

Headline: 5 Ways to Drive E-commerce Growth with Marketing Automation

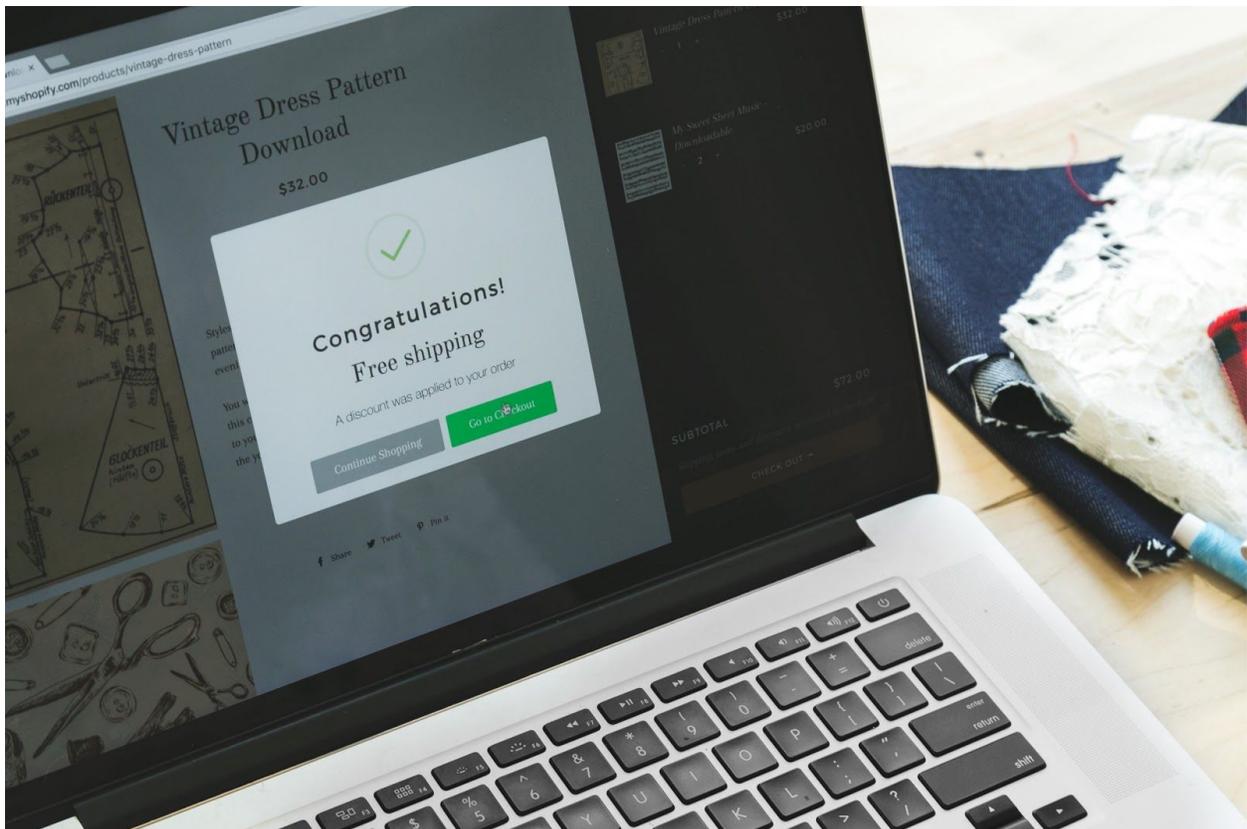
Sub: E-commerce sales will reach \$4.5 trillion by 2021. Here are five strategies to drive e-commerce sales with marketing automation and stake your share.

Headline: How to Leverage Marketing Automation for E-commerce Success

Sub: E-commerce sales will reach \$4.5 trillion by 2021. Here are 5 ways to stake your share of internet revenues with marketing automation for e-commerce.

