



# EMAIL MARKETING

## NURTURING THROUGH GREAT LIFECYCLE EMAILS



# INTRODUCTION

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**Steve Brown**  
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Co-Founder & Director



**EMAIL MARKETING ALIVE & WELL**

# EMAIL MARKETING ALIVE & WELL

## SOME KEY EMAIL STATISTICS

There are over **4.1 billion email accounts**. This figure is predicted to reach **5.2 billion** by 2018 which is a growth of more than 26% - *Radicati Group (2013)*

**81% of online shoppers** are more likely to make additional purchases, either online or in a store, as a result of emails based on previous shopping behaviours and preferences – *Harris Interactive (2014)*

**80% of content marketers** use email marketing - *CMI B2B Content Marketing Research (2014)*

42% of businesses say email is one of their most **effective lead generation channels**. And for B2B marketers, **88% cite email as the most effective lead generation tactic** - *Circle Research (2014)*

On average, companies are attributing **23%** of their **total sales** to email marketing, **up from 18%** in 2013 - *Econsultancy's annual Email Marketing Census (2014)*

Email marketing was ranked as the **best channel in terms of ROI**, with more than **two-thirds (68%)** of companies rating the channel as 'good' or 'excellent' - *Econsultancy's annual Email Marketing Census (2014)*



**HOW ARE YOU USING EMAIL?**

# QUESTIONS TO ASK YOURSELF?

Before any send, ask yourself the following questions:

- Would customers understand why they received this email?
- Have you done a good job of guiding them through the buying process?
- Did their behaviour initiate the message they're receiving, or is everyone getting the same information?

THINK ABOUT YOUR AUDIENCE

**TRUST IS  
WHAT GETS  
EMAILS  
OPENED**

NOT SUBJECT LINES

# HOW CAN WE IMPROVE?

- People actually want to receive emails. A timely, contextual lifecycle email is a welcome presence in the inbox.
- Send the right message to the right people at the right time.
- Instead of blanket promotion, deliver a well targeted message that arrives just as the recipient is trying to decide what to do next.
- **Think bigger, think better.**

