

5 Emails Your eCommerce Store Needs to Ignite Your Sales

“*The power is on the list*”, is one of the most famous quotes in the online marketing world.

Although that quote may seem like a cliché, it's not. The power is indeed on the list.

[According to a research](#) done by the Digital Marketing Association UK, for every \$1 spent, email marketing generates \$38 in return. That's a **3800% ROI**.

If you can expect that kind of ROI for your email marketing efforts, you know you need to get started sooner than later.

However, not because email marketing is a powerful channel means you need to throw emails down your customers' throat for no reason. You need to send *the right emails at the right time*. According to the previously mentioned research, segmented and targeted emails generate **58% of all revenue**.

In this article, I would like to share the 5 emails that are guaranteed to help you boost your e-commerce store's sales.

Email #1: Welcome Email

After one of your customers subscribes to your email list, you may think there isn't much to do but send them offers and discounts. That couldn't be further from the truth.

The [welcome email](#) is one of the most important emails you can send your subscribers. This is the moment to awe them with an amazing experience by sending them relevant and useful content. This will help create a deeper relationship with your subscribers, increasing their loyalty towards your brand.

The best way to introduce them to your brand is by using a "Welcome" email. You need to welcome them to your brand and to your story. You need to tell them what they can expect now they are subscribers, what they can expect to get from you, and how you will help them solve their problems and fulfill their needs.

Aritzia

Arizia

Clothing

Brands

Accessories

Stories

Hi.

Since you're new here, we'd love to tell you a little more about us:

1.

Our clothes are cut from the finest fabrics and no detail goes unnoticed, from our luxurious linings to our delicate darting.

SHOP OUR LATEST



2.

We carry 11 exclusive lines—like TNA and Wilfred. Whatever your style, you'll find it here and then some.

SHOP ALL BRANDS



3.

This is one of the best welcome emails I have ever seen. The email starts with a stylish typography and a beautiful photography of a model. Then, they explain what you can expect from them now you are a subscriber. They explain so in a simple way while highlighting the value proposition of their brand. It ends up with a cool signature, which makes it even more personal.

Email #2: Post-Purchase Follow-Up Email

When someone makes a purchase from an e-commerce store, the most common email they get afterward is a receipt (which usually misses the opportunity to connect even more). Only a few send an email asking for feedback on the purchase, and in many cases, they do it wrong.

It's imperative you [follow up with your buyers](#) after they purchase from you. There are many reasons why you should do so:

- Just like with the welcome email, following up can help them to connect with your brand, increasing their loyalty.
- You can send cross-sell offers, increasing your customer's frequency.
- It can help them have a better purchase experience, making them more likely to share it with their friends.
- It can help you inform them how to use your products, which lowers the chances they don't like it or understand it.
- It can lower the buyer's remorse.
- Most importantly, *it can help you [get a product review](#).*

The last point is the one I would like to focus on because [product reviews](#) are a powerful tool for most e-commerce stores.

Product reviews are key to succeed in e-commerce since **92% of consumers** read them, while **88%** incorporate them into their purchase decision.

You shouldn't worry too much about getting bad reviews (as long as you trust your product's quality), since **68% of consumers** trust reviews more when they see both good and bad scores.

Getting people to leave a review isn't that hard with the use of the right tools. First, you should install [Yotpo](#), a tool that allows you to add product reviews to your product pages.

Then, you need to set up a post-purchase flow with Klaviyo. At least, you should send one email, but preferably, try to send two.

If you send an email with the following structure, Klaviyo will automatically add your product's picture, and title, with a link to the product's page.



item.product.title


[Review this item](#)

The best time to get a product review is to send the email a week after it was delivered. This gives them enough time to get to use the product.

Etsy

Etsy

You have a new item to review on Etsy.



Circle 4" Unfinished Mdf Wood Round Mosaic Base Craft Shape
Choose Your Thickness

Purchased from [zzbob](#) on January 2, 2015

[Review This Item](#)

★★★★★

Why review? Leaving a review helps support the independent sellers you buy from and shares your unique experience with future buyers.

You are receiving this email from Etsy, Inc. because you registered on [Etsy.com](#) with this email address.
To stop receiving Etsy emails, [unsubscribe here](#).

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This email is quite simple in design and structure, leaving no option for you to do anything else but leave a review. They could add a few words by the author of the product so the buyer would feel more "connected" to the product, and therefore, more likely to leave the review.

Finally, the "Why review" gives the buyer a reason for them to leave a review, which makes it easier for the buyer

Taylor Stitch

If this email is not displaying correctly, please [click here](#) to fill out the form.



