



Digital Bricks and Mortar

10 Email Programs Proven to
Increase Revenue for
Magento Powered Retailers

Skip Fidura

Client Services Director – dotmailer

Chairman, Email Council, UK DMA

@skipfidura @dotmailer

UK Online is Exploding

2013

2014

16%

Growth

£91b

Consumer
Sales

17%

Growth

£107b

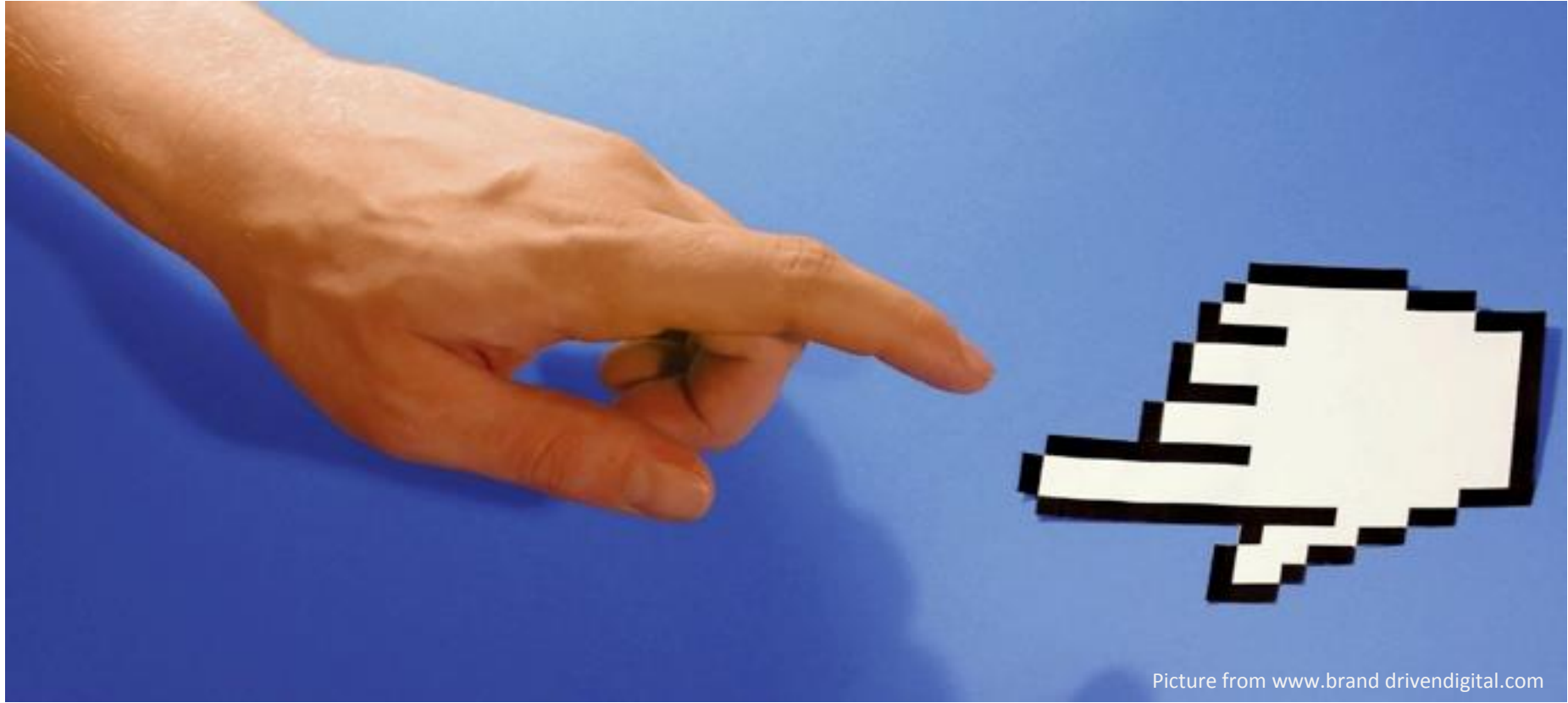
Online Sales

21%

Total
Retail

Source: Capgemini 2014

People Buy From People



Picture from www.branddrivendigital.com

Experience Starts Before You Even Walk In



What Do Customers Want?

“Big data driven hyper-personalised contextual customer experiences delivered by cloud based marketing automation solutions”

Really

“Blah blah driven blah blah delivered by
blah blah marketing blah blah”

What customers Really Want



What customers Really Want



What customers Really Want



Your Customers Want Email

Table 1: Marketing channels through which UK internet users prefer to be contacted, by age, Feb 2014

% of respondents in each group						
	18-24	25-34	25-44	44-54	55-64	65+
Email	83%	76%	78%	75%	75%	75%
Post	28%	21%	28%	41%	40%	45%
Phone (landline)	22%	9%	9%	11%	14%	19%
Face-to-face	18%	17%	18%	22%	22%	20%
Phone (mobile)	17%	12%	8%	4%	4%	3%
Text / SMS	16%	9%	6%	3%	4%	2%
Social media	10%	6%	4%	3%	2%	-

Source: [Direct Marketing Association UK](#) – Customer Acquisition Barometer 2014

Transactions Have Become Sterile



The Bricks and Mortar Journey

Greet

Browse

Buy

Goodbye

The Bricks and Mortar Experience

Greet:

- Welcome to
- How are you today?
- Can I help you find anything in particular?

Browse:

- Can I find that for you in your size or something that goes with that?
- Have you seen this offer?
- If you are too busy, I can hold this for you.

Buy:

- Upsell/Cross Sell
- Point out missed offers
- Answer any questions about payment, returns etc.
- Would you like to join our mailing list?