THINK ABOUT YOUR AUDIENCE

**FIND THE  
UNTAPPED  
POTENTIAL**

THAT'S IN EMAIL



**WHAT IS IT ALL  
ABOUT?**



**LIFECYCLE LEAD NURTURING**

# LEAD NURTURING

## ONBOARDING EMAILS

WELCOME  
EMAILS

GETTING  
STARTED  
EMAILS

UPSELL  
EMAILS

## SUBSCRIBER EMAILS

NEWSLETTERS

EDUCATIONAL  
EMAILS

THANK YOU  
EMAILS

## PROMOTIONAL EMAILS

SPECIAL  
OFFERS

SALES EMAILS

INVITATION  
EMAILS

## BEHAVIOURAL EMAILS

ABANDONED  
CART EMAILS

MILESTONE  
EMAILS

RETENTION  
EMAILS

# ONBOARDING EMAILS

CARE FOR YOUR CUSTOMERS AFTER SIGN UP

## WELCOME EMAILS

INTRODUCE PROSPECTS TO  
YOUR COMPANY, PRODUCT,  
OR SERVICE

## GETTING STARTED EMAILS

GIVE YOUR CUSTOMERS THE  
OPPORTUNITY TO GET GOING  
RIGHT AWAY

## UPSELL EMAILS

PROVIDE EXISTING CLIENTS  
WITH INFO AND INCENTIVES  
TO EXPAND THE LIST OF  
PRODUCTS THEY ARE USING

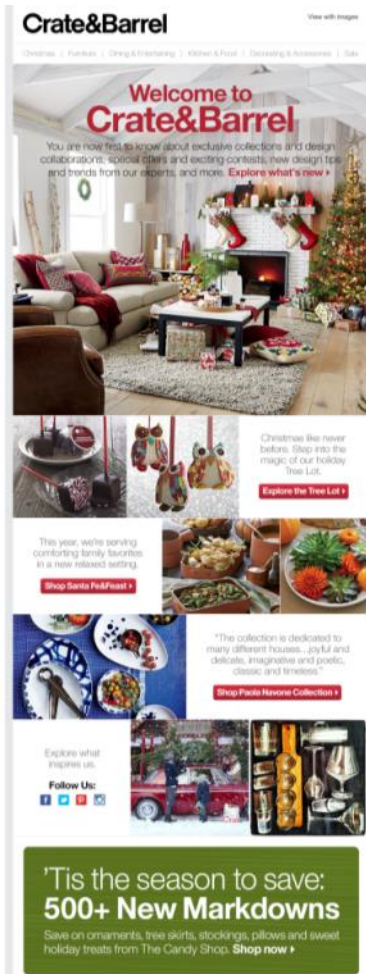
# WELCOME CAMPAIGNS

Your opportunity to not only say “Hello” but to make your customers feel valued.

Welcome emails are highly anticipated, frequently opened, and simple to automate.

Your *call to action* should be clear, simple and focused.

- Get people to the next step
- Give them an idea of what to expect
- Make their first experience with your product or service a positive one.



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# GETTING STARTED EMAILS

Can be sent in addition to or instead of a welcome message.

The sooner users take action, the sooner they can get value from your product.

- Don't overwhelm people with a long email.
- Use the getting started email to get new customers to take a single step.
- Make the *call to action* clear and simple.

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Get quick, guided setup training  
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Welcome to Raven!

Every week, we host free, live online training sessions for our new customers. You'll get an introduction to Raven's primary SEO, social media, metrics and reporting tools — and you can ask any questions. We have a variety of class times to accommodate you.

[Sign Up for a Free Class](#)

Look forward to seeing you in a session soon!

Lance, Heather, Lizzie and Steve  
Customer Education Team  
[help@raventools.com](mailto:help@raventools.com)

P.S. Can't attend a live session? [Sign up anyway](#), and we'll automatically send you a recording afterwards.

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# UPSELL EMAILS

Don't forget your *current customers*, inactive or active, as a source of increased revenue – it's not all about new biz.

Upsell emails can help you respond to and re-engage with your existing customers.

- Base campaigns on existing onsite, email and or purchasing behaviour
- Offer something of interest/value
- Remind customers why they picked you in the first place

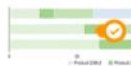
 EVERNOTE

FEATURE SPOTLIGHT PDF ANNOTATION

## Upgrade to clear communication

Show and tell are together again. Get your point across instantly with Evernote's PDF Annotation feature.

GET STARTED



### Mark up entire notes

Create a copy of any note and add arrows, shapes or text to show colleagues what you mean.

Give feedback on PDFs  
Got a contract or other PDF to review? Use stamps to point out sections you've approved and points of concern.



### Send a summary. Save time.

Include a PDF summary of your markups to let colleagues know what needs to be done at a glance.

Upgrade your workspace with PDF annotation and other powerful Evernote features.

GET STARTED

# **SUBSCRIBER EMAILS**

**KEEPING YOUR CUSTOMERS ENGAGED, INSPIRED & INFORMED**

## **NEWSLETTERS**

**DELIVER PRODUCT/SERVICE  
INFORMATION TO KEEP YOUR  
BRAND TOP OF MIND**

## **EDUCATIONAL EMAILS**

**SOLVE A PROBLEM OR  
ANSWER A QUESTION FOR  
YOUR AUDIENCE**

## **THANK YOU EMAILS**

**GRAB ATTENTION AND MAKE  
THE CUSTOMER FEEL GOOD**

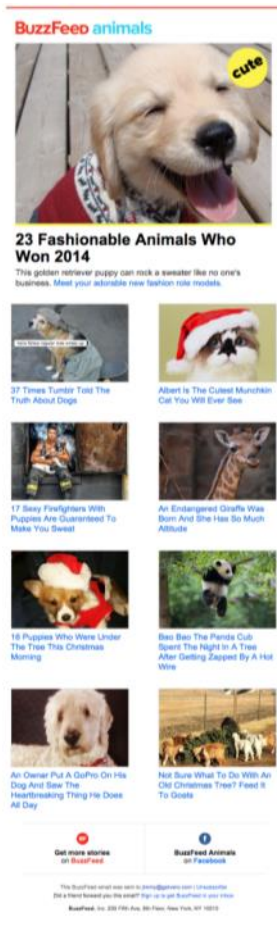
# NEWSLETTERS

Newsletter emails are great opportunity to keep you and your brand top of mind.

