

*shopify*plus

POWER UP PLUS:

6 TECHNOLOGIES TO ENHANCE YOUR
SHOPIFY PLUS STORE

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WHY AUTOMATION IS THE KEY TO EMAIL MARKETING

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Brands are flooding consumer inboxes with emails at seemingly random times throughout the day. Marketers are not only oversaturating their subscribers, but sending them irrelevant content. This can quickly lead shoppers to unsubscribe or let unread messages sink to the bottom of their inboxes – never to be opened. However, a targeted and relevant automated email campaign is a surefire way to make sure your messages get to the right people, at the right time.

Email automation can certainly optimize common life cycle campaigns, which takes repetitive, time-consuming tasks off of your plate.

In this chapter, we'll explore what you should consider when crafting an automated email campaign, including:

- » How you can further refine the content to meet your audience's needs.
- » How to utilize email automation to convert more of that target audience.
- » The importance of revisiting your automated email campaigns on a regular basis to ensure the strategy behind them hasn't gone stale.

DON'T SET IT AND FORGET IT

You probably already have automation as part of your email marketing program, but there are always opportunities for improvement. There are several variables in email campaigns that you can always test and optimize — and then test and optimize again.

It's an ongoing process because you never want to set an email campaign up and then forget about it. To drive results, you must continue to optimize your email campaigns by making continuous efforts to understand your audience.

“Our customers are at the heart of our brand strategy... We want to make sure we use the proper tools to build the right customer experience,” said Berly Isaak, LeSportsac Senior Director, Global Marketing + PR. “Re-platforming and turning to personalization through Nosto, we were able to see a 12% increase in sales through AI programs such as product recommendations, previously searched items, and best sellers.”



POWER UP TIP:

Check in on your automated lifecycle campaigns and re-evaluate the variables. Are you still reaching your target audience? Is there anything you can change or tweak to make your campaigns even more successful?

BE RELEVANT – AND TIMELY

Email lifecycle campaigns – like a welcome series, cart recovery, and browse recovery – should foster a high level of engagement.

“Along with ... our automated welcome series and abandoned cart programs, our online business truly supports a stress-free shopping environment,” Isaak says, noting the value of lifecycle campaigns and importance of analytics. “All of this being backed by strong reporting and analytics, the team in real time can reflect on our wins and losses to continually enhance a successful customer journey.”

Do your campaigns focus on content relevant to subscribers? Are they timed appropriately? If not, you may be missing out. When considering how to optimize your email lifecycle campaigns, consider the following:

- 1. Send time:** Are you sending your emails at the right time? Which action (or non-action) triggered the send? What time-zone is this consumer in? Make sure these are subscribers who want to hear from you. It can be a tough balance to find the right cadence, but your subscribers will appreciate knowing you’re on the ball – without overwhelming them with tons of emails.
- 2. Segmentation:** This tried-and-true strategy can help you create your ideal schedule based on subscriber engagement. Segment by your engagement data and use that to create a sending schedule. Those who are more engaged would likely welcome more messages from you, while too many emails to an unengaged contact could result in an unsubscribe.
- 3. Purchase date:** Exclude recent purchasers from receiving promotional messages when they receive post-purchase messaging.

Testing and utilizing data are critical to understanding your audience and ensuring your email marketing success, and more than 90% of marketers are investing in data and analytics capabilities to identify customer information for targeted insights.¹



POWER UP TIP:

Invest in – and utilize – real-time data analytics to ensure you're reaching your target audience.



OFFER A WARM WELCOME

A welcome series is your opportunity to introduce new contacts to your world and the many reasons you should be one of their new favorite brands. We all know that first impressions mean a lot, so make these messages count!

1. Thank new subscribers for signing up and point out your brand's competitive advantages.
2. Support your social media channels or even your top-selling items. Offer incentives to get them back to your site ready to shop.
3. Invite them to tell you how often they'd like to hear from you.

Create a welcome series that invites the consumer to continue the conversation. They're already engaged in your site - take this opportunity to let them know more.

Launch a Browse Recovery Campaign

What happens when shoppers spend lots of time on your site perusing your products but fail to add any to a shopping cart? Browse recovery to the rescue! With browse recovery campaigns, you can analyze visitors' browsing data and nudge them to follow through.