Goodbye:

- Thank you
- Did you find what you were looking for today?
- Stop by next week for new stock.
- Customer satisfaction

The Bricks and Mortar Journey

Greet	Browse
Buy	Good to See You

From eTail to meTail

Greet:

- Welcome program
- Data capture
- Landing pages
- VIP program

Browse:

- Browse abandonment
- Product recommendations
- Size guides
- Product reviews

Buy:

- Order confirmation
- Shipping confirmation
- Cross sell/upsell
- Data capture

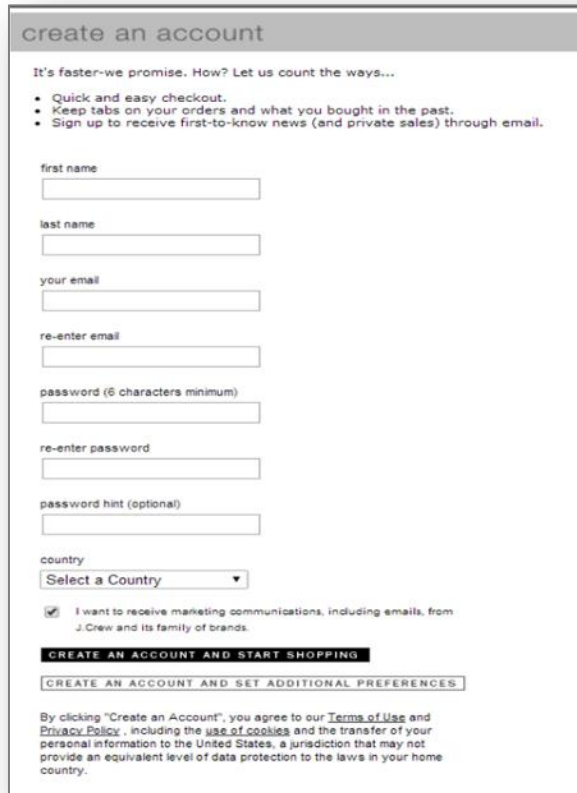
Good to See You:

- Thank you
- Review request/customer sat survey
- Product Replenishment
- Lost/Lapsed program
- Birthday program

Why email marketing *automation*?

- Enables you to engage with and respond to **multiple customer interactions** in a **scalable** way
- Creates a **seamless** customer experience
- Creates timely, structured and relevant 1-to-1 messages in **real-time**
- Maximizes opportunity for **profitable engagement**

1. Data Capture and Welcome



create an account

It's faster—we promise. How? Let us count the ways...

- Quick and easy checkout.
- Keep tabs on your orders and what you bought in the past.
- Sign up to receive first-to-know news (and private sales) through email.

first name

last name

your email

re-enter email

password (6 characters minimum)

re-enter password

password hint (optional)

country

I want to receive marketing communications, including emails, from J.Crew and its family of brands.

CREATE AN ACCOUNT AND START SHOPPING

By clicking "Create an Account", you agree to our [Terms of Use](#) and [Privacy Policy](#), including the [use of cookies](#) and the transfer of your personal information to the United States, a jurisdiction that may not provide an equivalent level of data protection to the laws in your home country.


- What do you really need to know when you first meet someone:
 - First name
 - Last name
 - Zip Code or City
- Capture as much as you can without being creepy

1. Data Capture and Welcome - Made

- Single welcome email
- Totally on Brand
- Reinforces the person's decision to sign-up by actually welcoming them
- Includes an offer

MADE[®]

WELCOME TO MADE.COM
LETS DO THINGS DIFFERENTLY



Hello there,

We're thrilled you've joined our fight for great furniture design at affordable prices.

So many costs are hidden in the over-priced furniture you buy on the high street. We're making a stand by revolutionising how furniture is sold and how you buy it.

We're connecting you with the furniture makers directly, saving you up to 70% off high street prices.

We look forward to seeing you soon.

To make sure you're the first to hear when we release a new range of products, make sure you add contact@made.com to your address book.

The team at made.com

[Start Shopping »](#)

£10
WELCOME GIFT*

To claim your discount enter this code at check out

MADEFORYOU10

*Redeemable on purchases over £50

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What We do...

We cut out the middleman and connect you directly with the designers and craftsmen

We offer original designs by the freshest industry talent at affordable prices

We use highly-skilled furniture makers - often the same as big brand names

We save you 70% on high street stores

We deliver to your door and guarantee you good quality

1. Welcome – Country Attire

Series of 2:

1. Welcome

- Shorter and punchier
- Unique offer code

2. Data enrichment

- Natural next step
- Sets recipients expectations

COUNTRY ATTIRE

LADIES CHILDWEAR CHILDREN ACCESSORIES OUR BRANDS OUR STORY SALE

WELCOME

Thank you for joining the Country Attire family.

Now you will be kept up to date about all Country Attire news including:

- + Latest brands
- + New collection arrivals
- + Exclusive offers

SPECIAL TREAT

Use code CA1X536454RES at checkout to get 10% off your next order over £100.

WHAT'S IN STORE

VISIT COUNTRYATTIRE.COM

P.s. Remember to use your 10% discount code CA1X536454RES to receive 10% off your next order over £100.

FREE GLOBAL DELIVERY IN ALL AREAS

FREE IN RETURNS DELIVERY (A/R. 202)

LIVE EXPERT HELP WITH DELIVERY AFTER-SALE SERVICE

TRUSTPILOT ★★★★★

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COUNTRY ATTIRE

LADIES GENTLEMEN CHILDREN ACCESSORIES OUR BRANDS OUR STORY SALE

NICE TO MEET YOU

Tell us a little bit more about yourself for a chance to win a £50 Country Attire gift voucher.

CLICK TO UPDATE ACCOUNT

Everybody has different tastes, updating your account will personalise your Country Attire experience to show you exactly what you want to see.

Once you've set your preferences you'll receive:

- Emails tailored to your own, unique tastes.
- Be the first to receive updates on your favourite brands.
- Learn more about exclusive promotions and new products.

