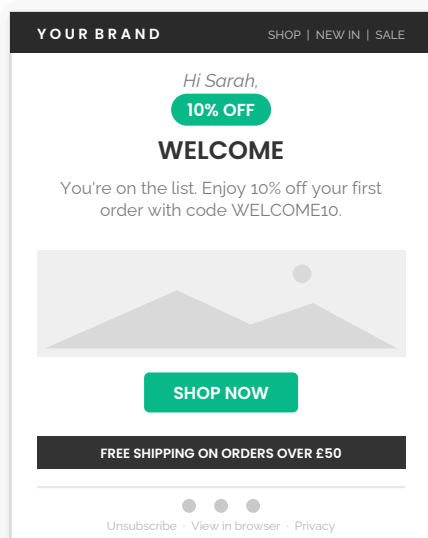
Subject Lines The subject lines are based on what we see perform best for open rates. We change the messaging to fit a brand's voice, but the theme and ideas stay the same.

Number of Emails Per Flow Every company has different levels of how aggressive they wish to be. The number of emails is based on best practice and can be modified per brand.

Welcome Email Series

A welcome email is the first impression a company makes with a new subscriber. It can deliver a special offer, a discount or simply a friendly hello to start building the relationship, and nudge that first order.

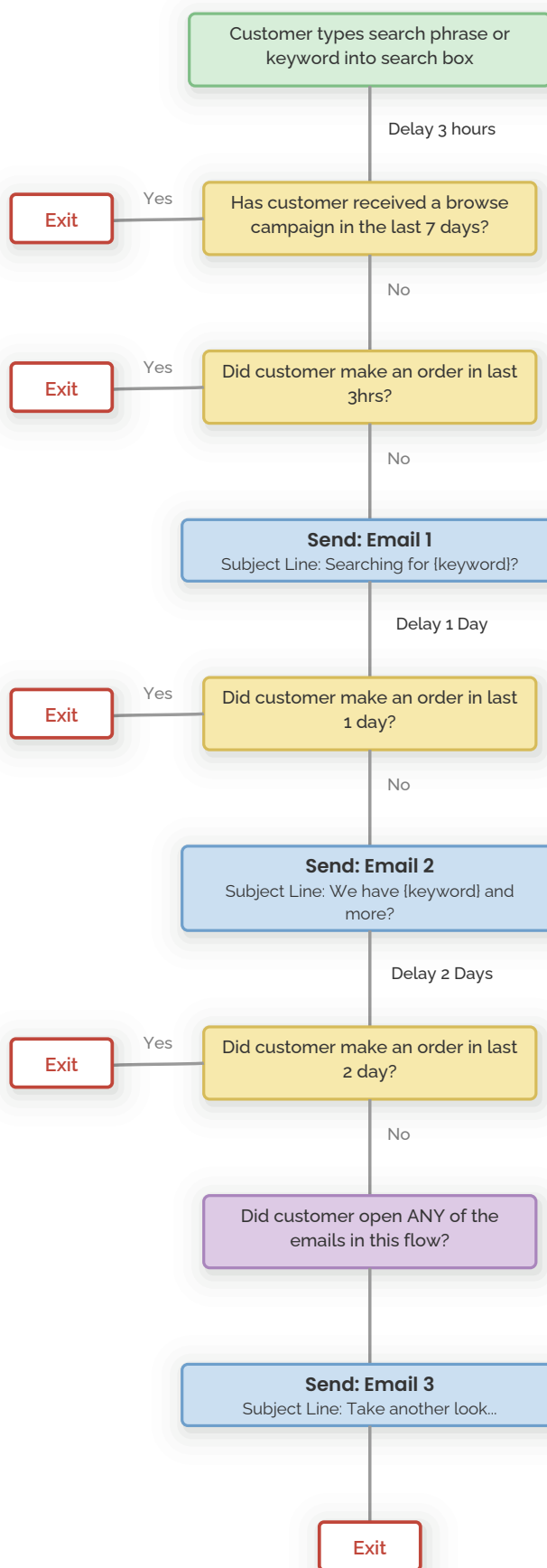
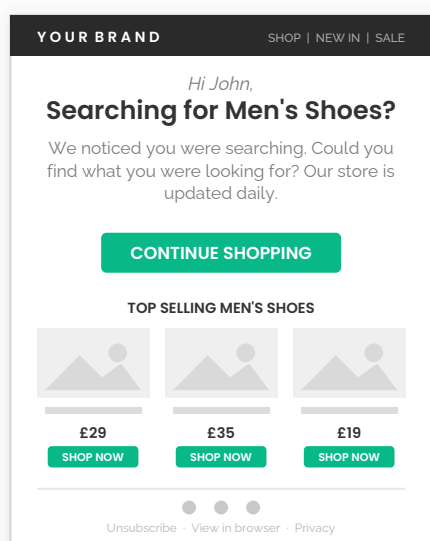
Example Template:



Site Search Campaign

Triggered after someone uses the site search but goes no further in their buyer journey. These emails use support-style messaging that asks whether the shopper found what they were looking for, with the keyword in the subject line.

