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**Uncovering  
Missed Revenue  
Opportunities:**

Within your  
Email Marketing  
List



## WELCOME MESSAGES

***First impressions count.*** They can literally be make or break in the relationship with your customers.

Think of a welcome message as being a bit like the opening scene of a play, it sets the tone and gives the audience a taste of what's in store for them. It can be the difference between someone getting hooked, or simply standing up and walking out. That's why you need to really think about the content of welcome messages. Consider whether the recipient is a purchaser or a prospective purchaser, to help you to decide what content would be most suitable to introduce them to your brand and get your relationship off to a good start.

Sending out a series of welcome emails over a set period tailored to any interests indicated upon sign-up, can introduce the customer to other aspects of your brand and product offering and also be a valuable way to encourage them to explore your website. This helps to give the impression that you are aware of their needs and can provide a relevant solution.



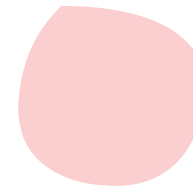
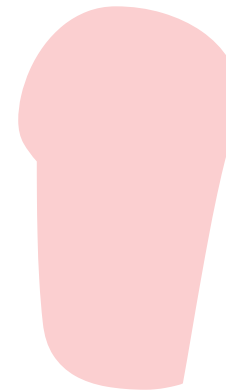
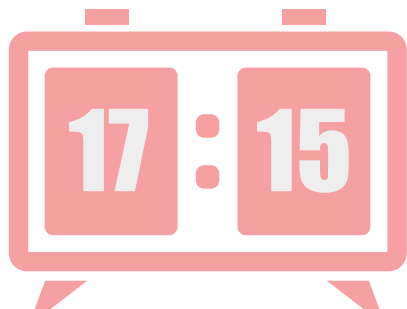


## ADANDONED BASKET REMINDERS

**Approximately 73% of all shopping baskets are abandoned before checkout is completed,**

presenting marketers with the on-going challenge of attempting to persuade the customer to return to your site and purchase the products that they viewed. Abandoned basket emails can be just the reminder that a customer needs to tempt them to part with their cash.

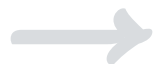
*It's important to get the **timing right** and ensure that the content of the email serves as a **gentle reminder** whilst not coming across as being **too pushy.***



Think about emphasising reasons to buy and the benefits that the customer will receive such as your delivery options, relevant discounts or multi-buy deals, testimonials from customers, refund and exchange policy, or alternative products that may be available.



## REORDER REMINDERS



If you sell products that are frequently replaced, reorder reminder emails can form an integral part of an automated email strategy, especially if you operate in a competitive or price sensitive environment in which customers may be tempted by the offerings of rival companies.

If a customer has purchased a defined quantity of your products, for example a month's supply, a reorder reminder can be automated to be sent which leaves the customer enough time to make their purchase and have it delivered before the product runs out.

These emails not only help to maintain customer loyalty, but also offer the opportunity to up-sell products and further engage your customers, for example with links to additional products that may be of interest to them.



## ORDER AND SHIPPING CONFIRMATION

Providing reassurance to your customers in the form of order and shipping confirmation not only gives them peace of mind that their order is safely on its way and helps to grow their trust in your company, but again they present opportunities to market additional products and services to the customer.

Emails can be tailored to correlate with the products purchased and recommend similar products or accessories that would be of interest or use to the customer. These are additional opportunities to engage with your customers, which will in turn maximise your revenue potential.



## RE-ENGAGEMENT CAMPAIGNS

Over time some customers may require additional encouragement to return to your site, and setting up a re-engagement campaign can be an excellent way in which to get your customer switched back on and re-ignite their interest with your brand and products.

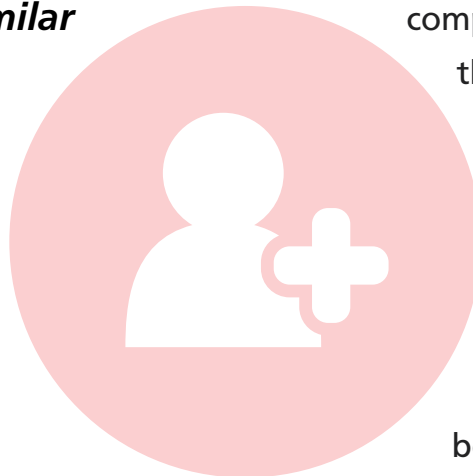
By segmenting your email list, for example into those that have previously purchased and those that have not previously made a purchase, it is possible to initiate a targeted re-engagement campaign. Providing an incentive such as a percentage discount off their next purchase or a free delivery code is a great way to build interest and gives a reason for the customer to make a purchase!



## REFER A FRIEND CAMPAIGNS

***Refer a friend campaigns can be a good way to boost your email marketing list numbers and find additional potential customers with similar interests who may want or need your products or services.***

An incentive is usually provided for the referrer and also the friend, making it a win-win situation and giving both parties a reason to purchase from your site. It's important however to ensure that the friend that is referred is genuinely interested in your products.



Therefore, obtain their permission before you start sending out emails and make it clear from the outset what your company does and what sort of communications they can expect to receive from you.

Following all of the above steps will help you uncover missed revenue opportunities within your email marketing list and make your brand become truly relevant to your customers, ultimately impacting on your bottom line.

To find out how Livelink can help you set up an effective email campaign, contact us by clicking [here](#).