Hey there!

You've recently bought [The Jack in Sand Work Oxford](#). What do you think about it?

☐ ★ ☐ ★★ ☐ ★★★ ☐ ★★★★ ☒ ★★★★★

Write your review title here

Write your review here

Fit:

How did your item fit?

☐ It ran small

☐ True to size

☐ It ran big

Quality:

How would you rate the quality of the item?

☐ Poor

☐ OK

☐ Good

☐ Great

☐ Perfect

Style:

How would you rate the style of the item?

☐ Poor

☐ OK

☐ Good

☐ Great

☐ Perfect

This is a highly detailed product review from Taylor Stitch. A bit too detailed, I would say. However, what makes this review much easier than a traditional product review, is that you can post it from within the email itself. This can save buyers a lot of time.

Email #3: Abandoned Cart Email

According to a study made in 2014 by [Fresh Relevance](#), around **60%** or more customers who put a product in their carts abandon it before they finish buying. That is a big leak most stores have and that needs to be fixed.

The best way to do so is by sending them what's called "[abandoned cart emails](#)". These emails consist on friendly reminders to the people that had an account with your store to come back and finish the checkout they had started.

However, not because people abandon their carts it means you can spam them to death with your reminders.

In 2015, the team of [Marketing Sherpa made a study](#) in which they asked an audience of 2057 American adults what they thought of the abandoned cart reminder emails. They found that:

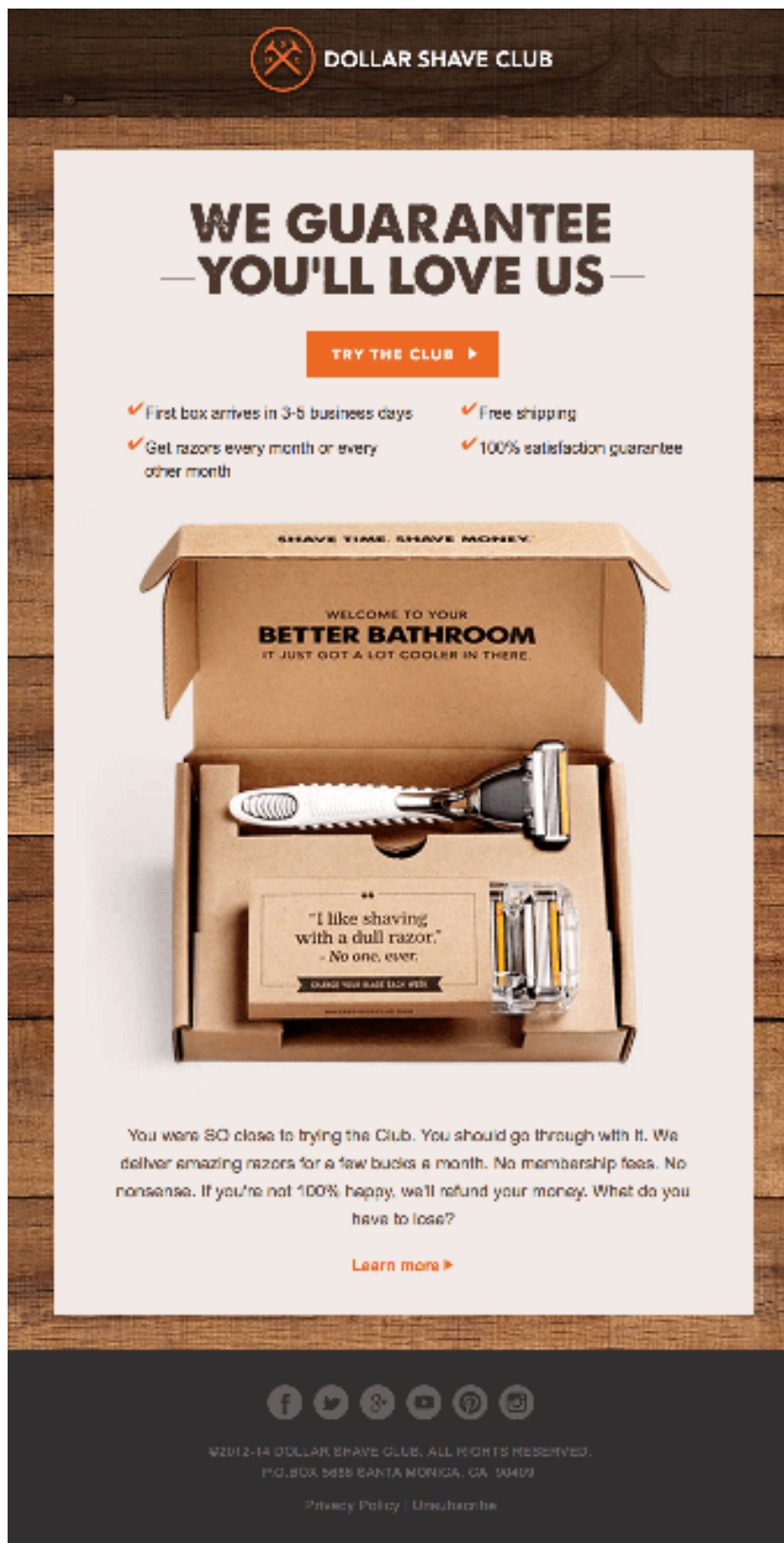
- **51%** thought cart abandonment reminders were helpful.
- **38%** of the respondents expressed annoyance in receiving a reminder.
- **16%** of respondents felt that the reminders were so annoying that they wished companies would stop send them.