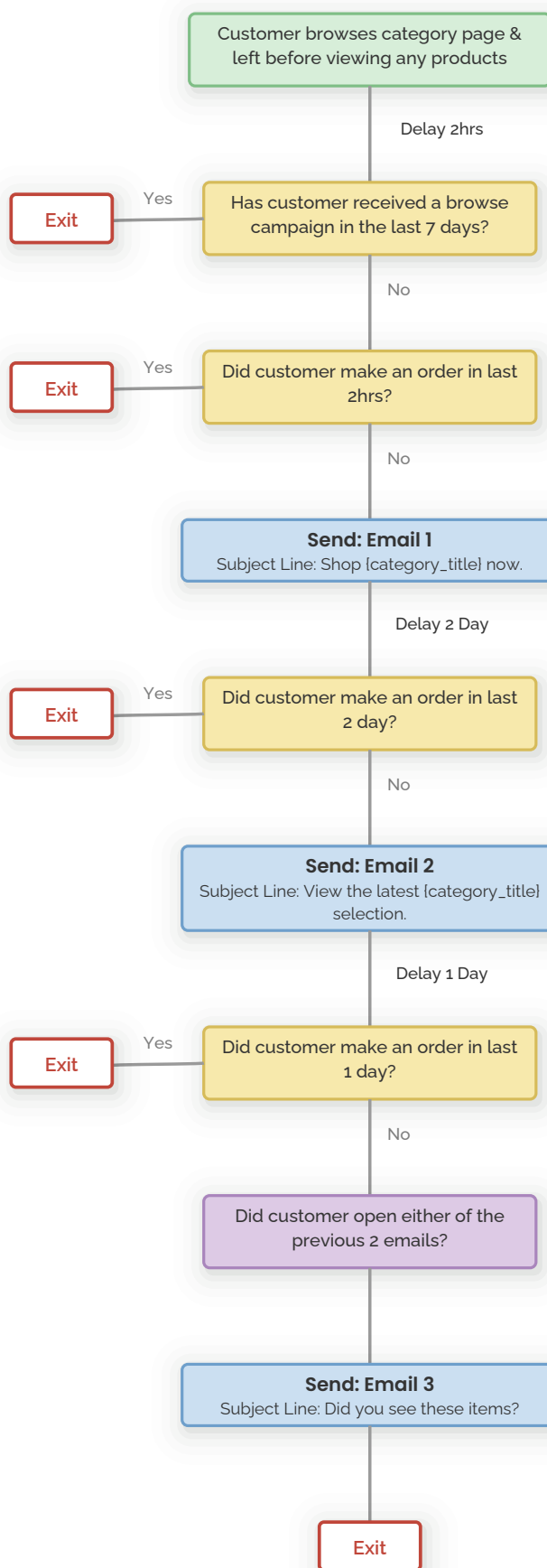
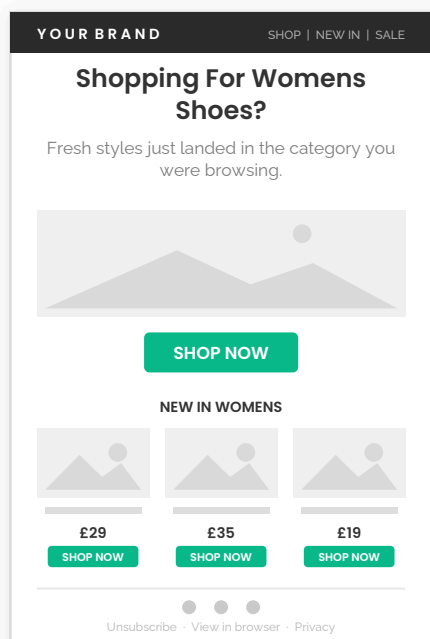
Example Template:



Category Browse Campaign

Focuses on shoppers in the middle of the funnel who browsed category pages and left without clicking any products. These emails are tailored to get shoppers back to the category they left off from.