Headline: 5 Ways to Drive Sales with Marketing Automation for E-commerce

Sub: E-commerce sales will reach \$4.5 trillion by 2021. Here are 5 strategies to help you drive e-commerce sales with marketing automation.



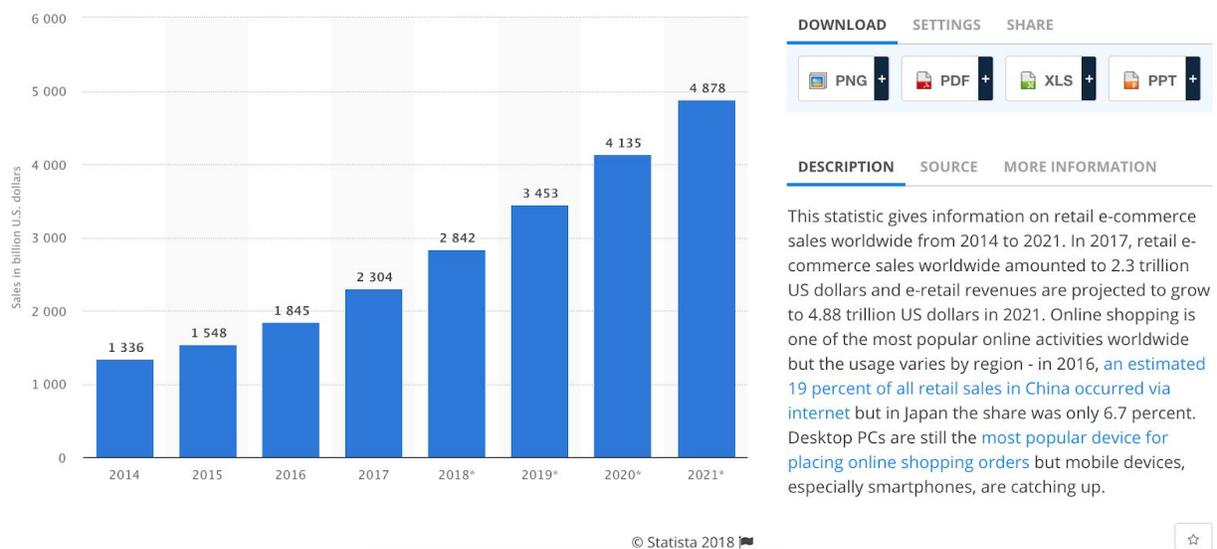
[\(Source\)](#)

E-commerce is becoming the new norm for consumers. Research by the Pew Center found that [80% of Americans shop online, and 15% shop online weekly](#).

Though consumers still prefer to make big-ticket purchases at the brick and mortar, online purchasing is surging.

Statista predicts that [retail e-commerce sales will reach a massive \\$4.5 trillion by 2021](#). That's a 246.5% increase worldwide from \$2.3 trillion in 2017.

Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)



[\(Source\)](#)

For marketers, these numbers are a signpost to possibility – and a wakeup call.

Established e-commerce brands already use marketing automation because it allows them to stake their share of internet sales. With consumers in control of the buyer's journey, automation platforms offer a variety of critical benefits.

You can leverage customer data to reach buyers at decisive micro-moments. Save yourself time and increase productivity by automating workflows for once laborious tasks. Or simply deepen customer relationships by orchestrating campaigns that target key touchpoints.

All this will help to drive customer retention, loyalty, and recurring revenues. So, how will you make the most out of your automation platform for e-commerce?

Here are five key strategies to help you reach, engage, and convert your best customers.

1. Automate List Segmentation Based on Behavior

Actionable customer data is pivotal to- ecommerce success. However, data is only useful when it responds to user behaviors in real-time.

Automatic list segmentation lets you translate user interactions into future engagement. To begin, open an automated segmentation workflow, then set your parameters and triggers.

The platform will instantly collate all current and future users according to established trigger conditions. The example below shows an email drip campaign workflow used to group leads by website activity.



