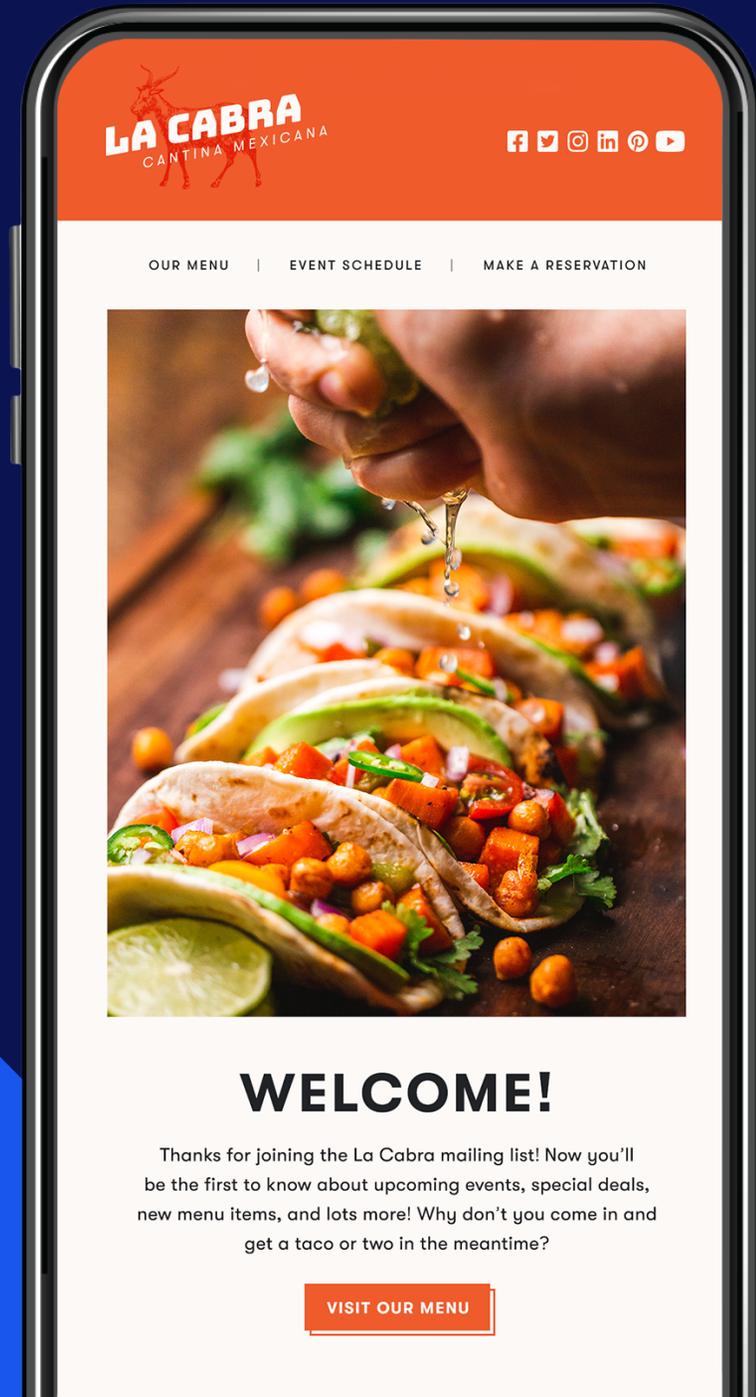




Send more, sell more.

Learn how email
marketing drives sales
for your ecommerce store.



Small business owners running an online store are always faced with the challenge of reaching out to existing and potential buyers to drive more sales.

Just because people are visiting your site, it's no guarantee that they're going to buy something. And once they leave your site, they may never come back. So what can you do to make sure you have some way to encourage new and repeat sales?

With email marketing, you can reach out to your existing and potential customers, send relevant and compelling emails, and drive more sales.

Using an easy-to-use email marketing tool, that is integrated with your ecommerce store, allows you to automate your branded communication. You can quickly and efficiently reach out to all your customers (or smaller groups of customers), drive more sales, and increase your return on investment.

Find out how email marketing for ecommerce allows you to send out the right message to the right customer at the right time.

Let's take a closer look at how email marketing allows you to get the most from your ecommerce store and drive sales

HERE'S WHAT YOU'LL LEARN:

- 01** Why existing contacts are important and how to collect new ones
PAGE 3
- 02** How to segment your contact lists for better targeting
PAGE 6
- 03** How to create and send more timely and relevant emails
PAGE 8
- 04** Drive ecommerce sales with email marketing
PAGE 15

01

Why existing contacts are important and how to collect new ones

As an ecommerce business owner, your focus and priority will always be more and more sales.