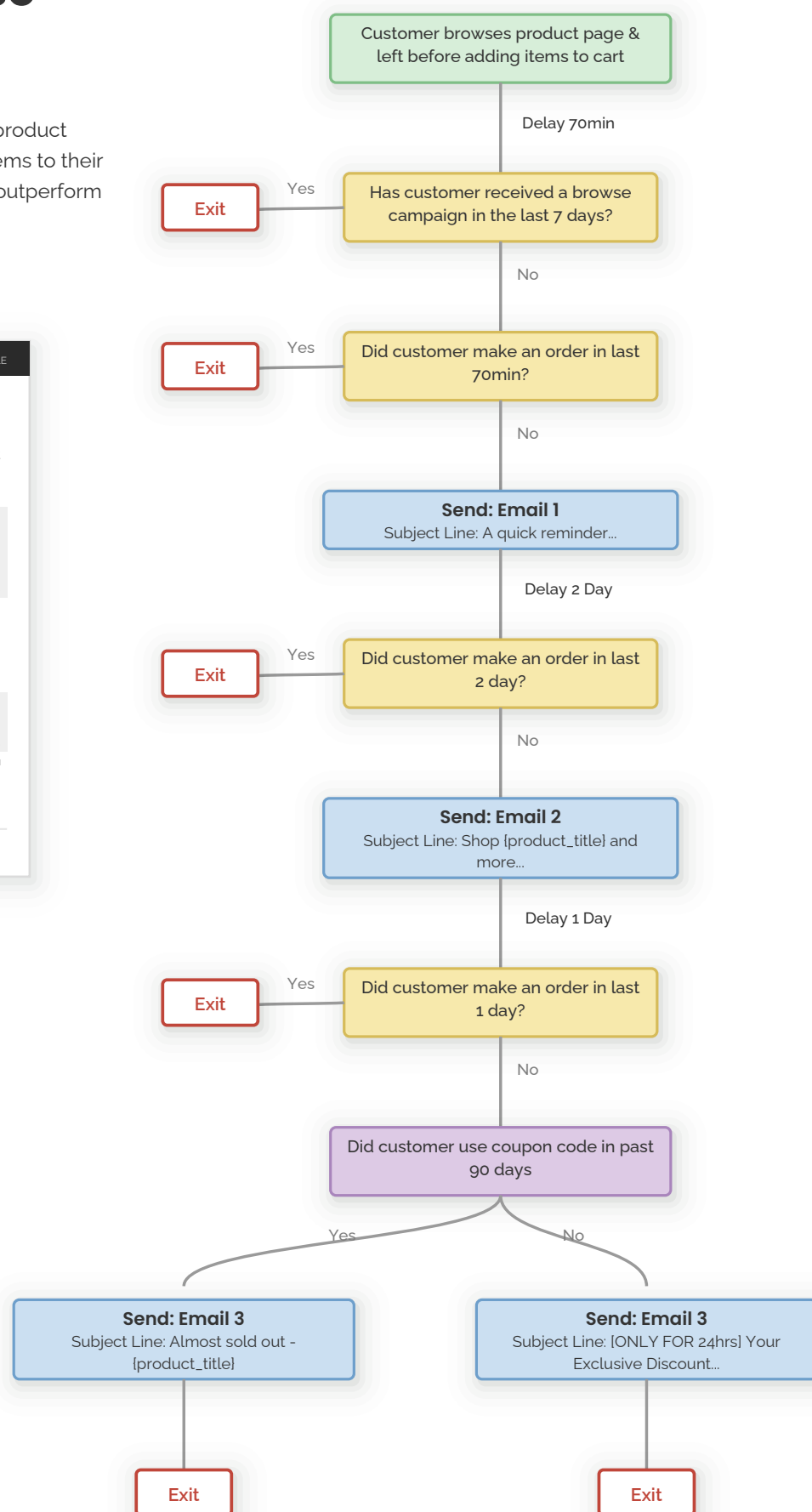
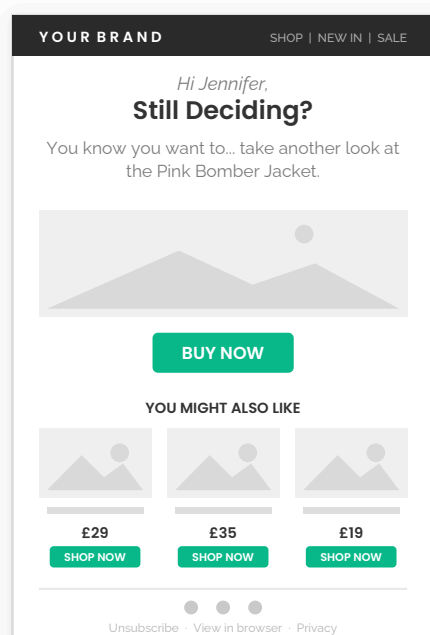
Example Template:



Product Browse Campaign

Targets shoppers who browsed a product page and left before adding items to their cart. In many cases this series can outperform the cart abandonment campaigns.