It's clear that many people are OK with you sending them cart reminder emails, while a minority hates them.

The key, then, is to send them emails that both remind what they left in their carts while providing value at the same time. This "value" can be:

- Using humor
- Adding a discount or a unique offer
- Having great visuals
- Showing persuasive copy
- Explaining the benefits of the product left in the cart
- Highlighting the value proposition of your store, like free shipping and hassle-free returns

Dollar Shave Club



The image shows a promotional email from Dollar Shave Club. At the top, the Dollar Shave Club logo is displayed. Below it, the headline reads "WE GUARANTEE — YOU'LL LOVE US —". A prominent orange button says "TRY THE CLUB ►". Below this, four bullet points with checkmarks list benefits: "First box arrives in 3-5 business days", "Free shipping", "Get razors every month or every other month", and "100% satisfaction guarantee". The central visual is an open cardboard box. Inside the box, a razor is visible. Above the razor, text reads "SHAVE TIME. SHAVE MONEY." and "WELCOME TO YOUR BETTER BATHROOM IT JUST GOT A LOT COOLER IN THERE." Below the razor, a small card features a quote: "I like shaving with a dull razor." - No one, ever. Below the quote, it says "CHANGE YOUR BLADE EACH WEEK". At the bottom of the email, a paragraph of text reads: "You were SO close to trying the Club. You should go through with it. We deliver amazing razors for a few bucks a month. No membership fees. No nonsense. If you're not 100% happy, we'll refund your money. What do you have to lose?" Below this text is a "Learn more ►" link. At the very bottom, there are social media icons for Facebook, Twitter, Google+, YouTube, Pinterest, and Instagram. Below the icons, the text reads: "©2012-14 DOLLAR SHAVE CLUB. ALL RIGHTS RESERVED. P.O. BOX 5655 SANTA MONICA, CA 90409" and "Privacy Policy | Unsubscribe".

DOLLAR SHAVE CLUB

WE GUARANTEE — YOU'LL LOVE US —

[TRY THE CLUB ►](#)

- ✓ First box arrives in 3-5 business days
- ✓ Free shipping
- ✓ Get razors every month or every other month
- ✓ 100% satisfaction guarantee

SHAVE TIME. SHAVE MONEY.

WELCOME TO YOUR **BETTER BATHROOM**
IT JUST GOT A LOT COOLER IN THERE.

"I like shaving with a dull razor."
- No one, ever.

CHANGE YOUR BLADE EACH WEEK

You were SO close to trying the Club. You should go through with it. We deliver amazing razors for a few bucks a month. No membership fees. No nonsense. If you're not 100% happy, we'll refund your money. What do you have to lose?

[Learn more ►](#)

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P.O. BOX 5655 SANTA MONICA, CA 90409

[Privacy Policy](#) | [Unsubscribe](#)

Dollar Shave Club sends this email a few days after abandoning their cart. The copy and visuals in this email are what makes it so good. They show you what you can expect with their subscription box, they highlight the value proposition


(free shipping, satisfaction guaranteed, etc.), and they explain what you can expect from them. All in all, a great abandoned cart email.

Bonobos

We noticed you haven't checked out. Just let us know. [Bonobos.com](#) [View this e-mail online](#) • [Forward](#)

BONOBOS




New Pants Shirts Tailored



**Distracted?
Confused?**

We noticed you left some items in your cart. If you have any questions or need a hand, just reply to this email and a customer service Ninja will help you out. Or click below to finish checking out.