([Source](#))

These dynamic groupings enable you to respond directly to user behavior and deliver the perfect message at the perfect moment. Easy segmentation workflows will also save you bundles of time on data assembly.

Email marketing is powered by list segmentation. For example, MailChimp found that [segmented email campaigns received 14.32% higher open rates](#) than non-segmented campaigns.

Rather than delivering a benign newsletter, target users with specific content to suit their history. The more relevant and personalized the email, the more likely the prospect is to open and convert.

Each interaction advances a positive customer relationship and provides data for future campaigns. What did they open? Where did they click-through? When did they bounce?

Responsive and automated segmentation brings awareness and precision to your e-commerce marketing.

2. Create a Welcome Email Workflow

The welcome email is key, both as a first impression and as an invitation. Use it to introduce customers to your brand, outline what's to come, and encourage immediate engagement.

People are highly motivated to hear from you right after they first sign-up. In fact, a study by Experian found that [welcome emails receive nearly 4x and many opens 5x as many clicks](#) as typical promotional emails.

An automated onboarding campaign will allow you to:

- Introduce the user to your brand and its story
- Detail how your store works
- Direct them to important links on your site
- Show them how to contact customer support
- Gather new customer information based on their behavior
- Set expectations for the frequency of your communications
- Serve them relevant content to further their engagement
- Offer special discounts to new users for email signup

The goal is to help customers remember your brand, return to your site, and establish a rapport. For example, here's a welcome email from the outdoor retailer REI.



- SHOP REI
- CLASSES
- TRAVEL WITH REI
- REI OUTLET
- CAMP & HIKE
- CLIMB
- CYCLE
- FITNESS
- RUN
- PADOLE
- SNOWSPORTS

WELCOME!

We love that you signed up for our emails. And to show our appreciation, here's a 15% off coupon. Sure, there are [disclaimers](#), but it doesn't make our gratitude less real.

[▶ GET THE COUPON](#)

Life Outside

LOVING THE OUTDOORS + SHARING THE LOVE

Through our nonprofit partnerships + national grants, the co-op protects and cares for the natural places our members love.

[▶ LEARN MORE](#)

HELP US GET IT RIGHT

We want to give you the scoop on gear, events and activities. The more you share about what you love, the better we can do this.

[▶ DIAL IT IN](#)

NOW GET OUT THERE

Discover new gear and Expert Advice for your next adventure.

- CAMP + HIKE
- CYCLE
- FITNESS
- PADOLE
- CLIMB
- SNOWSPORTS

[\(Source\)](#)

This welcome email succeeds by immediately reinforcing a positive brand experience with photos of happy customers. The discount coupon CTA is central, but the company also includes links to other website sections to entice clicks if a purchase isn't top of mind.

A welcome email that offers options will help you to collect more user data – and drive conversions.

3. Reach Out to Your Less Engaged Customers

Customer engagement is predictive of organic growth. The greater the volume of engaged customers, the higher your sales will be.

Marketing automation allows you to identify which customers have fallen off and how best to recapture their interest. For example, Experian found that e-commerce [customers who receive numerous cart abandonment email are 2.4x more likely to finish a purchase](#) than those who receive only one.

The focus of customer engagement campaigns is to rekindle the reason customers first came to you. What do they want? Why do they want it? Which channels brought them to you? How did they engage?

Create an automated workflow to target these individuals in your database. Set customer lifecycle markers, such as 30, 60, and 90 days of inactivity.

Also consider which behavioral markers indicate disengagement, such as unopened emails or cart abandonment. Reference the user's engagement history and leverage their preferences for content, products, or channel when targeting.

For example, this cart abandonment email from J. Crew reminds customers that there are sale-ready items in their cart.