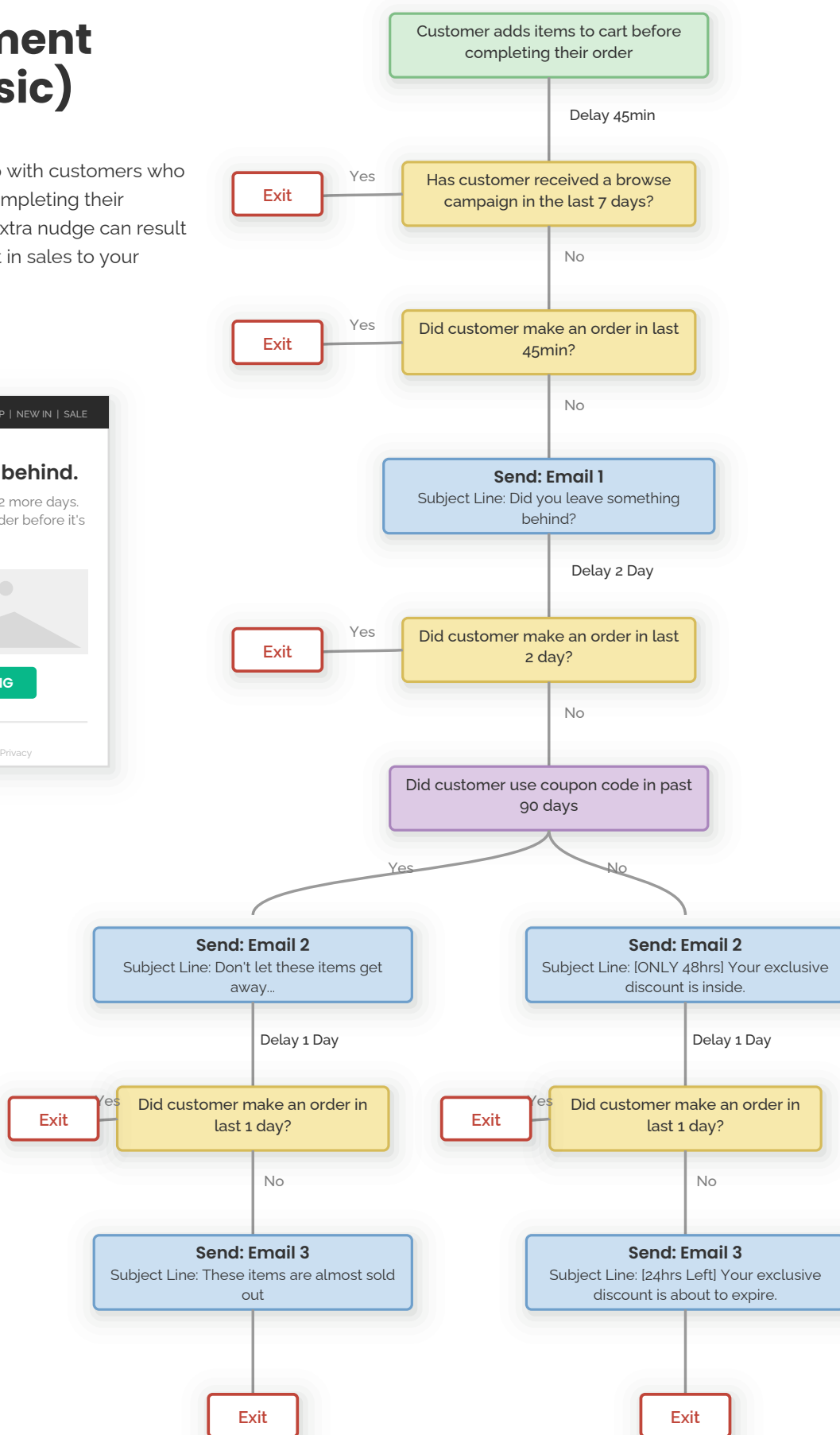
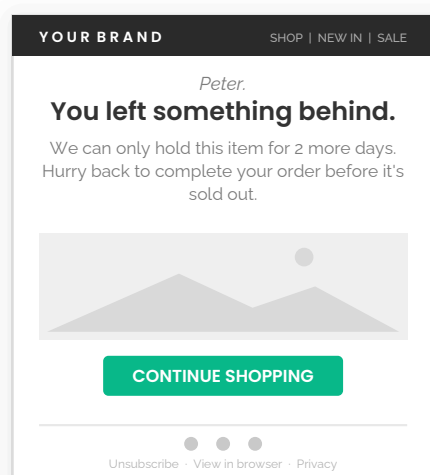
Example Template:



Cart Abandonment Series (Basic)

Take action and follow up with customers who ditch their carts before completing their transactions. Giving that extra nudge can result in upwards of a 10% boost in sales to your store.

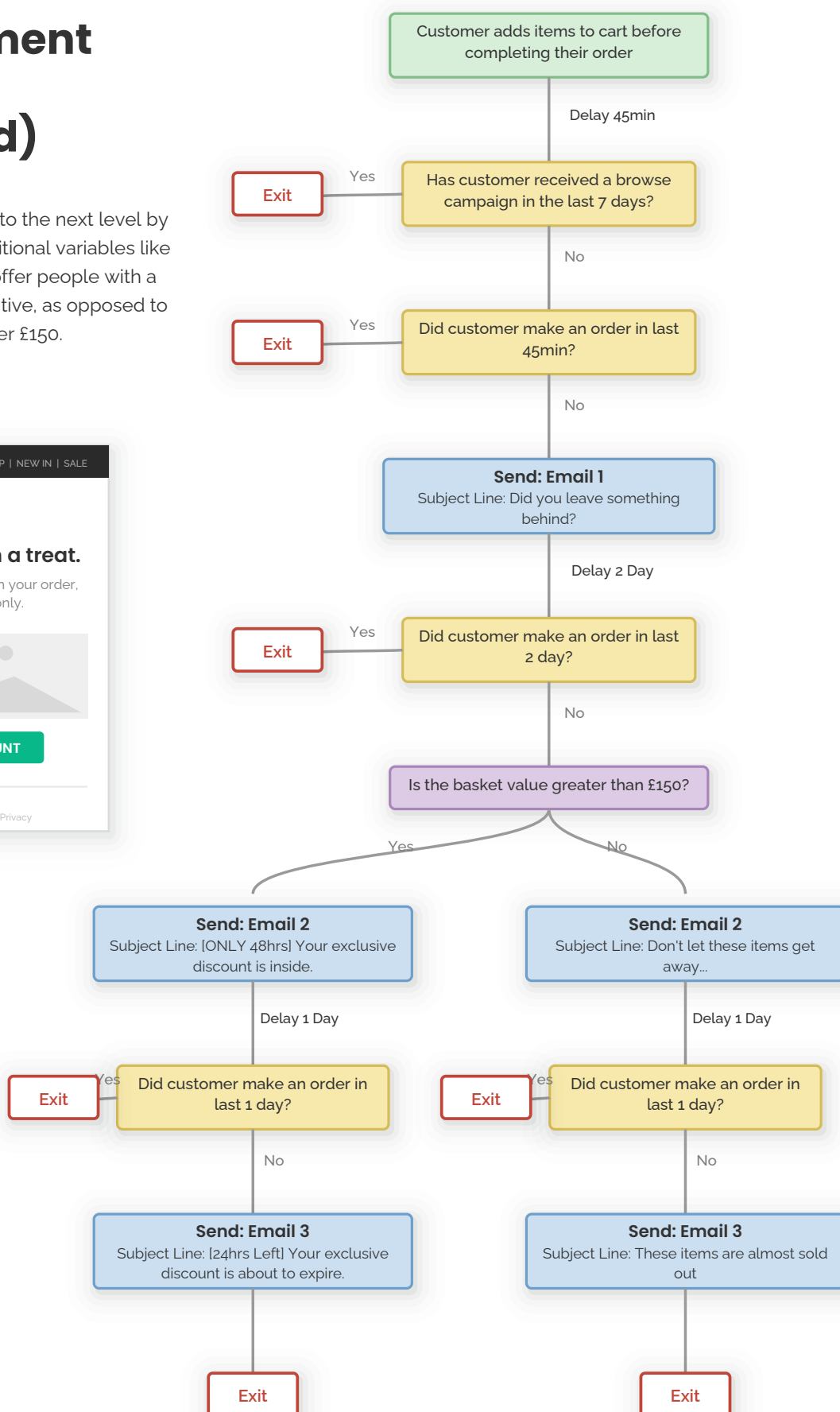
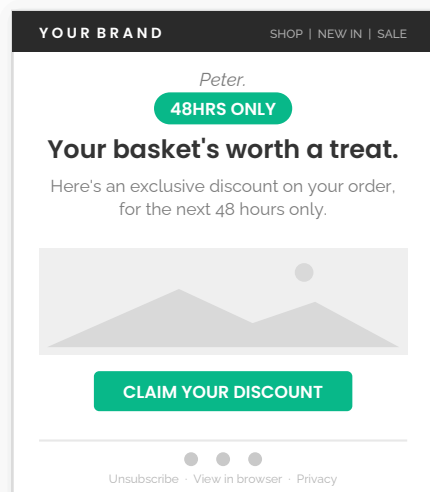
Example Template:



Cart Abandonment Series (Advanced)

Takes cart abandonment to the next level by segmenting users on additional variables like basket value. You might offer people with a basket over £150 an incentive, as opposed to people with a basket under £150.

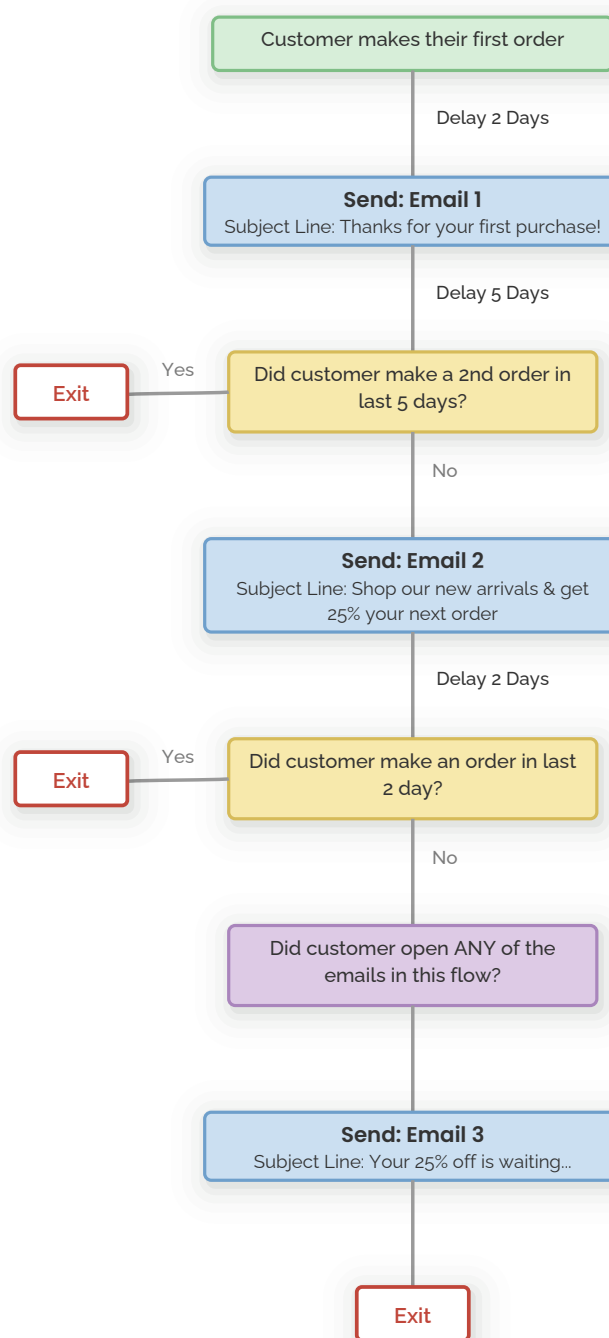
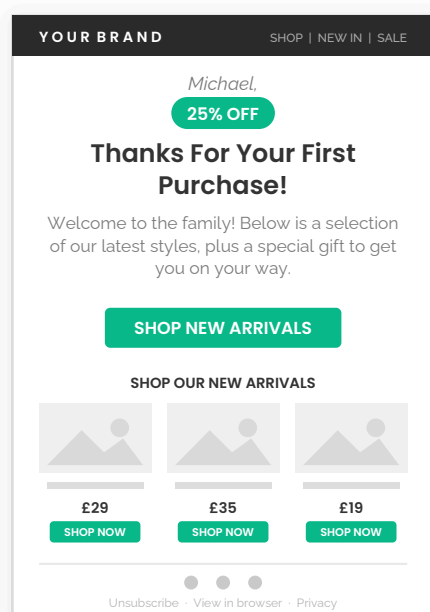
Example Template:



First Purchase Welcome Campaign

Aimed at welcoming first-time buyers to your brand and encouraging them to make another purchase. These campaigns usually convert better when you can offer some incentive to get new customers to buy again.