One way to give your sales a boost is to focus on your existing customers as a top priority.

Interestingly, Bain & Company has found that if you can increase your retention rates by just five percent, you can increase profits anywhere from 25 to 95 percent.

Your existing customers have already shown trust in your brand. Nurture that trust and build those relationships to drive more sales.

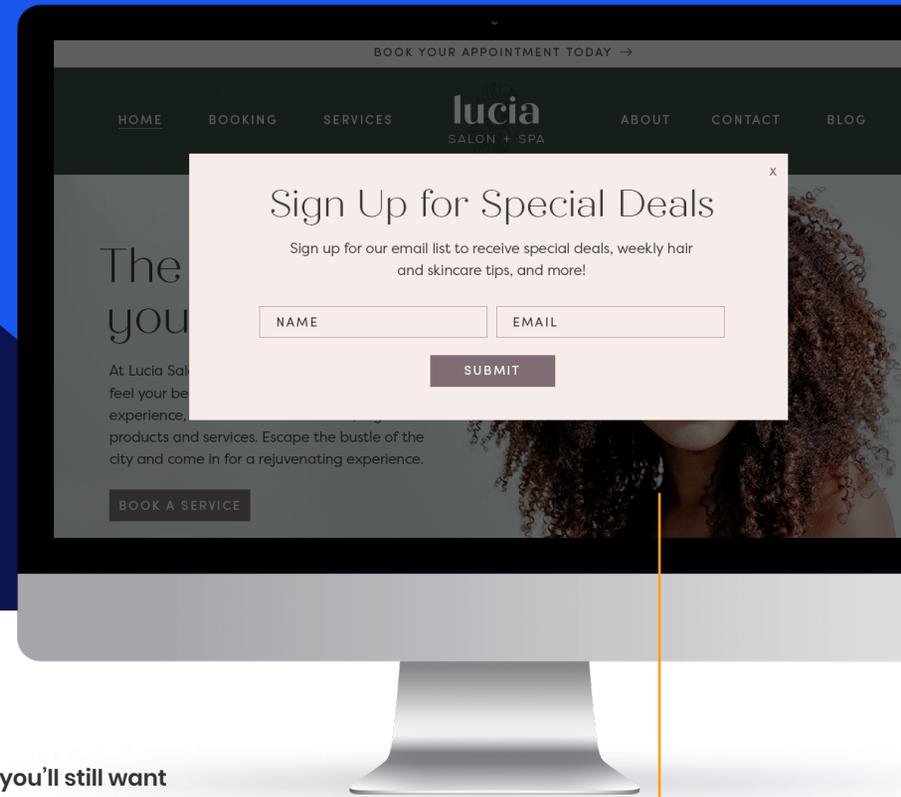
With email marketing, you can communicate regularly with your existing customers and contacts by sending relevant and personalized information and offers.

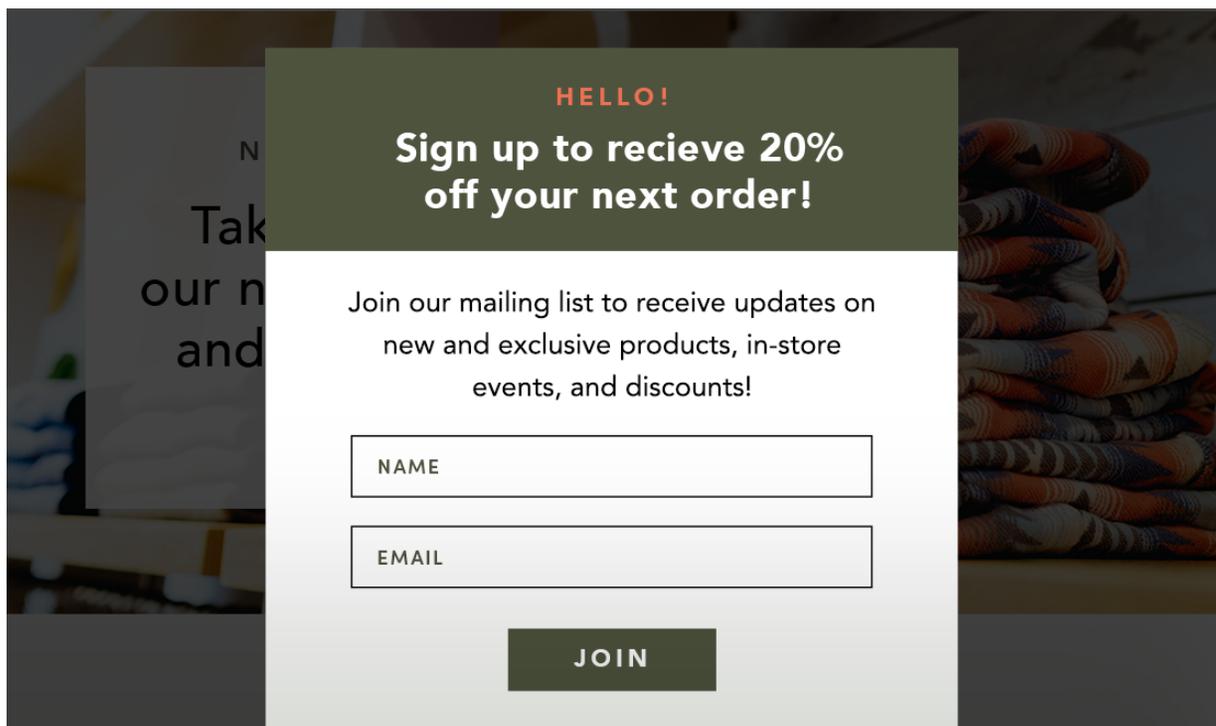
Of course, you'll still want to collect new contacts.

The more people you add to your list, the greater the chances for a boost in brand awareness, engagement, customer interactions, and most importantly — sales.

Think about all the different platforms and places that customers interact with you. Are most of your customers on Facebook, Instagram, LinkedIn, or Twitter? Then think of how you can use these platforms to collect new contacts. If you also have a brick and mortar store, you'll also want to collect new contacts onsite.

As more and more people join your email list, you can send out promotions, valuable information, offers, holiday deals, and more to drive sales and engagement for your ecommerce store.





Here's how to increase your chances of collecting more contacts.

Simply offer an incentive to someone who joins your email list.

For example, you could use a pop-up sign-up form on your e-commerce store to offer someone a discount in exchange for their email address, something like *'Sign up and get 20% off on your first purchase.'*

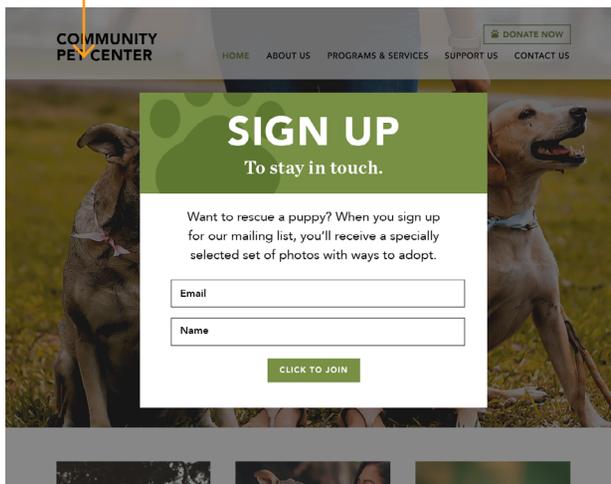
Lead with an incentive, and then give details of what they should expect by being on your list. Let them know if they'll get updates on new products, monthly newsletters, offers and discounts, or other information.



DID YOU KNOW?

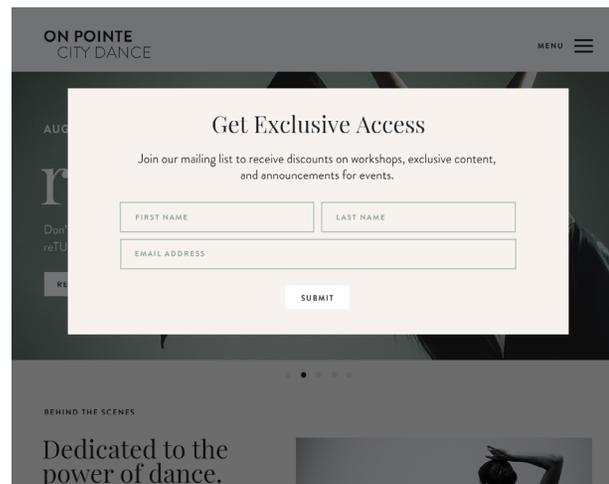
Integrating your e-commerce store with Constant Contact allows you to create sign-up forms to convert website visitors into email contacts, set up text-to-join for mobile users, and run Facebook Lead Ads to collect new contacts automatically.

Here are some other examples of incentives you could offer in exchange for contact information.



Giving an incentive increases the chances of someone signing up, and then you have more chances to keep them coming back to your online store for more and more.