Gift voucher winners are selected every month's entrants at random and notified via email on the 15th of every month. Make sure to add news@mail.countryattire.com to your safe sender list.

FREE GLOBAL DELIVERY IN ALL AREAS

FREE IN RETURNS DELIVERY (A/R. 202)

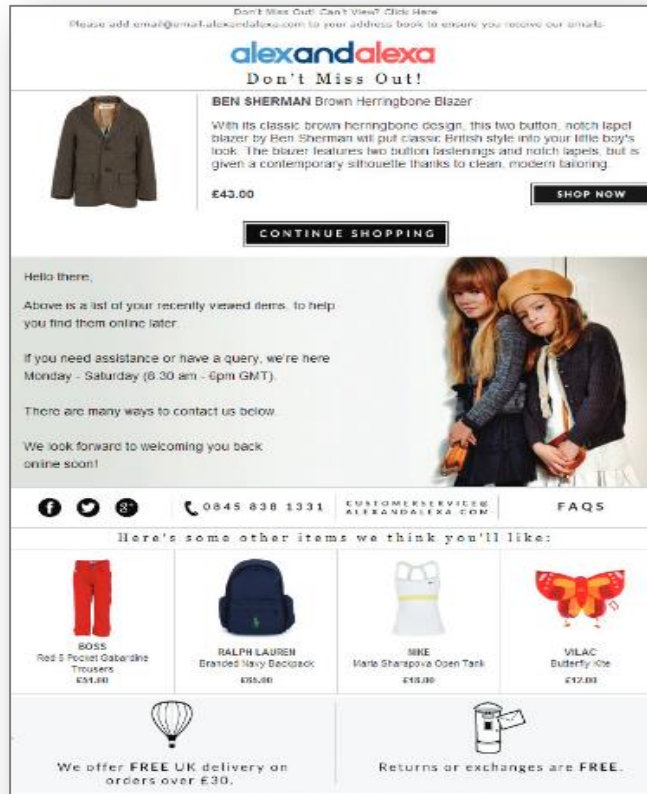
LIVE EXPERT HELP WITH DELIVERY AFTER-SALE SERVICE

TRUSTPILOT ★★★★★

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2. Abandon Browse – Alex and Alexa



- Highlight the products that they were viewing or in the cart
- Position this email as a value added service
 - Holding the products for you
 - Anything we can do to help
 - Overcome barriers and objections
- Feature related products

3. Abandoned Cart – Cabbages & Roses


CABBAGES & ROSES

FASHION HOMEWARE FABRIC LOOKBOOK

hello Gemma
can we help you with anything?


we've noticed that you've been browsing our site, and we hope you found everything you were looking for. you still have some items in your shopping basket: if you want to return to it now click [here](#).

alternatively, if you would like some assistance please let us know and we will be delighted to help you. we are on 0207 352 7333 from mon - sat 9.30-5.30, or email us here: info@cabbagesandroses.com



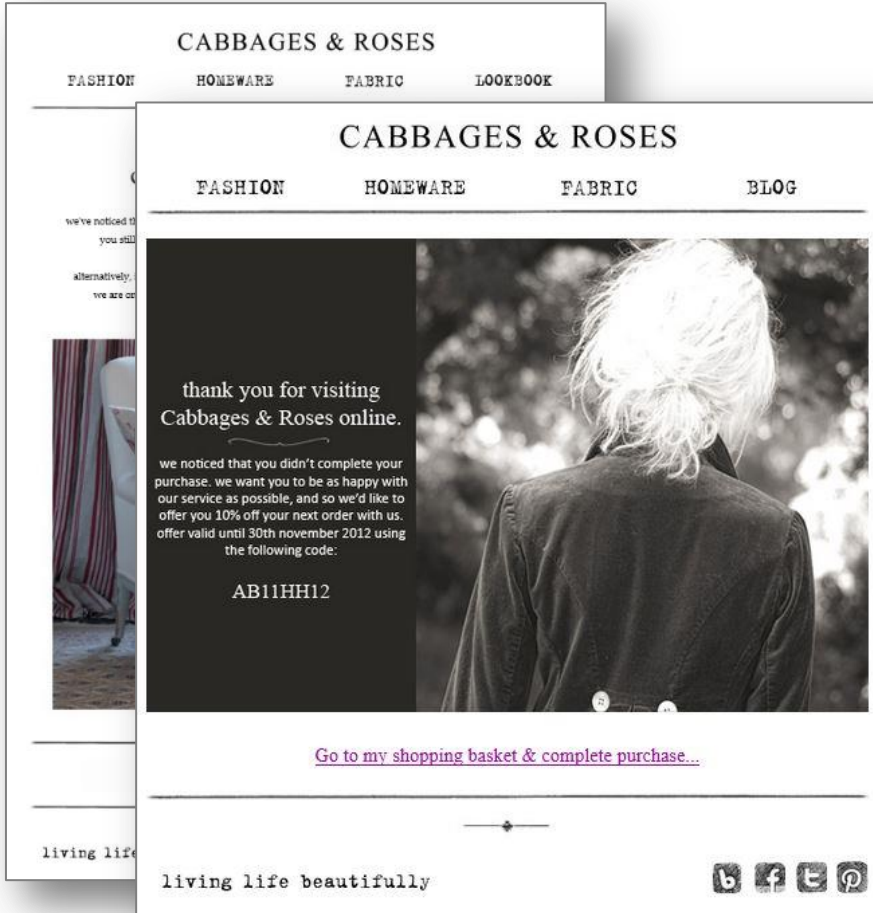
0207 352 7333
info@cabbagesandroses.com

living life beautifully



- Remind the reader of what is in the cart
- Reinforce how easy it is to buy, delivery options and returns