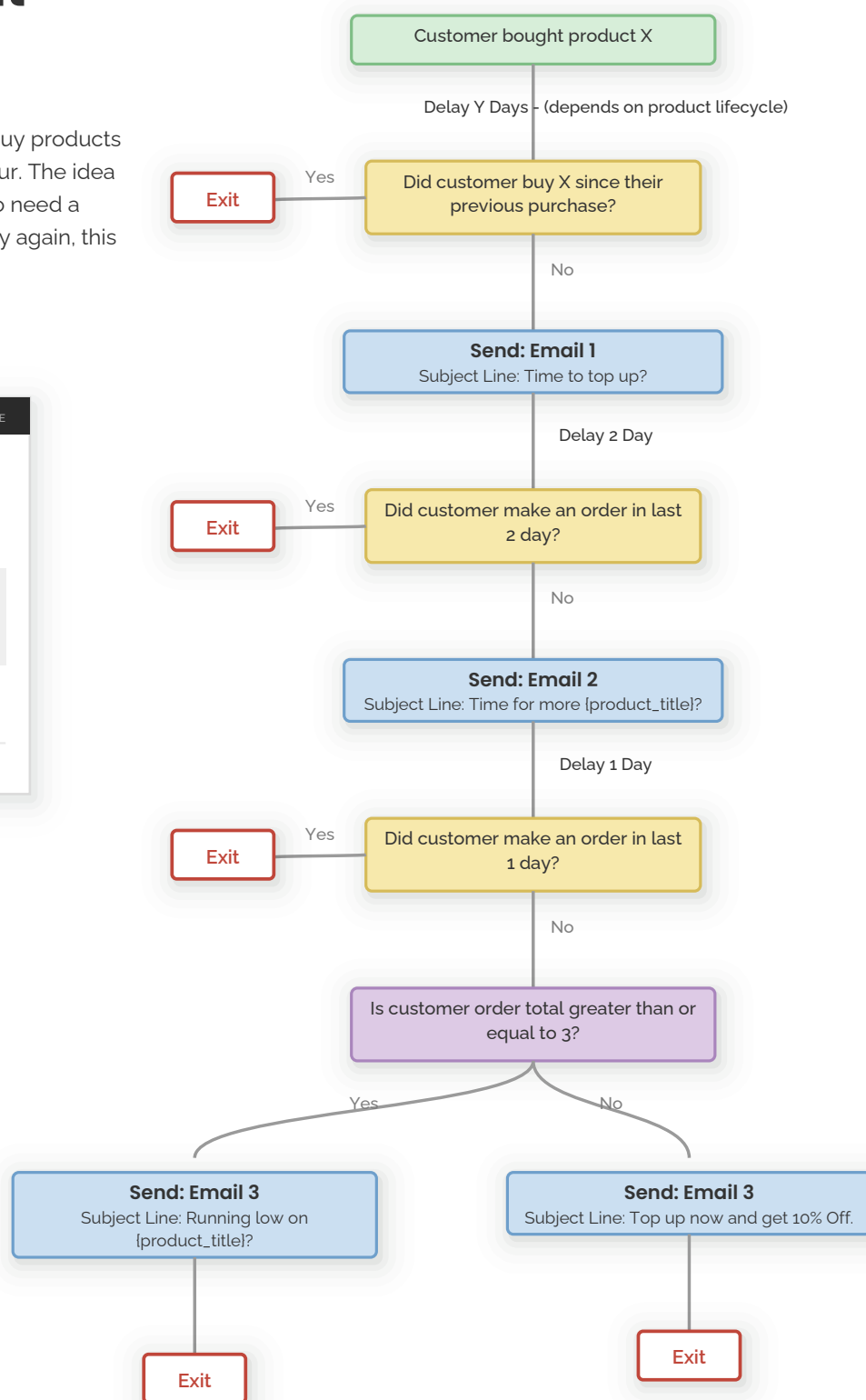
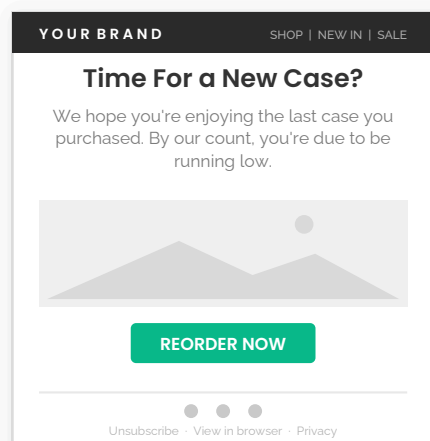
Example Template:



Replenishment Campaign

Focused on getting customers to buy products that have repeat purchase behaviour. The idea is to wait until you'd expect them to need a refill or top up and, if they didn't buy again, this campaign is triggered.