Engaging design is a great way to build an audience but the format matters less than the content.

Provide content primarily focused on value to the prospect.

- Leave a long lasting impression
- Make sure there is a real focus on great content



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# EDUCATIONAL EMAILS

Use product focused content, to make sure your customers are getting the right product information from you and not a competitor.


Highlight the advantages of using your product, as well as the disadvantages of not using it in an engaging format.


Focus on your prospects' pain points:

- How your product can address them
- Key features and benefits
- Differentiate product or service from competitors.



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**THE ALL-NEW NISSAN NP300 NAVARA**

We're incredibly excited about the all-new Nissan NP300 Navara arriving in 2015. It's already receiving acclaim, with reviewers praising its interior quality, fuel economy and design.


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**NISSAN REVEAL GT 2020 VIRTUAL SUPERCAR**

To celebrate the 15th anniversary of the legendary Gran Turismo driving franchise, we've revealed an exclusive sneak peek at the potential future of a high performance Nissan: The NISSAN CONCEPT 2020 Vision Gran Turismo.

WATCH THE VIDEO >



**PAYING TRIBUTE AT BATHURST 1000**

Nissan and Norton will celebrate the 30th anniversary of Nissan's first Bathurst 1000 pole position by driving a retro-themed Norton Nissan GT-R in the Bathurst 1000 this year.

READ OUR BLOG >

**\$2014 OFF 2014**  
SELECTED MODELS\*

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# THANK YOU EMAILS

You can thank people for just about anything.

Think about your messaging and content. Use it to make people aware of all of your offerings/services.

Use social proofing wherever possible.

- A great way of grabbing attention
- Makes the recipient feel good
- A chance to add value to your product or service.



# PROMOTIONAL EMAILS

LURE POTENTIAL BUYERS WITH OFFERS & EXCLUSIVES

## SPECIAL OFFERS

STIMULATE INTEREST  
THROUGH VALUED  
INCENTIVES AND DISCOUNTS

## SALES EMAILS

PERSUADE CUSTOMERS TO  
BUY THROUGH SHORT-TERM  
SALES

## INVITATION EMAILS

MAKE PROSPECTS AND  
CUSTOMERS FEEL VALUED AND  
SPECIAL

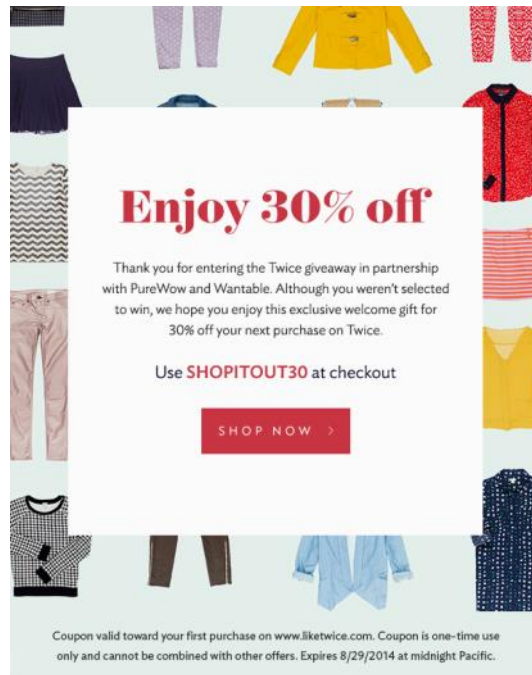


# SPECIAL OFFERS

Make sure all special offers have value for the customer and your business.

When you send a special offer, make sure you segment your lists first. You don't want to send a discount code to someone who has just paid full price.

- Provide real value - offer something of substance.
- Have a time limit on these types of offers



**Enjoy 30% off**

Thank you for entering the Twice giveaway in partnership with PureWow and Wantable. Although you weren't selected to win, we hope you enjoy this exclusive welcome gift for 30% off your next purchase on Twice.