3. Abandoned Cart – Cabbages & Roses

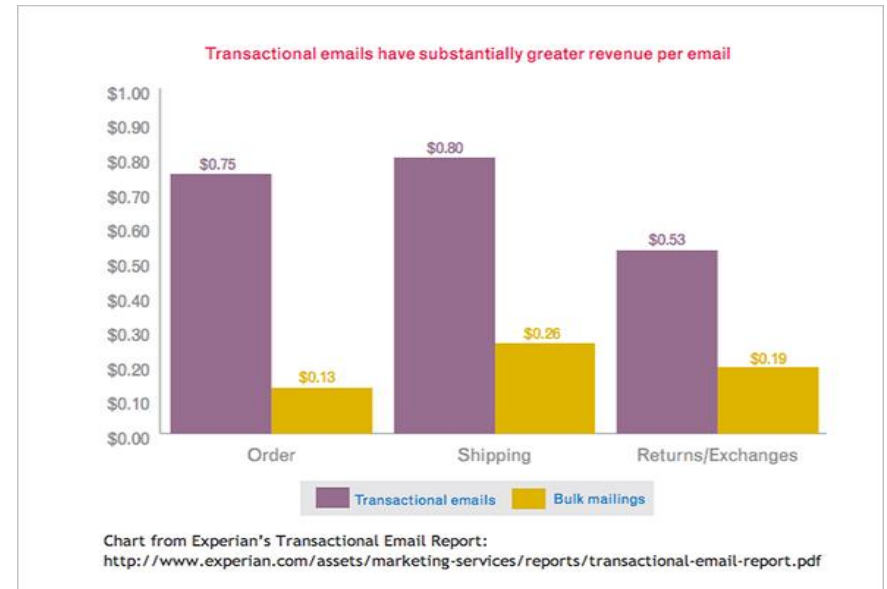


- Remind the reader of what is in the basket
- Reinforce how easy it is to buy, delivery options and returns
- Set expectations that basket is saved for a limited time
- Don't jump in with an offer

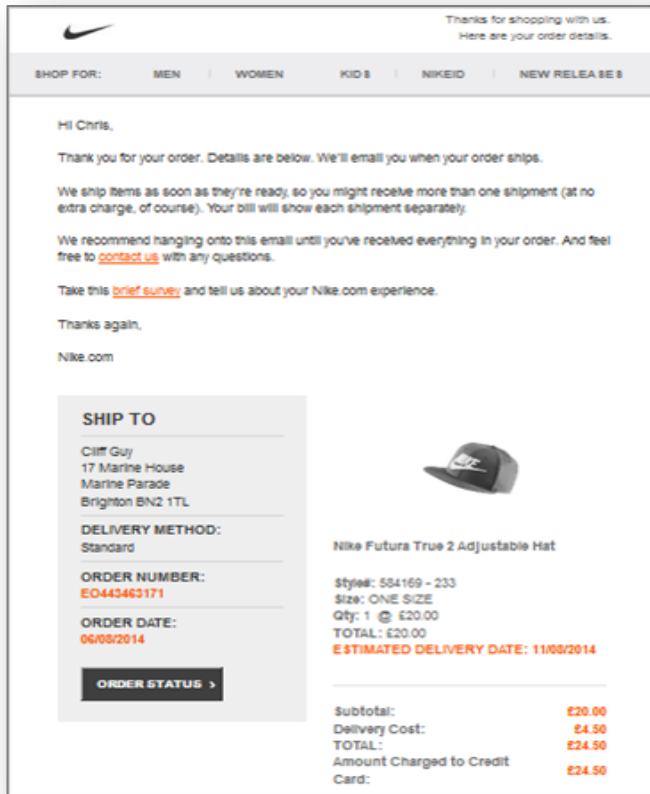
Why you should send transactional emails

Post-sale transactional emails have the highest customer engagement of any communication:

- Minimize post-purchase dissonance
- Reduce returns
- Build customer loyalty and trust
- Build online brand advocacy
- Maximize upsell and cross-sell revenue



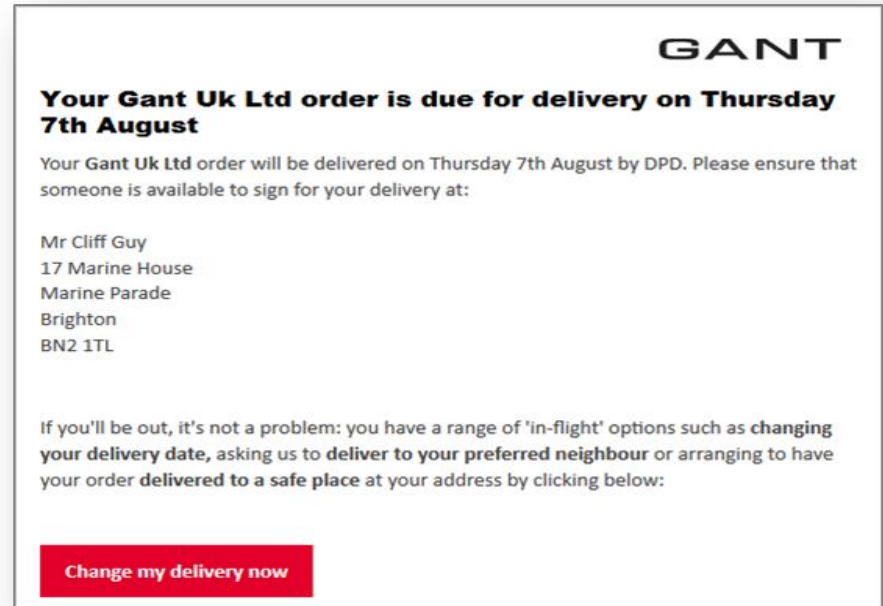
4. Transactional – Order Confirmation



- Say “Thank You”
- Confirm payment, product and delivery details
- Show related products
- Share customer service details
- Encourage people to sign-up who haven’t already
- Ensure that the message is on brand both visually and tone of voice.

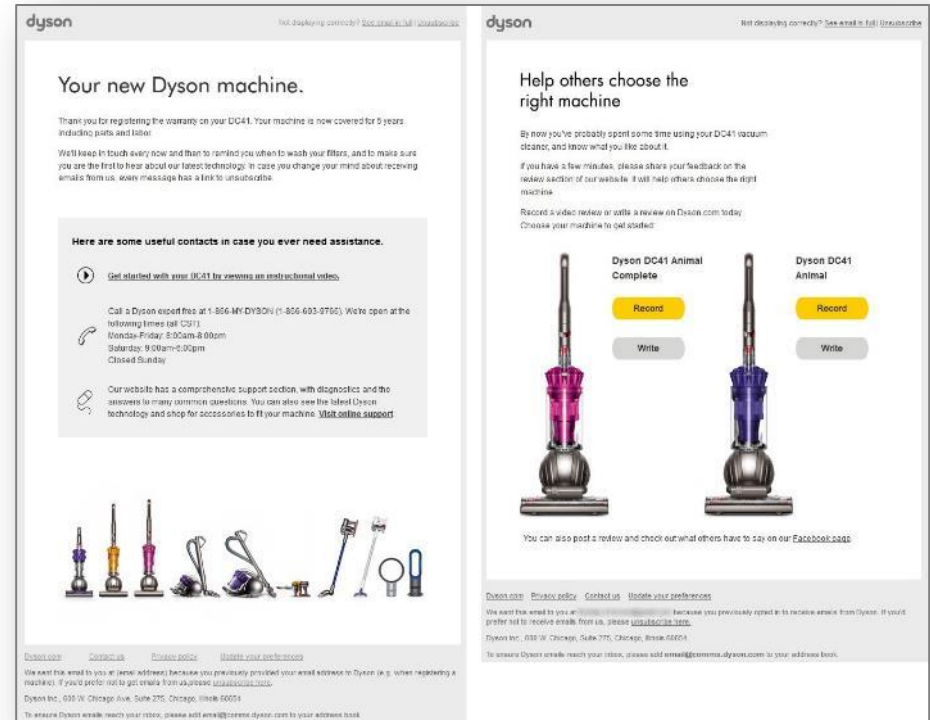
4. Transactional – Shipping Confirmation

- This is always a good news message
- Don't let your carrier take the glory – unless the message isn't great (e.g. wide delivery window)
- Confirm the shipping details
- Another good opportunity to cross and up sell.

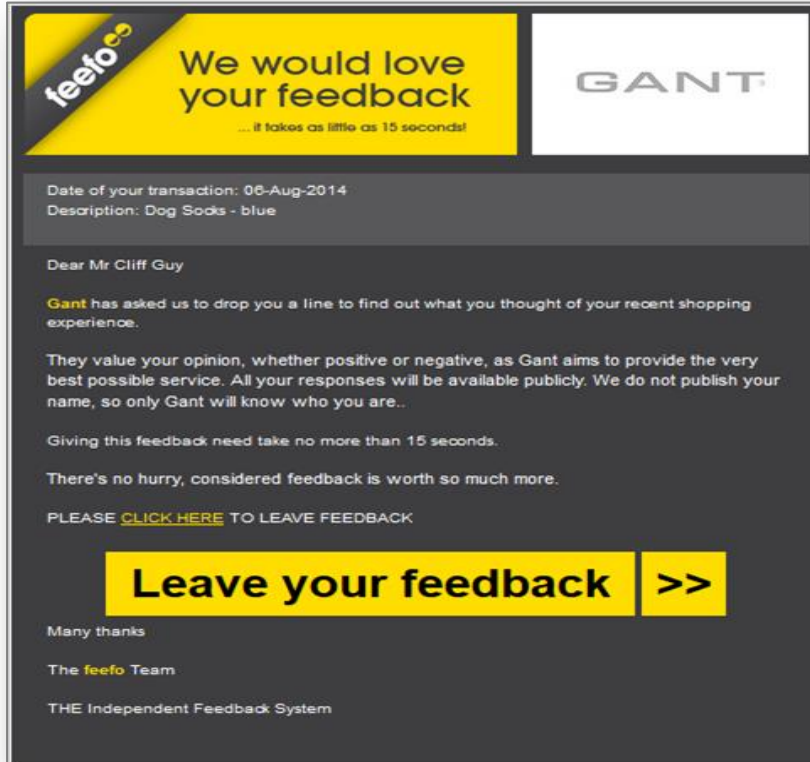


5. Post Purchase Programs - Dyson

- Include an image or description of the product purchased
- Include customer services details or a special department to resolve issues before they leave the review