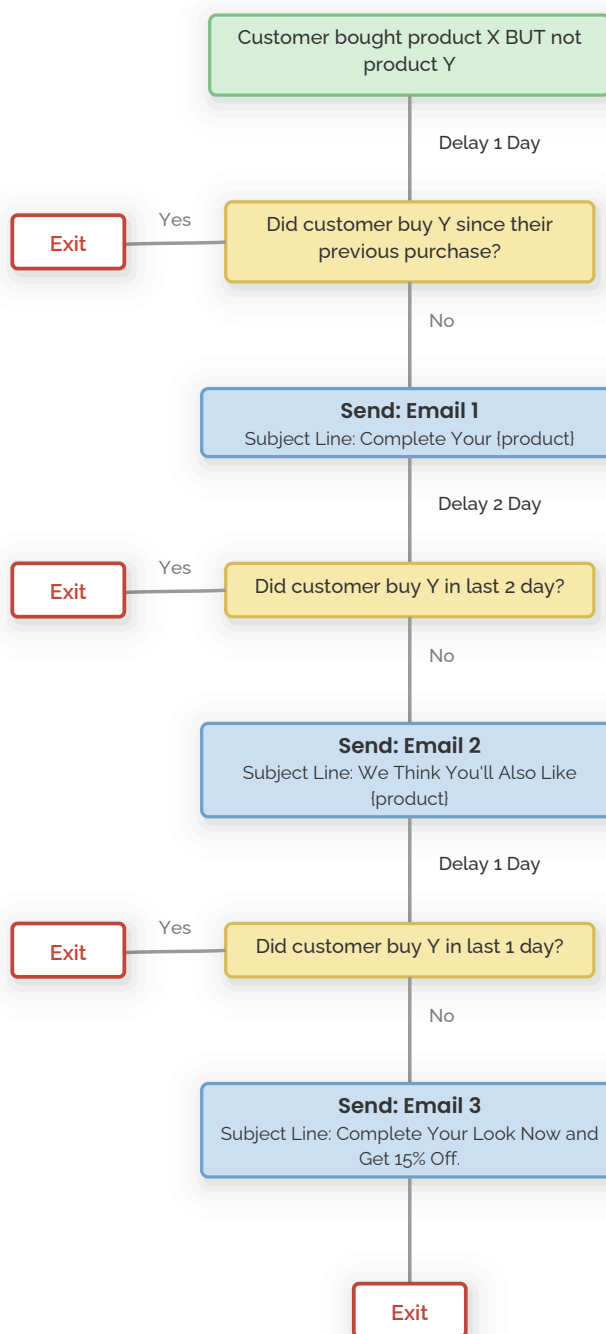
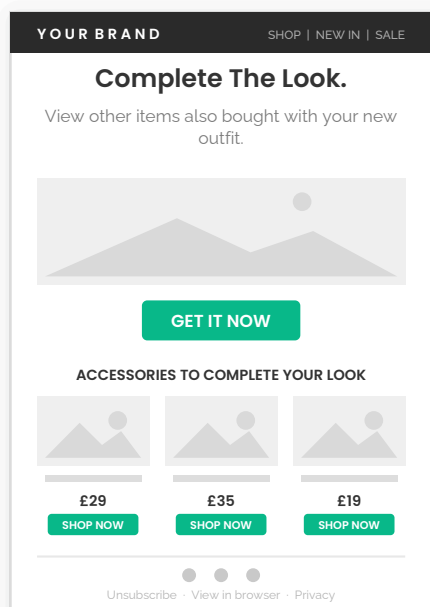
Example Template:



Product Cross Sell Campaign

Identifies the items a customer just bought and emails them a selection of additional items that compliment their purchase. Bought a pair of shoes but not socks? The emails might cross promote socks or shoelaces.

Example Template:



Dormant Shopper Campaign

Targets existing customers who made a purchase but haven't been back to the site or bought again in a given time period. Very successful at re-activating customers and increasing the lifetime value they spend with your brand.

Example Template:

