



# EMAIL FOR RETAIL

presented by Maxmail

# What's Inside

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Hello. It doesn't matter if you're a brick-and-mortar store, an online retailer, small or not so small. We will show you how you can build your email list and use this list to keep your customers shopping with you. A survey run by Compete found that 46.2% of people receive at least 10 emails from retailers each week. 19.9% of people say that they receive more than 30 retailer emails each week. These are emails subscribers have opted in to receive. People want emails. Email still reigns supreme, a highly effective communication tool, connecting retailers and their shoppers.

Online or offline retail, this guide will explain how you can use email marketing to get customers buying more and more frequently. What you will learn:

- How to build your email list
- How to create retail emails
- How to create cart abandonment auto responders
- Using Google analytics to track email referrals

Need help? Contact our [support](#) team or if you prefer, our [Support Docs](#) can take you through step-by-step.

Let's get started.

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# Building Your Email List

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So you have a store, online or offline, maybe both. You'll want to (or maybe you are) send emails to your customers. You should because 66% of consumers have made a purchase from a retailer as the result of an email they received and 60% have visited a brick-and-mortar store after receiving an email.

If you are a brick-and-mortar retailer collect email addresses in store. Use a [HTML sign up form](#) to collect emails on your website or Facebook page. Got an online store? At the checkout process, ask for permission to send emails to your customers. Make subscribing easy. Do not ask for a lot of information. First name and email address is enough. Let your subscribers know you respect their privacy and state you will not share their information with third parties.

## Obtain permission

A customer providing their email address at the online checkout point, is not obtaining permission to send emails. 76% of customers do not want to be emailed if they have not opted in. To avoid spam abuse reports send a [double opt in campaign](#).

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Create an [auto responder](#) for welcome emails that are triggered by new subscriptions. 76% of customers expect a welcome email after they subscribe and this gives you the opportunity to introduce your brand and set the expectations for future email campaigns.

## Creating and importing a list

We recommend you create one list and use the segmentation feature to create targeted email campaigns.

1. In the navigation menu click on the **Manage Subscribers** tab. Then click **Create New List**.
2. Fill in the list name and the email where notifications are sent to. Continue to next step.
3. Define **Custom Fields** in your list. Custom fields can either be in the form of plain text, drop-down list of pre-defined options, date, check box or a paragraph.

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**Create a new custom field**

**Default Value:**

[Create Custom Field](#)

**Type of field**

- Text Field
- Text Area
- Dropdown Option Field
- CheckBox
- Date

| Field Name    | Active                              | Required | Actions |
|---------------|-------------------------------------|----------|---------|
| First Name    | Yes                                 | Yes      |         |
| Last Name     | Yes                                 | Yes      |         |
| Email Address | Yes                                 | Yes      |         |
| Mobile Number | Yes                                 | Yes      |         |
| Company       | <input checked="" type="checkbox"/> | No       |         |
| Age Group     | <input checked="" type="checkbox"/> | No       |         |

Done! Now you have created your list create an email campaign to send your subscribers.

## Personalization

Be smart about it and send personalized emails. Many retailers are sending content targeted to specific groups of people who share similar interests. Base your personalized email on information you've gathered about specific groups of customers, by segmenting your list. Information such as customer purchase history, online customer profiles and website behavior can be used to create highly targeted email campaigns.

Consumers are more likely to open and read an email that includes more personalized content, especially when they see their favorite products or a topic they are really interested in.



Personalized emails are important for when you are emailing your loyalty members, who can receive exclusive offers, early access codes or free gifts.

## Capturing customer data

Along with asking for a customer's email address when they sign up for your newsletters, consider asking a few questions about your subscriber as a way of making sure you won't send them irrelevant information. Keep your sign up form short because long ones can put people off from subscribing.

When someone signs up for your newsletter, inform them on the type of marketing messages they are likely to receive. In your sign up form, let your subscribers know what kinds of emails they are signing up for and how often they will be seeing them in their inbox.

For example, Reiss asks for basic information such as your name, gender and preferred store along with your email address. They clearly tell subscribers what they'll be getting in emails and that is the "latest fashion news, product arrivals and trend stories and exclusive online promotions". They also reassure customers that their personal information will not be shared with third parties and that it is simple to unsubscribe.

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## EMAIL SIGN UP

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Sign up now and make sure you're the first to know about our latest fashion news, product arrivals and trend stories and exclusive online promotions!

\* REQUIRED FIELDS

|                        |  |
|------------------------|--|
| Email address*         | <input type="text" value="davemothtest@outlook.com"/>                    |
| Confirm email address* | <input type="text" value="davemothtest@outlook.com"/>                    |
| First name*            | <input type="text" value="david"/>                                       |
| Last name*             | <input type="text" value="moth"/>  |
| Newsletter preference* | <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female |
| Region*                | <input type="text" value="LONDON"/> ▼                                    |
| Preferred store        | <input type="text" value="COVENT GARDEN"/> ▼                             |

SIGN UP

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# Designing the Welcome Email

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Roll out the red carpet and greet your new subscribers with a well-designed welcome email.

## The subject line

A standard subject line will go something like this: “Welcome to (brand name)”. However, don’t be boring if your brand image is anything but. For example Topshop’s subject line says: “Welcome – you’re in for some serious style”. And the quirky people at Threadless say: “Welcome, pal! Open for the stuff we tell special BFFs like you about.”

## The header

To maintain brand consistency across your digital presence, It is a good idea for your header to be identical to your website / online store. For example, Selfridges uses identical logos, colors and fonts in their welcome email as they do on their website.

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# SELFRIDGES & CO

BRANDS WOMEN MEN BAGS SHOES BEAUTY KIDS HOME & TECH FOOD & DRINK GIFTS

**NEW** CLICK & COLLECT ▶

OUR SIGNATURE GIFT BOX ▶

DELIVERY WHEN YOU WANT IT ▶

## WELCOME

Now a confirmed fashion insider, you'll be treated to our emails brimming with the best of Selfridges.

From the latest designer arrivals to exclusive homewares and in-store events, personalise your emails today so we can keep you in the know about the things you love.

**PERSONALISE YOUR EMAILS HERE ▶**



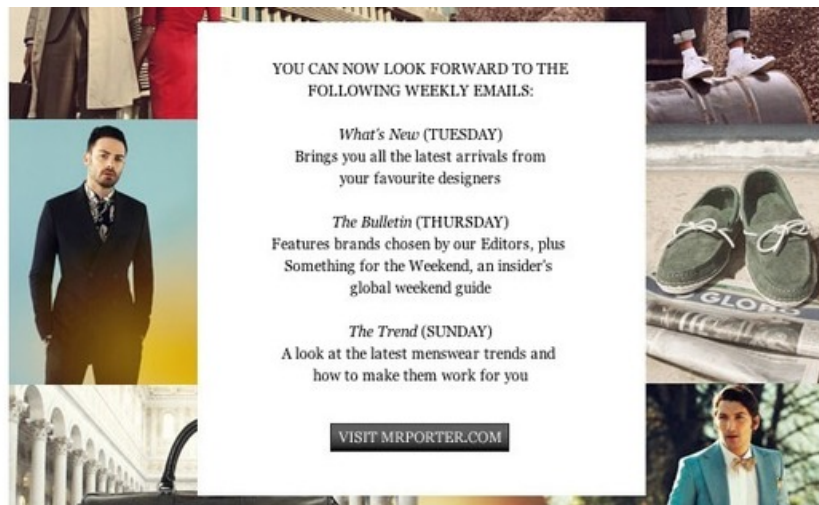
 **CLICK & COLLECT ORDER BY 4PM TODAY, GET IT FIRST THING TOMORROW\*** 

## The content

Keep content brief and to the point. Also add in a vivid image to avoid your email looking dull and boring. For example, Mr Porter's welcome email has an attractive background and takes the opportunity to remind their subscribers what they've signed up for.

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## Call to action

Take the opportunity to encourage subscribers to click back to your website and online store with a call to action. Some welcome emails come with a % off code to use for a customer's first transaction with them. Put an expiry date on this and it will make interested subscribers act faster.

Make each email you send out worth viewing visually as well as for the content and offers being promoted. A good example of a well-designed welcome email is one that has:

- High quality, enticing image shots
- Clear calls to action
- Content that is brief and to the point
- Quick links back to your website and online store

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# Auto Responders for Abandoned Carts

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A study by [SeeWhy](#) analyzing the online shopping behavior of over 600,000 people and a quarter of a million transactions found that 99% of online shoppers will not buy from your store on the first visit but 75% of these customers return.

Once a cart is abandoned you should send out an auto responder within the first 12 – 24 hours. Use this auto responder email to reduce the risk of shopping online with you. Here are some tips for what to include:

## Include images of the abandoned cart items

As well as images, include any reviews or recommended products as well as a single call to action to send visitors back to the abandoned cart.

For example, save the item in the cart for the shopper (include the number of hours or days) and include a link to send the shopper back to the checkout process.

## Always clearly state shipping costs

Do you have flat rate shipping? Offer free shipping on all orders or free shipping over a dollar value? Unexpected

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costs are the main reason for cart abandonment. Always communicate shipping costs and any taxes that may be applied. No one likes those sorts of surprises.

### Communicate other benefits

Do you offer live support, gift wrapping, or free returns? Use this to your advantage because research finds 56% of customers are willing to switch brands based on better customer service. State your returns policies and satisfaction guarantees also.

### Ask them to join your loyalty program

If you don't have a loyalty program, consider it. Forrester Research found that members of loyalty programs spend on average 13% more and more frequently.

Offer a discount off the first purchase and communicate the advantages of being a member of the loyalty program. Do not offer a discount for any other reason. Offering discounts is not part of the cart recovery strategy and customers would expect a discount for each time they abandoned their shopping cart.

Cart abandonment is not lost sales. They are potential sales. Using email marketing to retarget these online shoppers generates sales and demonstrates exceptional customer service.

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# Tracking Email Website Referrals

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## Using Google Analytics to track email referrals

Google Analytics is a great tool to monitor your email conversions once a subscriber hits your website/online store. Google Analytics will tell you:

- The number of conversions you got from an email campaign
- The length of time subscribers stayed on your website

Let's configure Google Analytics to give you these insights. This is simply done by tagging your email links. If you don't tag your email links, these will be classified in Google Analytics as Direct Visits. Direct Visits includes every one who visits your website regardless of the source they clicked from. You want to isolate your email traffic from other traffic sources by adding tags to the end of your URL's.

To do this, use the [Google URL Builder Tool](#). Enter your website URL, Campaign Source and Campaign Medium such as the example below:



**Step 1:** Enter the URL of your website.

**Website URL \***

(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

**Campaign Source \***

(referrer: google, citysearch, newsletter4)

**Campaign Medium \***

(marketing medium: cpc, banner, email)

**Campaign Term**

(identify the paid keywords)

**Campaign Content**

(use to differentiate ads)

**Campaign Name \***

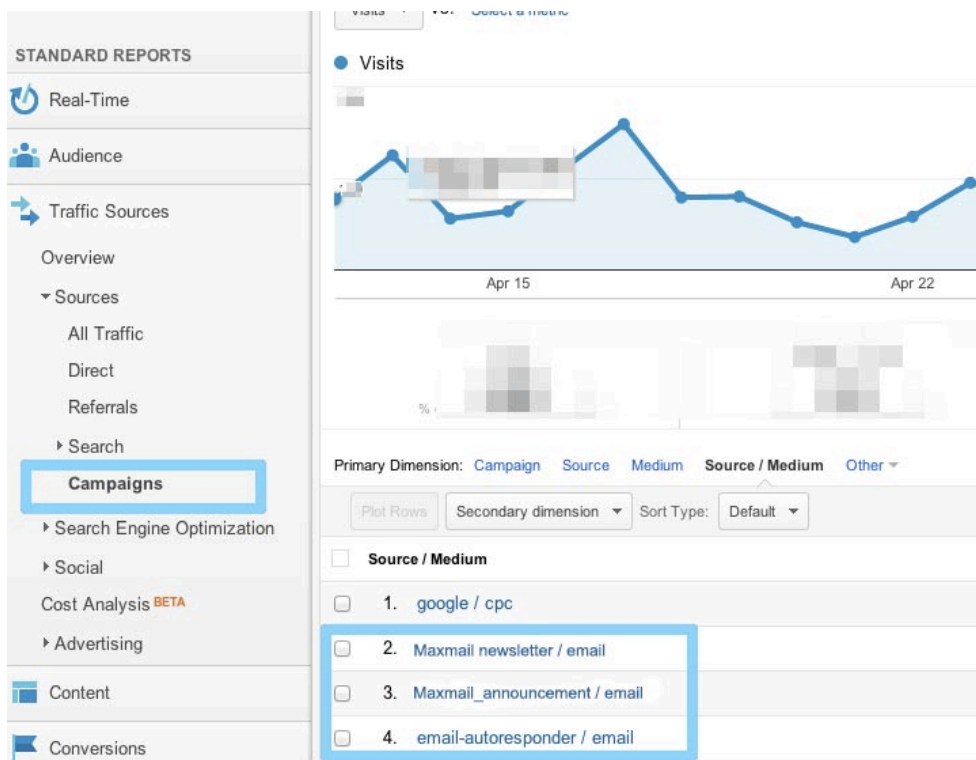
(product, promo code, or slogan)

Submit

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After hitting the submit button, the tool will generate a tagged URL that you can add to your email. When your campaign is sent out, you can track traffic bought in by the campaign in Google Analytics by clicking on **Campaigns** in the navigation pane and looking for the **Campaign Name**.



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