Use **SHOPITOUT30** at checkout

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Coupon valid toward your first purchase on [www.liketwice.com](http://www.liketwice.com). Coupon is one-time use only and cannot be combined with other offers. Expires 8/29/2014 at midnight Pacific.

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# SALES EMAILS

Sale periods can be critical for generating revenue and building brand awareness.

Because of spam risks, make sure your sales emails are highly targeted.

- Engage customers with exclusives for special occasions such as Black Friday or Cyber Monday
- Provide special incentives for subscribers who have not yet become customers
- One size (campaign) doesn't fit all.



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# INVITATION EMAILS

A great way of making people feel special and valued is to invite them to something.

A special email list, an exclusive offer, a special community... it makes your customers feel good.

- Build anticipation for new products by requiring an invite to join
- Treat those that are ready to buy as VIPs



Your email inbox should help you live and work better, but instead it often buries the important stuff and creates more stress than it relieves. So the Gmail team built a clean, organized, and helpful inbox to work for you.



**See what's important at a glance**  
Inbox bundles up similar messages and shows you the highlights, like photos, reservations, purchases, and more.



**Keep everything to do in one place with Reminders**  
Add Reminders to your inbox so your to-do's are where you know you'll get back to them.



**Plan or procrastinate with Snooze**  
Snooze email or Reminders until you are ready to deal with them next week, when you get home, whenever you choose.

As part of early access, you're invited to download Inbox now. Try using Inbox instead of Gmail.

Cheers,  
The Gmail Team



# BEHAVIOURAL EMAILS

USE CUSTOMERS BEHAVIOURS TO HELP ENCOURAGE THEM TO BUY

## ABANDONED CART EMAILS

PERSUADE CART-  
ABANDONERS TO CHECKOUT

## MILESTONE EMAILS

REWARD CUSTOMERS FOR  
POSITIVE BUYING  
BEHAVIOURS

## RETENTION EMAILS

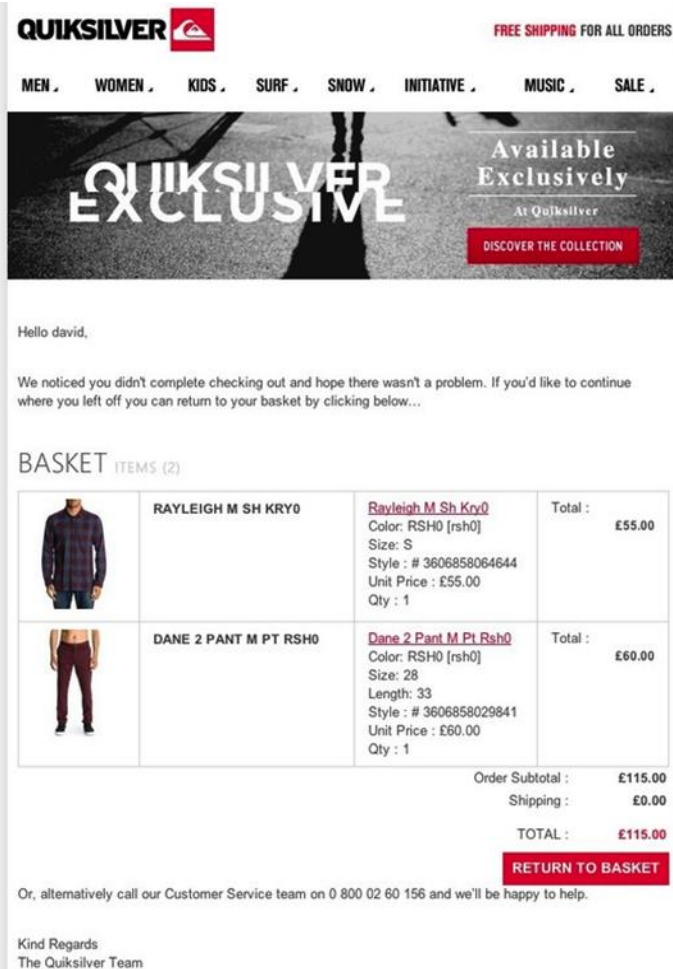
GET CUSTOMERS TO BUY AND  
BUY AGAIN


# ABANDONED CART EMAILS

According to research by the Baymard Institute, nearly 70% of shopping carts are abandoned.

