

eCommerce Marketing



CHAPTER 11 SCALING

Lecturer: Muslimbek Rakhmonov



AGENDA

Cart abandonment

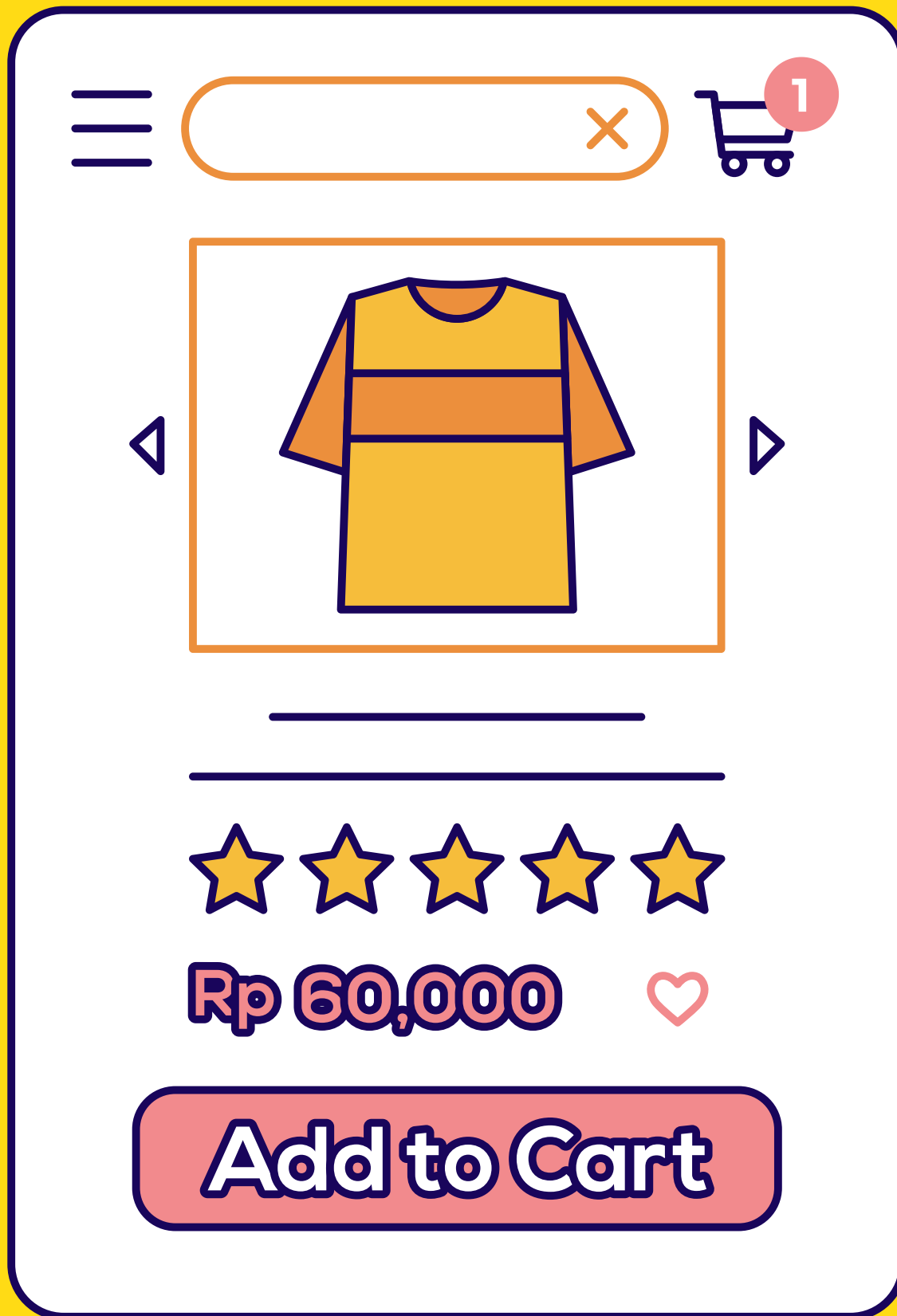
Thank you cards

Raising AOV

Email Marketing

Coupon Codes

Reviews, social proof



CART ABANDONMENT

"A cart abandonment initiative can help you recover 20% of lost sales"

CART ABANDONMENT

TOOLS YOU CAN USE

SmartCart recovery

Abandon App

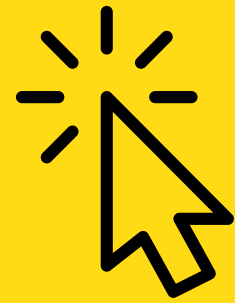
Jilt

Cart Rescuer

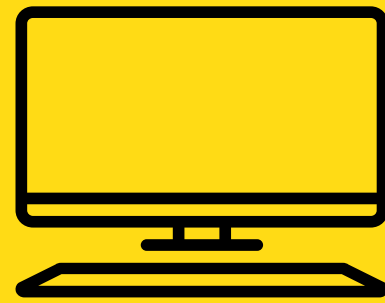
Abandon Aid



REASONS



People get
distracted



Website
Crashes



No Credit
Cards

Most ecommerce platforms will have **cart abandonment plugins** for purchase

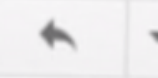
a little something to sweeten your day

Inbox x



katespade.com <katespade@em.katespade.com>
to me

Mar 3 (8 days ago) ☆



don't forget...you've left something behind. to help make up your mind, enjoy 15% off your entire purchase.
enter code AB15-MEXA-RFVI-E9OD-L2QY at checkout.
view this email on a [web browser](#)


kate spade
NEW YORK

ENJOY
FREE GROUND SHIPPING
ON ALL ORDERS

NEW ARRIVALS · HANDBAGS · CLOTHING · WALLETS · SHOES · JEWELRY · ACCESSORIES · SALE

.....
psst... you've left something behind.