Now let's take a look at how you can send more targeted emails using segmentation to group contacts by similar characteristics.



REMEMBER



Focus on existing customers to drive repeat business



Use all platforms and places you interact with customers to collect new contacts



Offer an incentive to increase your chances of someone signing up



TIP

Constant Contact makes it easy to create Facebook Lead Ads to capture new signups. Contact information gets added right to your account.

02

How to segment your contact lists for better targeting

Your goal with email marketing should be to create more relatable, personalized, and compelling messages that drive more sales. It's easier to do that when you can be more precise about who you're talking to.

When you segment your contacts into specific lists you can send more targeted messages that are relevant to the people on those lists.

How do you start segmenting your lists?

Segmentation goes beyond your general interest or 'all contacts' list. It's where you get more specific.

1

One way to segment your contacts is based on how long they've been a customer (tenure):

PROSPECTS

People who have never previously purchased your products

NEW

People who have just bought a product for the first time

LOYAL

People who regularly buy your products

BEST

People who have a purchase total greater than the average customer purchases

2

You can further segment your customers based on their buying behavior:

REPEAT

People with a number of purchases greater than one

ONE-TIME

People who have purchased your products just once

LAPSED

People who have not purchased anything after 120 days



TIP

Easily integrate your Shopify account with Constant Contact to automatically create these lists and segment your contacts.

These segments are just the beginning. As you get to know your customers and their interests, you can create more narrowly defined segments. Then you can showcase and sell the right products to the right customers at the right time.

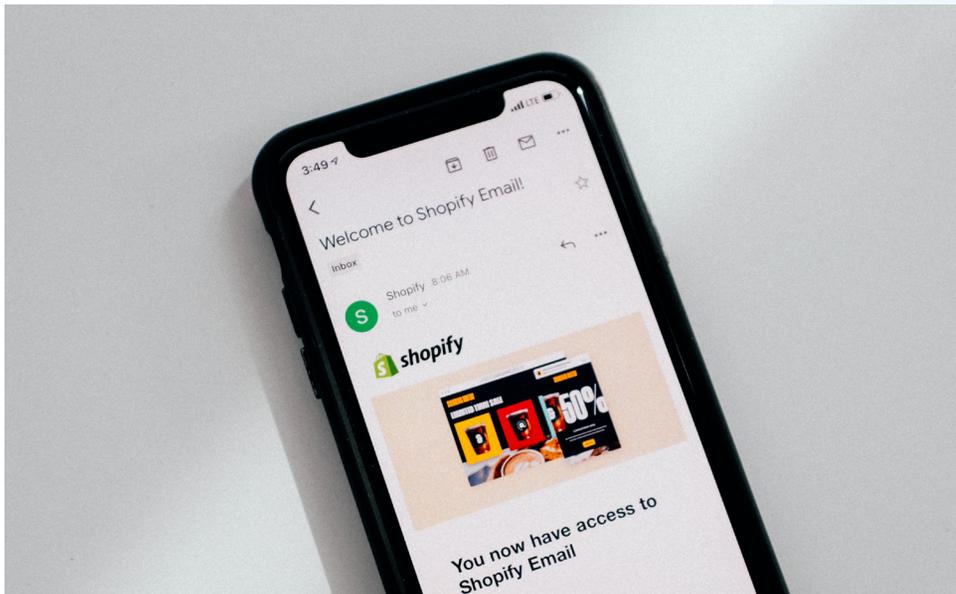
Say, for example, you own a pet shop that offers treats for dogs, cats, and birds.

You can create distinct segments for:

- Dog owners
- Labrador
- Cat owners
- Persian
- Bird Owners
- Parakeet

You see how you can keep diving deeper to further segment your audience.

Of course, as you gain more knowledge of your customers, you can also segment by contact details or demographic information such as location, gender, marital status, and more.



Think about the ways you could segment your contacts.

Are there groups that have a specific tenure?

Are there groups that have similar behaviors?

Are there groups that have common interests?

What contact details would be valuable to group your contacts by?

Once you have your segments in place, you can think about specific email campaigns you can create for different groups.



TIP

Constant Contact's segmentation tools enable you to send the right messages to the right people at the right time.