Have another look

View on a web browser

J.CREW

WOMEN

MEN

GIRLS

BOYS

SALE



Here's What's in Your
SHOPPING BAG

(Nice picks, btw.)



now on sale

*Slim end-on-end
cotton-linen shirt in
red plaid*

SHOP NOW >

SALE SURPRISES

SEE WHAT'S NEW IN SALE >



[\(Source\)](#)

The retailer succeeds by using a bold orange color to declare the sale item while alerting readers to new sales items. Enticing customers with novelty and fresh value works to overcome dormancy.

4. Appreciate Your Best Customers

The best brands know that customer retention is as important as customer acquisition.

According to Forrester, [it costs 5x more to acquire a new customer](#) than to satisfy a current customer.

Research also shows that [repeat customers spend 67% more than new customers](#).

In other words, invest in your already happy customers to achieve rapid growth.

You can use the lead scoring workflow in your marketing automation to identify your most loyal customers. After you set the filtering criteria, you'll see a customer ranking screen like this:

Here are the top web leads we pulled together from yesterday.

LEADS			
1	 <p>Norm Peterson Last on Sat, Aug 22nd at 5:42 pm 3525554554 norm@comedyrelief.com Web: comedyrelief.com</p>	1 Recent Page View(s) SharpSpring	 <p>6110 Lead Score</p>
2	 <p>Cliff Clavin Last on Sat, Aug 22nd at 9:04 am cliff@bartopconsult.com Web: bartopconsultant.com</p>	1 Recent Page View(s) SharpSpring	 <p>2092 Lead Score</p>
3	 <p>Sam Malone Last on Sat, Aug 22nd at 4:05 pm sam@hotmail.com</p>	7 Recent Page View(s) Time Spent: 21 minutes SharpSpring	 <p>1865 Lead Score</p>

[\(Source\)](#)

Triggered email campaigns are your primary tool for these interactions. From your email dashboard, you can invite these loyal customers to engage in a variety of ways:

- Customer loyalty programs to help customers feel exclusive and valued
- Up-sells and cross-sells for pricier offerings
- Referral offers that offer double-sided rewards to both parties
- Surveys to demonstrate that you care

When your loyal customers respond, send them a discount or special offer. This helps to further incentivize advocacy and generate goodwill to deepen brand loyalty.

Ultimately, this creates a positive feedback loop of engagement that will drive referrals and recurring revenue.

In the example below, Starbucks sends a brilliant personalized email to its rewards members.

MY STARBUCKS
REWARDS 


YOUR ACCOUNT



MEMBER EXCLUSIVE

BONUS STAR



Enjoy a little bonus, just for being you.
Come visit us and collect a Bonus Star on
any espresso purchase you'd like.

[\(Source\)](#)

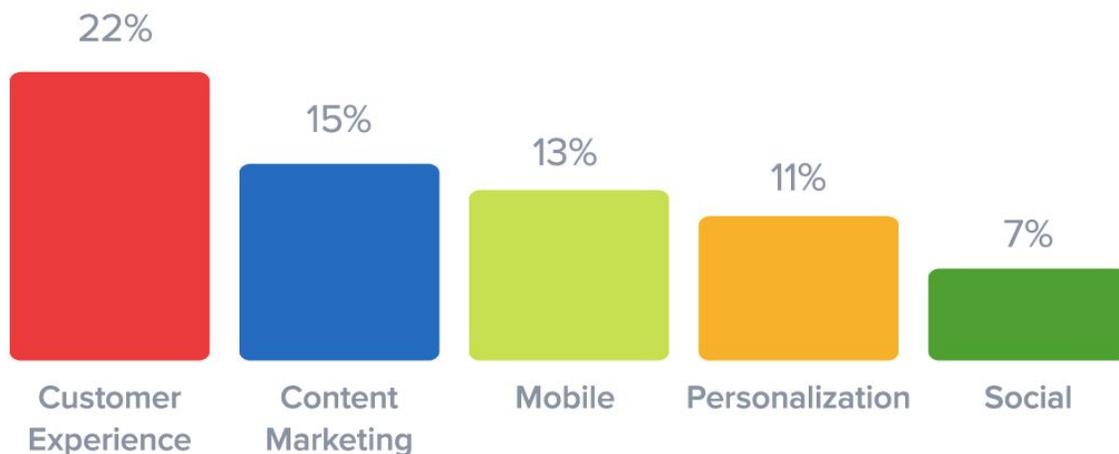
The minimal design highlights the free cup of coffee, plus draws the eye towards the name written in classic Starbucks form. Recalling the in-store experience is smart, especially since [75% of people say they're more likely to shop with a brand that offers a loyalty program](#).