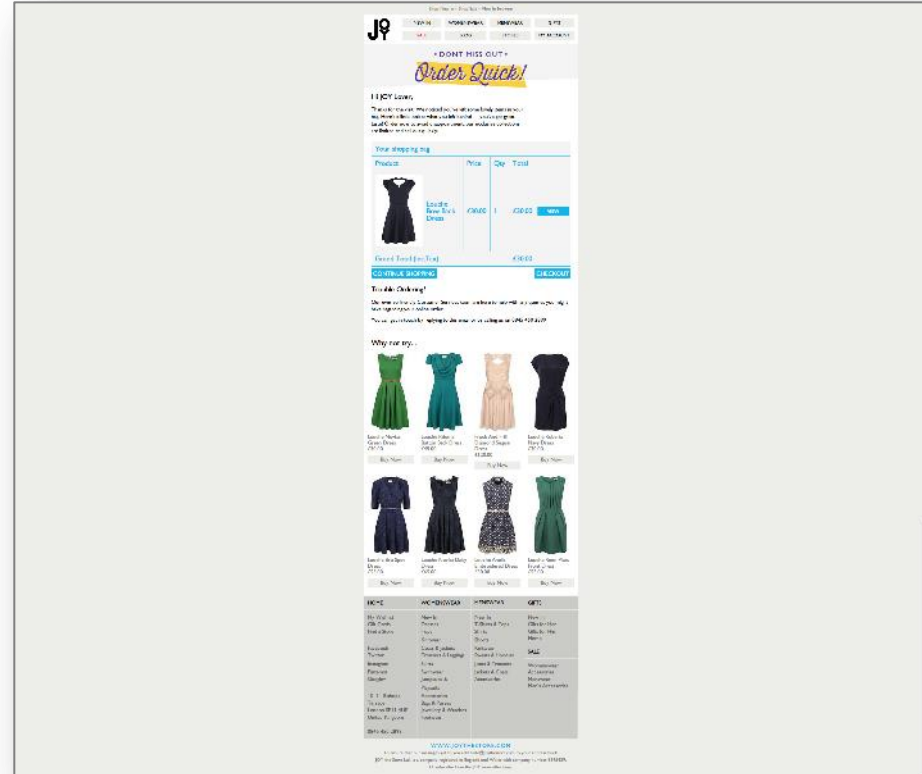
5. Post-Purchase Programs - Gant



- Time the email within a couple of days of delivery
- Do not forget to thank all reviews – positive and negative
- Follow up on all reviews if possible

6. Recommendation Programs – Joy

- Base product recommendations based on stated and observed preferences
- Include wish list
- Pull in images of recommended products
- Deep link to the product



7. Product replenishment

- First Priority – Will they buy the product again?
- Second Priority – Will they buy it from you?
- Tailor it to the product
 - Product specific timing
 - Product image
 - Dynamic content in you other marketing comms

Try Souvenaid at the same time each day to make it part of your routine View in browser | Forward to a friend

NUTRICIA
Souvenaid

Coming to the end of your Souvenaid supply...

f g+ in t

Hello Nutricia

We can see you're coming to the end of your Souvenaid supply...

Souvenaid provides a unique combination of key nutrients at levels otherwise difficult to achieve with a regular diet

To refresh yourself with what Souvenaid is and how much you would have to eat to achieve the nutrient levels found in 1 bottle... [click here](#)

To repurchase Souvenaid, in cases of 24 bottles or packs of 4 bottles [click here](#).

Souvenaid® is a Food for Special Medical Purposes and must be used under medical supervision. Discuss with your healthcare professional, such as your doctor, specialist nurse or pharmacist if you should keep taking Souvenaid, to ensure it is right for you.

Top Tip

Routine is very important. Try Souvenaid at the same time each day to make it part of your routine. Why not take it as part of your nutritious breakfast..

8. Retention Programs

Stretches so you don't have to.

As a DCS owner, we want to make sure you're getting the most out of your machine. We learned recently that some owners were not aware that our stretch-release wheel switches up to 5 times the length of the handle. We wanted to let you know, because it could make cleaning throughout your home easier.

The wheel pulls out in a single action. It's ideal for sweeping high into the corners of a room. It will also reach to the top of a standard flight of stairs. Every cleaning function on a Dyson vacuum is engineered for ease of use.

If you'd ever like help or advice about your Dyson machine, please call the Dyson Helpline at 1 800 MY DYSON (1 800 592 5766). We're open at the following times (all GST): Monday - Friday: 9:00am-8:00pm, Saturday: 9:00am-6:00pm, Closed on Sunday.

Or visit us online at www.dyson.com/support

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We need this email to you because you previously provided your email address to Dyson (i.e. when registering a machine). If you'd prefer not to get emails from us, please [unsubscribe here](#).

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To ensure Dyson emails reach your inbox, please add email@www.dyson.com to your address book.

Solve a big hairy problem. And other difficult cleaning tasks.

By now you'll have put your Dyson vacuum to good use. We hope it's working hard for you.

For some with a hairy (or difficult cleaning) task, you might like to know about our range of accessories. They're all designed by the same engineers as Dyson vacuums - to remove more dust, dirt and pet hair around the home.

Dyson crevice tool \$69.99
Floor cleaning problems are as hairy as a shedding dog. The Dyson crevice tool removes loose pet dander from your dog's coat - perfect for and around the home. Captured hair is then sucked directly into your vacuum.

[Shop now](#)

Soft roller brush \$19.99
Soft roller brushes help remove stubborn dirt and dander from your carpets and upholstery. The rollers are designed to create a flooding action as they sweep the carpet pile - popping the dirt up into the airflow.

[Shop now](#)

View the full range of Dyson vacuum accessories

[View the range](#)

[Home](#) [About Us](#) [Contact Us](#) [Join our subscribers](#)

We need this email to you because you previously provided your email address to Dyson (i.e. when registering a machine). If you'd prefer not to get emails from us, please [unsubscribe here](#).

Dyson Inc., 695 W. Chicago, Suite 215, Chicago, Illinois 60604
To ensure Dyson emails reach your inbox, please add email@www.dyson.com to your address book.

- Brand Building
 - New product launches and reviews
 - Product tips
 - Competitions and prize draws
- VIP Customers
 - RFM
 - Brand Engagement/Advocacy
- Loyalty Programs
 - Differentiated email templates
 - Tier up/Tier down Programs