Using browse data, you can target users who have recently viewed items within a specific timespan, or even those who viewed a qualifying number of items within a certain category.

Or, you can set up a product threshold campaign to contact shoppers who have viewed the same item within a specific period of time. You can sort the items they viewed based on browse history or even product feed data, throttling your messaging or setting exclusions if necessary.

With any kind of campaign, only send messages to shoppers who have already opted in to your email program.



POWER UP TIP:

Encourage subscribers to opt in with strategically placed pop-ups. Utilize their data to tailor your browse recovery campaigns for optimal engagement.

(Don't) Abandon Cart: Remind Customers of Items They've Left Behind

Over six out of ten shopping carts are abandoned². Why don't shoppers follow through on purchasing items they've added to their carts?

Maybe they want time to think about it. Maybe the baby cried, or the doorbell rang. Whatever the reason, an abandoned browse session or cart is revenue that's being left behind.

When a purchase is abandoned on your site, the shopper's email address gets recorded, presenting you with an opportunity to remind them of the items they left behind. This first message can be considered transactional, which doesn't require an opt-in. But subsequent messages in a cart recovery series can only go to those who have opted in to your email marketing program.

You can send a simple reminder, or you may go a step further by offering resources to help answer questions that might have prevented them from buying - or further reasons to encourage them to buy. Think size guides, shipping/return policies, store contact information, warranty details, and product recommendations. To add a sense of urgency, you could use an incentive or some "last chance" language in your email.

No matter the message, be sure to reference the items that were abandoned in the cart. But limit the items you display to five or less and invite shoppers to view their cart to see the rest.



POWER UP TIP:

Don't depend on discount codes as incentive to convert abandoned carts – shoppers will begin to anticipate this and count on it. If you do use a discount code, consider putting a time limit on it.

INCORPORATE RELEVANT PRODUCT RECOMMENDATIONS

How can you make product recommendations stand out? Be specific to the individual subscriber and combine them with lifecycle campaigns such as welcome series, browse recovery, and cart recovery. With product recommendations, you can easily and quickly add dynamic, personalized product recommendations.

Leverage a combination of custom business rules and predictive models to automate dynamic, personalized product recommendations. Personalized product recommendations can help maximize engagement and drive revenue by elevating the omnichannel shopping experience.



POWER UP TIP:

Personalization can make the difference between winning a consumer’s loyalty and trust, or showing them you aren’t really paying attention. Create relevant, personalized recommendations based on the data available to you.

“Personalization was not just limited to our website,” Isaak says. “Building out email campaigns through Bronto using geo-targeted locations and even customer spend, we were able to direct marketing messages to the right target and begin to establish a foundation for customer loyalty.”

FINAL THOUGHTS

When retailers combine the winning power of Shopify Plus and Bronto one-time buyers turn into repeat customers through personal, data-driven messages and campaigns. Together, the Shopify Plus, Bronto solution provides:

1. Seamless data integration: A best-in-class integrated solution for generating revenue with targeted email marketing campaigns.
2. Rapid implementation of your email marketing solution; with Jumpstart for Shopify, your email marketing program is up and running in thirty days.

If you want to create automated email campaigns that drive revenue, drill deep into your existing data to create timely, relevant content. You put your brand's reputation on the line with each campaign - make sure you're creating content that engages your customer and puts your brand's best foot forward.

A background image showing a pair of hands holding several white balloons against a teal gradient. The balloons are tied together with strings, and the hands are positioned at the bottom right, appearing to hold the strings. The overall scene is soft and celebratory.

THIS CHAPTER WAS WRITTEN BY ORACLE BRONTO

Oracle Bronto arms high-growth retailers with sophisticated marketing automation to maximize revenue opportunities. The Bronto Marketing Platform powers personalized multichannel content that generates the higher engagement needed for retail success. Keenly focused on the commerce marketer, Bronto continues its longstanding tradition as a leading email marketing provider to the global Internet Retailer Top 1000 and boasts a client roster of leading brands, including Rebecca Minkoff, Timex, Lucky Brand, Theory, Brooks, Ashley Homestore and Christopher & Banks.

For more information visit www.bronto.com