And according to Marketing Land, *“more than half of cart retrieval emails are opened, and over a third of cart retrieval emails result in purchases.”*

- Keep it simple
- Remind customers what they have abandoned
- Encourage these customers to convert



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EXCLUSIVE



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Exclusively  
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DISCOVER THE COLLECTION

Hello david,

We noticed you didn't complete checking out and hope there wasn't a problem. If you'd like to continue where you left off you can return to your basket by clicking below...

**BASKET** ITEMS (2)

	<b>RAYLEIGH M SH KRY0</b>	<a href="#">Rayleigh M Sh Krv0</a> Color: RSH0 [rsh0] Size: S Style : # 3606858064644 Unit Price : £55.00 Qty : 1	Total : <b>£55.00</b>
	<b>DANE 2 PANT M PT RSH0</b>	<a href="#">Dane 2 Pant M Pt Rsh0</a> Color: RSH0 [rsh0] Size: 28 Length: 33 Style : # 3606858029841 Unit Price : £60.00 Qty : 1	Total : <b>£60.00</b>

Order Subtotal : **£115.00**  
 Shipping : **£0.00**  
**TOTAL : £115.00**

**RETURN TO BASKET**

Or, alternatively call our Customer Service team on 0 800 02 60 156 and we'll be happy to help.

Kind Regards  
The Quiksilver Team

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USE CUSTOMERS BEHAVIOURS TO HELP ENCOURAGE THEM TO BUY

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## MILESTONE EMAILS

REWARD CUSTOMERS FOR  
POSITIVE BUYING  
BEHAVIOURS

## RETENTION EMAILS

GET CUSTOMERS TO BUY AND  
BUY AGAIN



# MILESTONE EMAILS

Milestone emails are designed to deepen relationships, not create them, which means they will mostly be sent to existing users and customers.

A strong milestone accomplishes three main goals:

- Rewards people for good behaviour
- Reinforces the value your product is delivering
- Builds on the momentum by moving them to the next step



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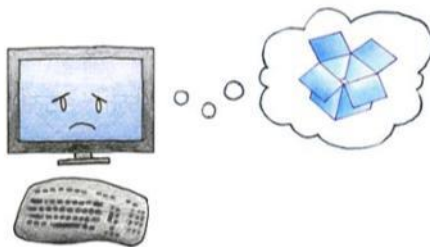
GET CUSTOMERS TO BUY AND  
BUY AGAIN

# RETENTION EMAILS

Retention emails are used to encourage customers to come back and buy or use services again.

At their best, user retention emails get automatically triggered when a user *doesn't do something*.

- Educate customers and engage with them
- Use special targeted promotions
- Use customer loyalty programmes to keep them coming back for more
- Listen to your customers and implement findings



Hi Chris,

We noticed that you signed up for Dropbox but don't have it on your laptop or computer yet.

Be sure to install Dropbox so you can:

- Easily save files to your Dropbox
- Always have your files on hand
- Quickly share photos or docs with others

[Install Dropbox](#)

Happy Dropboxing!  
- The Dropbox Team

P.S. Check out [our tour](#) if you need a refresher on what you can do with Dropbox.



# CONCLUSIONS

# LIFECYCLE LEAD NURTURING

Lead nurturing through the customer's full lifecycle is one of the most powerful and sought-after features of email marketing.

The relationship people, prospects, and customers have with your company develops over time and trust can be built.

Keep delivering targeted messages of real value at times when they're wanted.

**NURTURED LEADS  
PRODUCE, A 20%  
INCREASE IN  
SALES OPPS  
VERSUS NON  
NURTURED LEADS.**

# TOP TIPS

- Segment and target all communications
- Get personal with customisation
- Include obvious call to actions
- Be strategic with timing
- Provide value to your customers
- Act upon customers behaviours
- Deliver great content

BUILD RELATIONSHIPS THROUGH

**WELL**

**TARGETED**

**AND WELL**

**EXECUTED**

LIFECYCLE CAMPAIGNS



**QUESTIONS?**



**Together we can do digital better**

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