FINISH THE JOB

1-877-294-7737 [HELP](#) [RETURNS](#)

This email was sent to [XXXXXXXXXXXXXXXXXXXX](#) by Bonobos Inc. 45 W. 25th Street 5th Floor | New York | NY | 10010

To ensure delivery to your inbox, please add ninja@email.bonobos.com to your address book and safe-sender list. [Shop Now](#). If you no longer want to receive emails from us, you can [unsubscribe](#).

Bonobos sends this email 2 days after leaving their cart. They use humor to call your attention, while also reminding you to come back.

This isn't as good as the previous email, but at least it's not annoying.

Email #4: Drip Campaigns

An **email drip campaign** is a series of emails sent throughout a period of time with the intention of "nurture" the subscriber into a buyer.

This type of email campaign is mostly used in the B2B world, where the purchasing time usually takes a long time. However, any e-commerce store can use drip campaigns to increase their sales.

The companies that nurture their subscribers get a **50% more sales**. Not only that, but those nurtured subscribers [increase their average order value by a 47%](#).

Unfortunately, it's hard to find e-commerce stores that use drip campaigns the right way. When I subscribe to an e-commerce store's email list, I usually go from barely knowing the brand to getting spammed to death with irrelevant offers.

In order to nurture your subscribers, you need to have only one goal in mind: *educate them*. It's that simple. You only need to focus on educating them and making them aware of their problems, so you can help them solve them through your products.

To create an effective drip campaign, you should always start with no intention to make a sale and with the sole focus on solving one problem or teaching one solution to your customers. This solution should be tied to your products, so after a few educational email, when you start sending more sales-focused emails, your products will make sense to your buyers.

A drip campaign can be as long or short as you want them to make. I recommend for it to take at least two weeks, in which you send an email every 3-5 days. But this depends on what you offer and how hard is to make a sale. Usually, the more complex and expensive the product, the longer it takes for someone to be ready to purchase. If, on the other hand, you sell clothes, it could take you just 1-2 weeks to get them ready to buy.

Email #5: Winback Emails

It's great news when you get a new sale. It's not so great when you don't hear back from that customer ever again. After all, *it's cheaper to retain a customer than to acquire a new one*. Not only that, but repeat customers spend **3x more than first-time customers**.

One of the best ways to retain your customers is by sending them "winback emails", or "re-engagement emails".



The idea is simple, you reach out to your customers a certain period of time after a purchase (usually between 60 to 90 days), and remind them of your products. Usually, more than one email is needed to make these winback email work. Especially, when combined with "discount ladders" (i.e. a discount that gets bigger as times goes by).

According to the Ometria's [Win-Back Email Cheat Sheet](#), the metrics for a winback campaign can be incredible:

- The average win back email open rate varies between 30% – 50%.
- Win back emails achieve 15% – 30% click rate.
- And you can expect a conversion rate of 1% – 3% from a winback campaign.

True Citrus

It's been awhile. And since you've been gone, we've made a lot of exciting changes. | [View this email in your web browser](#)




IT'S BEEN AWHILE... WE'VE MISSED YOU!

Hi DJ, we've noticed you've been a little distant lately. Is everything okay? Have you noticed anything different about us? We've been working hard to make some positive changes. Listen, we'd love to continue sending you exclusive email promotions, delicious recipes, and new product announcements, but we need to know you're still committed to this too. Need a little refresher on what we have to offer? All our [available free publications](#) are listed below. And if that's not enough to sweeten the deal, scroll down for a very special offer just for you!

The Main Squeeze (monthly)


Get kitchen-inspired with your favorite True Citrus products! Filled with simple & delicious meal ideas, appetizing seasonal & holiday recipes, special offers, bonus tips, and featured health & diet articles.



[Click here to receive tasty recipes.](#)

Shop True (monthly)

Email-exclusive promotions and discounts on featured True Citrus products that you can [buy online](#). You'll also save on bulk quantities, multi-packs, accessories, and special online-only products.



[Click here to start saving today.](#)

True Citrus send an amazing winback email after 60 days of a purchase. See how they use a personal and even funny tone to touch back with you and remind you of their recipes (a solution) and their products. It could work even better if they offered a discount, and if they focus only on one thing, either an educational piece or a product. Still, it's a good example of a winback email done right.

You can find more examples on [this article](#).

Closing Thoughts

Email marketing is a powerful tool all e-commerce stores should be able to use to their advantage. There are countless more emails you can send, each with different goals and configurations.

But if you use the 5 emails I described in this article, you will see an increase in your brand's loyalty and sales.

Have you ever send any of the 5 emails mentioned in this article? If so, what was your experience? Share your comments below!