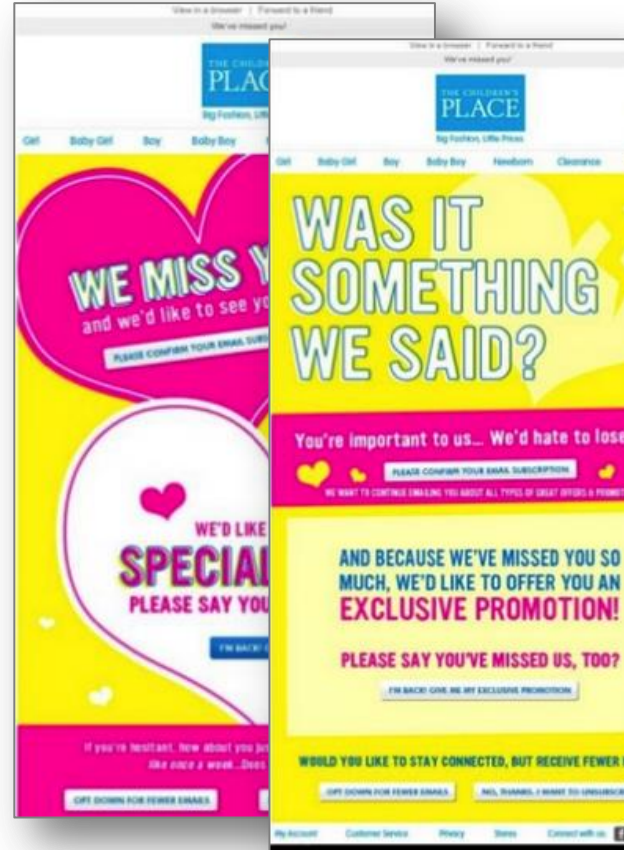
9. Lost Customer – The Children's Place

- Easy to do business with



9. Lost Customer – The Children's Place

- Easy to do business with
- Recognise them



9. Lost Customer – The Children's Place

- Easy to do business with
- Recognize them
- Anticipate their needs



10. Date Driven Programs

15% OFF - FREE DELIVERY FREE RETURNS | To view this email online [click here](#)
Add jewellery@newsletter.astleyclarke.com to your safe sender list so you don't miss out on the latest news

ASTLEY CLARKE
L O N D O N

NEW IN SHOP DESIGNERS LEARN WORLD OF CHRISTMAS

THE TIME IS NOW
Guaranteed Christmas Delivery
Order by 12pm Friday 21st December
for guaranteed Christmas delivery


QUOTE GIFTS ON PHONE
15% OFF
ENTER GIFTS ONLINE

SHOP MOST POPULAR GIFTS >

- Holidays are not the only dates
- Dates can be unique
 - Birthdays/Half Birthdays
 - Name Days
 - Anniversary of first order
- Date programs can give you an extra creative license

VOGA®

BESTSELLERS CHAIRS SOFAS TABLES NEW IN LIGHTING ACCESSORIES









What's better than one present?
You got it...
TWO PRESENTS!

Let us know when your birthday is and we'll give you a treat today and of course a gift on your big day!

TELL US YOUR BIRTHDAY ▶

SHARE OUR PASSION FOR DESIGN. FOLLOW US ON...

 VISIT OUR BLOG


Any questions?
We love hearing from you! Contact our customer service team on:
+44 (0)203 178 2002
MON-THU 9.30-17.00
FRI 9.30-16.00 GMT

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This email was sent to dotmailer@voqa.com. If you would rather not receive our newsletters, complete with style news and special offers, please click [here](#) to unsubscribe.

VOGA®

BESTSELLERS CHAIRS SOFAS TABLES




What's better than
You get
TWO PRIZES

Let us know when your birthday is and we'll give you a gift course a gift course

TELL US YOUR BIRTHDAY

SHARE OUR PASSION FOR DESIGN

 VISIT OUR BLOG

Any questions?
We love hearing from you! Contact our customer service team on: +44 (0)203 178 2002 MON-THU 9.30-17.00 FRI 9.30-16.00 GMT

Don't miss out!
Add info@vogacollective.com to your email contact list so you never miss our offers and news. VOGA


Open your birthday present and celebrate in style! Can't see this email? [Click here](#)

VOGA®

• Price match • Free returns • 5-year warranty • Best in industry

BESTSELLERS CHAIRS SOFAS TABLES NEW IN LIGHTING ACCESSORIES SAMPLES

We were too excited and couldn't wait to get the celebration started...