03

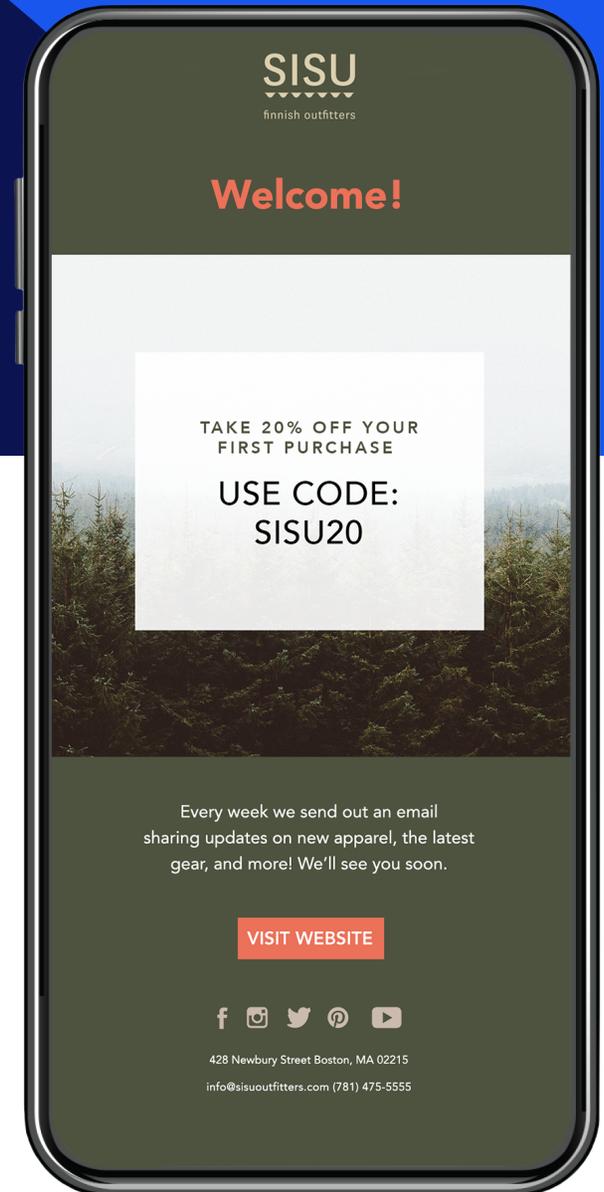
How to create and send more timely and relevant emails

Timely and relevant means sending the right message to the right person at the right time.

You can achieve this goal by using segmentation and automation together. Automation gives you the freedom to market your ecommerce business while you take care of all the other things you need to do to keep your business running. You create an email, or a series of emails, once, then specific actions, like joining a list or clicking a link, trigger the email(s) to send automatically with timing you set.



Let's walk through a few email examples for different segments.



SEGMENTATION BY

Tenure

Here's an example of how you could and should send timely and relevant emails to new contacts or 'prospects' to drive sales and awareness for your business. Say a new contact signs up for your email list to get a 20 percent discount you promised, follow up with a two-email Welcome series.

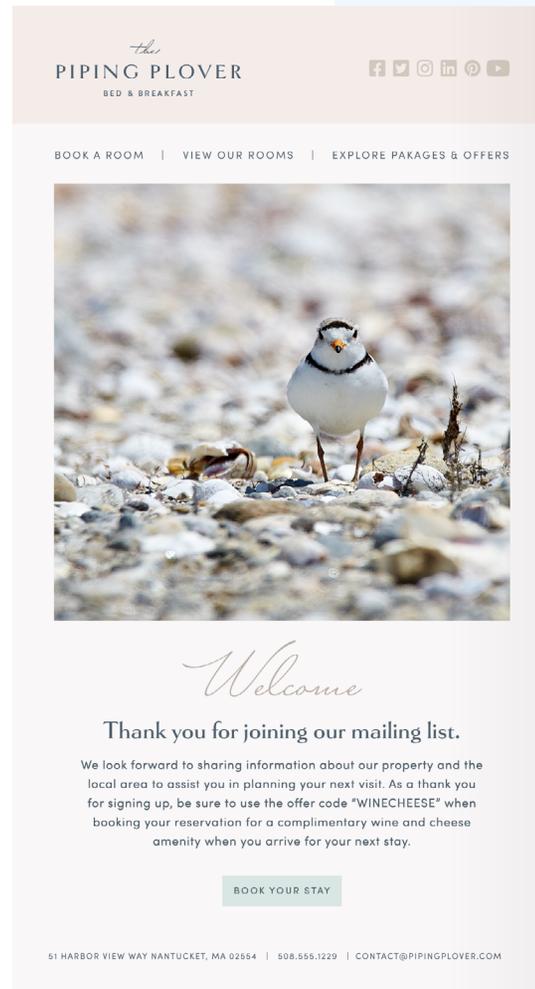
Immediately send the first email to do three things:

- Fulfill the promise
- Welcome them
- Set expectations about how frequently they'll hear from you and what they'll hear about

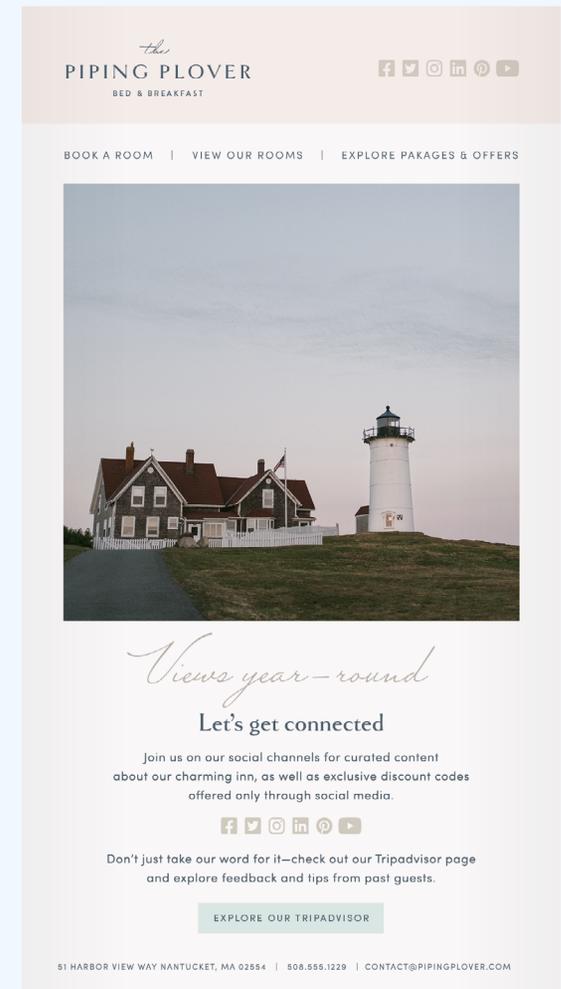
Within the next few days, send a second email that invites customers to connect with your brand on your social media channels. This gives your business another opportunity to stay top of mind and engage with your contacts.

Additionally, when people follow, like, share, comment, or tag you on social media channels their connections notice you too, exposing your business to new prospects.

Welcome Email



Invitation to Connect



Here's an example of what the two-email Welcome Series emails looks like (Welcome and Invitation to Connect).

SEGMENTATION BY

Buying Behavior

Let's say a new customer purchases a product for the first time.

You could set up an onboarding series of emails to help that customer get the most from your product. The better their experience with your product or service the more likely your customer will shop with you again and spread the word about your business

Use a series of three emails:

1

EMAIL ONE

Thanks/Getting Started

To say thank you for the purchase and to give the customer helpful information about getting started with the product.

2

EMAIL TWO

Educational Information

To provide more tips about getting the most from your product.

3

EMAIL THREE

Ask for Feedback

To encourage customers to write a review or share their experience with you directly.



TIP

Constant Contact integrates with ecommerce platforms like Shopify, WooCommerce, and BigCommerce.

Easily send abandoned cart emails, add product images, manage email lists, send emails based on the purchase or browsing history, and other features that make your emails more timely and relevant to drive sales.

Here's an example of what an onboarding series could look like:



1 EMAIL ONE
Thanks/Getting Started



2 EMAIL TWO
Educational Information



3 EMAIL THREE
Ask for Feedback

SEGMENTATION BY

Interests

Another effective way to keep your email messages timely and relevant is to use click segmentation.

What's click segmentation?

It's a way to automatically segment your contacts into a particular list, based on interest expressed by someone clicking on a link in your email.

For example, if your ecommerce store sells handmade jewelry and you're about to add a new line of bracelets, you could send out an email to gauge interest from those on your list. When they click on the link in your email, they'll get added to your "new bracelet line" list and you can have a series of emails with follow-up information ready to go.

What should go in those follow-up emails?

Try using a three-part email series.