Happy customers become vocal advocates and repeat buyers, so engage them regularly and meaningfully.

5. Focus on Customer Experience and Relationship Building

Whether the customers are new or existing, revenue is linked to customer experience.

When Econsultancy surveyed marketers, it found that customer experience was the most exciting business opportunity.



[\(Source\)](#)

What exactly *is* customer experience?

Customer experience is the sum of all interactions a user has with your brand during their entire relationship. If these interactions are generally positive, you've got a happy customer. As we covered above, happy customers are more loyal, more lucrative, and easier to retain.

This concept is as important as it is trendy. Research by Walker predicts that [customer experience will surpass both price and product as the key differentiator](#) between brands by 2020.

Marketing automation can be used to help users fall in love with your product or service.

Demonstrate that you share their values with authentic messaging. Develop the relationship by triggering these interactions at the critical moments. If your audience receives the right message at the right time, engagement is sure to follow.

Here are a few tactics for increasing customer experience:

- **Send transactional messages** to thank users for their purchase, to confirm receipt of payment, and verify product send-dates.
- **Solicit product reviews** that can be used as social proof on your website to encourage sales.
- **Pinpoint your customers' content preferences** to show them exactly how to get the most from your brand.
- **Reveal exclusive information about upcoming inventory** to help users feel informed and special.
- **Deliver personalized offers for customer lifecycle events** such as birthdays, holidays, brand anniversaries, etc.

In the example below, Sephora remembers a customer's birthday and offers a discount.

Dominique, we have a free birthday gift for you! > [Mobile Version](#) | [Web Version](#)

[Lire ce courriel en français.](#)

The advertisement features a black header with the 'beautyinsider SEPHORA' logo on the left and a pink banner on the right that says 'free shipping over \$50'. Below the header is a navigation menu with categories: MAKEUP, SKINCARE, FRAGRANCE, BATH & BODY, HAIR, TOOLS, MEN, NATURAL & ORGANIC, and GIFTS. The main content area has a white background with the headline 'YOU SAY IT'S YOUR BIRTHDAY?' in large, bold, pink and orange letters, with a red ribbon graphic. Below the headline, it says 'Dear Dominique:' followed by 'We know your birthday is still 2 weeks away, but we'll give you your FREE Beauty Insider gift now.' The gift is identified as the 'SEPHORA COLLECTION Beautiful Eyes Kit' featuring: Lash Plumper Volumizing Mascara in Black, Nano Eyeliner in Silver Green, and Colorful Mono Eyeshadow in Aspen Summit. A 'START SHOPPING >' button is provided. On the right, there is an image of the gift box and its contents, including a mascara tube, an eyeliner pencil, and an eyeshadow pot. A pink callout box at the bottom right of the image says 'GUYS, There's a gift waiting for you at checkout too!'.

([Source](#))

The cosmetics brand offers a freebie, calls the customer by their name, plus invites immediate shopping with a bold CTA. To enhance your customer experience, think beyond the first sales onward to the whole customer lifecycle.

Pair E-commerce with Marketing Automation

Online sales continue to climb, and marketing automation becomes an increasingly critical tool.

Each day, modern consumers come to expect more responsive and more relevant interactions with brands.

Staying current and authentic with your audience requires an always-on approach to marketing. Automating workflows, triggering smart messages, and nurturing the customer experience allows brands to keep pace and drive sales.

Source:

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