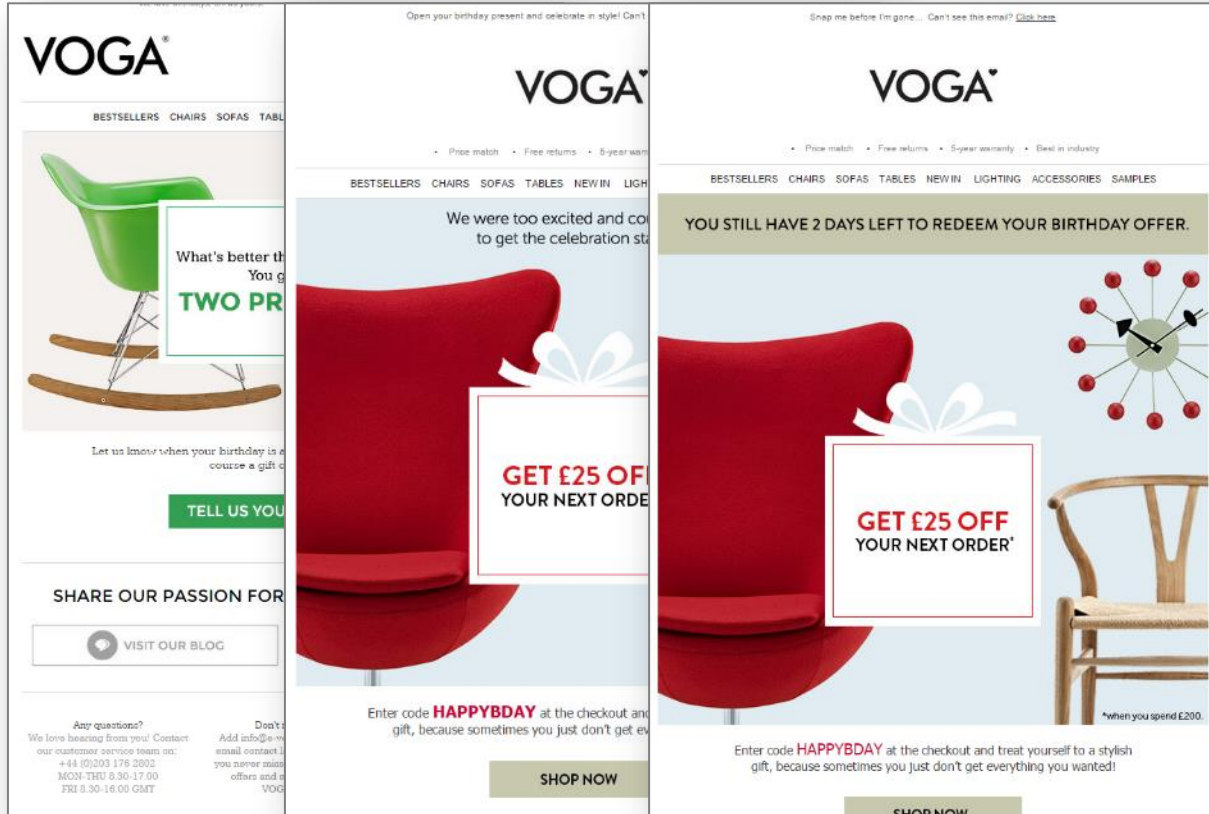


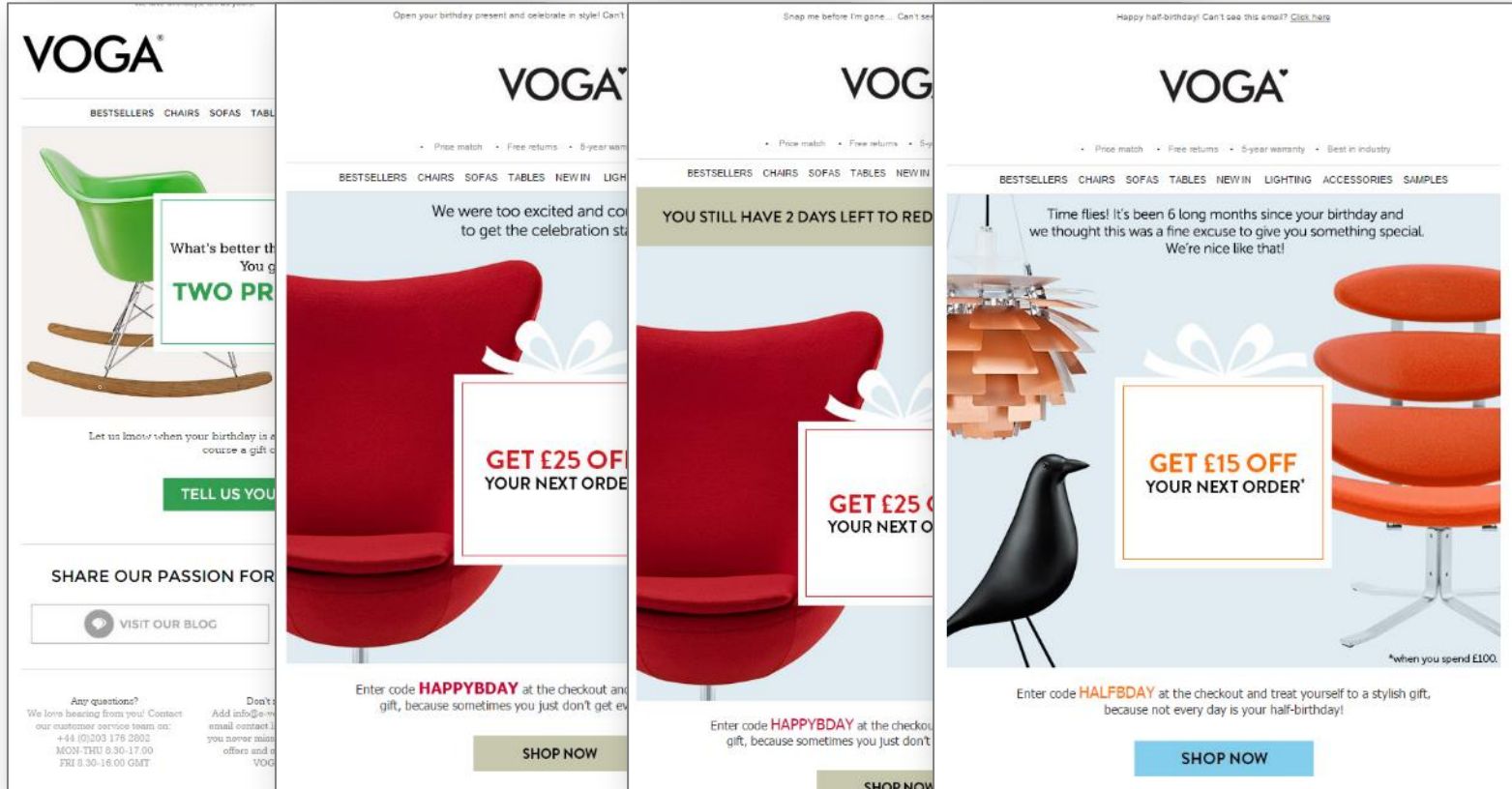
GET £25 OFF YOUR NEXT ORDER*

*When you spend £200.

Enter code **HAPPYBDAY** at the checkout and treat yourself to a stylish gift, because sometimes you just don't get everything you wanted!

SHOP NOW





Conclusion

- Customers want you to be
 - Easy to do business with
 - Recognize them
 - Anticipate their needs
- The only way you can do this at scale is through automation
- Think **BIG**, Start small, Scale *Quickly*



dotmailer

Thank You

Skip Fidura
Client Services Director, dotmailer
Chairman, Email Marketing Council, UK DMA
@skipfidura @dotmailer