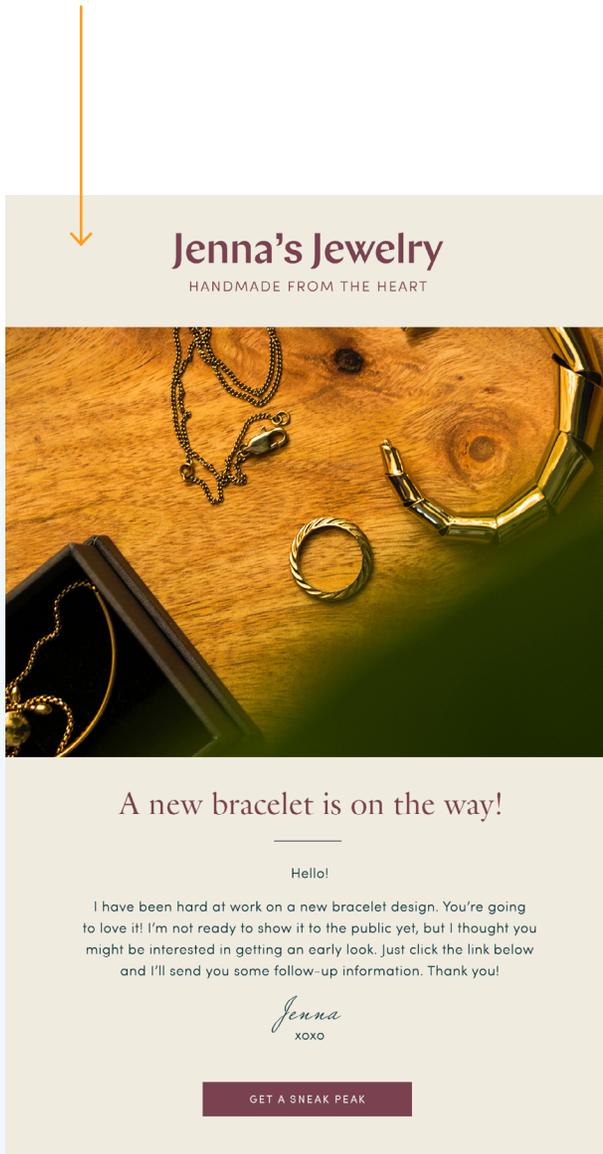
- 1 EMAIL ONE**
Gives reasons why you designed the new bracelets
- 2 EMAIL TWO**
Focuses on a unique aspect of the bracelets
- 3 EMAIL THREE**
Invokes the fear of missing out, or FOMO, on these bracelets



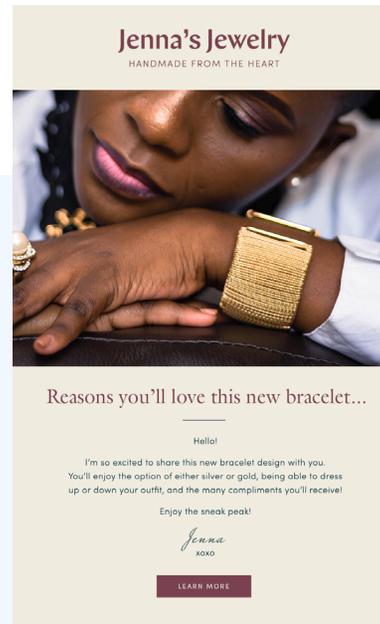
DID YOU KNOW?

With Constant Contact's Resend to Non-openers feature, you can automatically resend an email to anyone who didn't open it the first time you sent it.

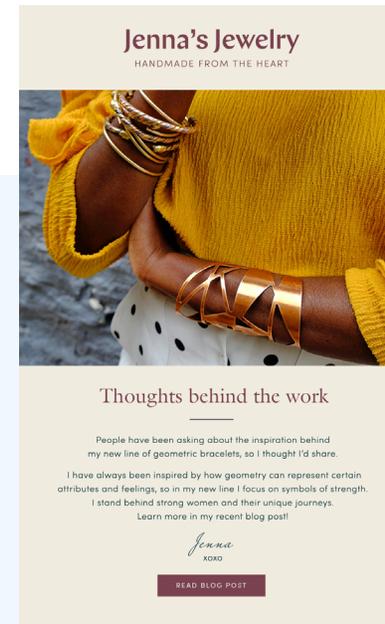
Here's what these emails could look like:



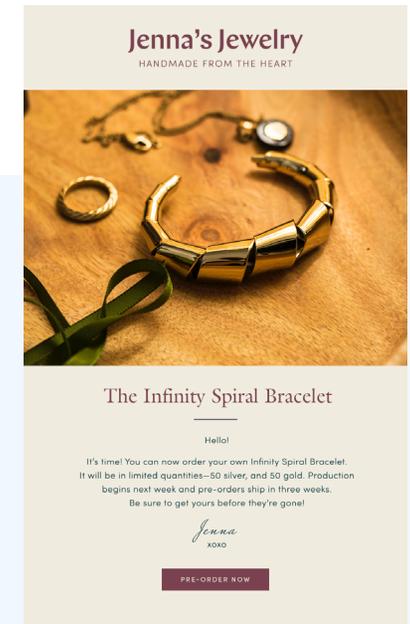
Gauge Interest



- EMAIL ONE**
Gives reasons why you designed the new bracelets



- EMAIL TWO**
Focuses on a unique aspect of the bracelets



- EMAIL THREE**
Invokes the fear of missing out, or FOMO, on these bracelets

SEGMENTATION BY

Contact Details

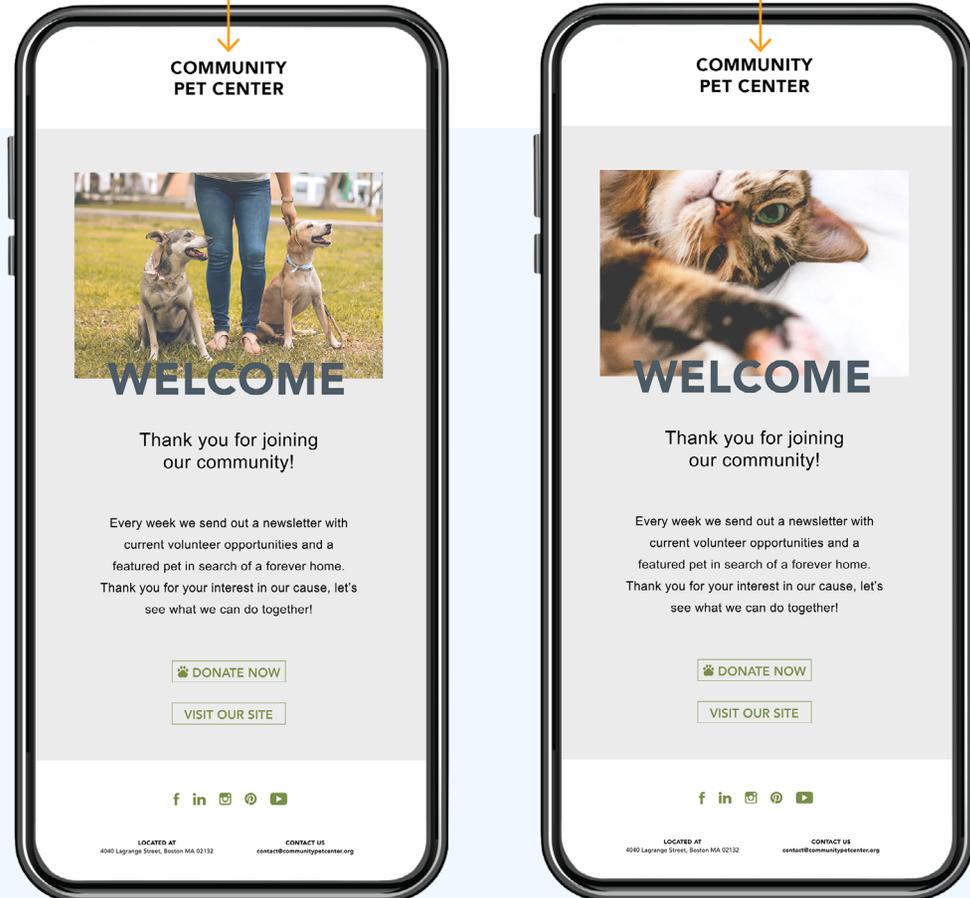
Let's say you wanted to offer a coupon for 20 percent off. But you wanted that offer to feel more personalized to the contacts receiving it.

With Constant Contact's Dynamic Content feature you could send one email that would show different content for different people, based on the information you have from them.

For example, if a pet store knew the type of animal owned by a customer, they could use dynamic content to send one email with the coupon but make the offer feel more relevant by showing a picture of the type of animal owned by each customer.

DYNAMIC CONTENT

Show relevant content for different customers



Timely and relevant emails drive more sales

The more timely and relevant your emails feel to the contacts receiving them, the more likely you are to drive sales. Use the examples above to generate more sales for your ecommerce business by segmenting your contacts by tenure, buying behavior, interests, and contact details.

04

Drive ecommerce sales with email marketing

Email marketing allows you to drive more sales for your online store by sending the right messages to the right people at the right time.

TO GET THE BEST RESULTS, REMEMBER:

Focus

On generating repeat business from your existing customers while adding new contacts to your email list.

Segment

Your contacts into smaller groups to send more timely and relevant offers.

Create

Specific campaigns for your segments to drive more sales.



Ready to drive more sales with email marketing?

Constant Contact's email marketing tools for ecommerce make it easier to get the right message to the right people at the right time.