TO HELP MAKE UP YOUR MIND,
enjoy 15% off your entire purchase.

.....
ENTER CODE **AB15-MEXA-RFVI-E9OD-L2QY** AT CHECKOUT
HURRY THIS OFFER ENDS 2 WEEKS FROM TODAY.

VIEW CART



YOU MIGHT ALSO LIKE...

Source: kate spade

WHERE'D YOU GO?!

Inbox x Abandoned Cart emails x

Black Milk Clothing orders@blackmilkclothing.com via shopify.com
to me

Feb 18 (8 days ago)



WHERE'D YOU GO?!



Hey Dan Wang!

Your shopping cart at Black Milk Clothing has let us know it's been waiting a while for you to come back.

You've left behind:

- 1 x Burned Velvet Maxi Skirt
- 1 x Adventure Time Bro Ball LSD - LIMITED
- 1 x Wet Look Black Leggings

That gear in your cart is lonely :(And cold. And all it needs is someone to love it and wear it, and occasionally stroke it appreciatively.

But it's not too late! You could be that somebody!

To save the day, click here:

Step 1

5 minutes



**Abandoned
cart**



Email #1
Alert

TIP

Add urgency to complete the sale

Step 1

Step 2

5 minutes

24 hours



**Abandoned
cart**

Email #1
Alert

Email #2
Other

Step 1

Step 2

Step 3

5 minutes

24 hours

48 hours



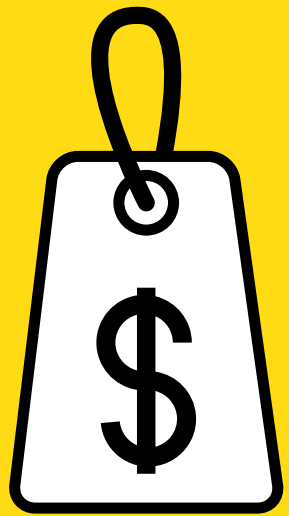
**Abandoned
cart**

Email #1
Alert

Email #2
Other

Email #3
Remainder

POTENTIAL CONCERNS



Price



Product



Trust



Trust



Testimonial



Product



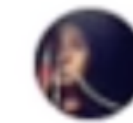
Tutorials



Increase customer loyalty and
improve the unboxing experience with
thank you cards



A little bit of personalization can be
the difference between a one-time
customer and a customer for life



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rafaellac_oliveira Muito grata à The: 5th por este presente! Thank you so much for your giveaway @the5th! It's a gorgeous watch and I'm in love with it



#the5th #the5thwatches #watch #pinkwatch #pinkisthenewblack #beautifulwatches #gorgeouswatches

1h



12 likes

1 HOUR AGO

Add a comment...

Post

Source: [instagram.com/the5th](https://www.instagram.com/the5th)

Option 1

Your manufacturer designs and prints the cards

Option 2

Design the cards yourself and print them using local or online service

“

Your email list is an asset that you own and can market to in a cost-effective way at any time



Email gives you another
'channel' to grow an audience

Incentives

- Discount
- Coupon code
- Content upgrade
 - Free shipping
 - Free gift

**Small increase in conversions makes
a big difference in the long run**

**Email incentives helps you increase
your conversions**


Content upgrade

- Complimentary
- High perceived value

SUBSCRIBE TO DOWNLOAD

Enter your email below to download your
FREE '12 Best Fruit & Veg to Start your Day'

Enter Email **SUBMIT**



**Sign Up For Our
Detox Water
Recipe Ebook**

Leave your email below to receive our E-Book full of
delicious Detox Water recipes.

Enter Email **Submit**

No thanks, I dont want a free recipe book.

Source: foundr.com/start-and-scale

Content upgrade

- eBook
- Ultimate Guide
 - Checklist
 - Videos
 - Challenge
- Exclusive Access

Pop Up services

shopify app store Categories Collections Search Shopify.com Log in

STORE DESIGN | MARKETING | SALES AND CONVERSION OPTIMIZATION

Privy - Pop Ups, Email, & SMS
by Privy

Exit Pop Ups, Email Marketing, Text, Upsell & Cart Recovery

★ 4.6 (24548 reviews)

What is Privy?
WHAT IS Privy?

Request a Demo

STELLA&DOT
BLENDERS EYEWEAR

This screenshot shows the Privy app listing on the Shopify App Store. The app is categorized under 'Marketing | Sales and Conversion Optimization'. It features a video player with the title 'What is Privy?' and a 'Request a Demo' button. The app's main features are listed as 'Exit Pop Ups, Email Marketing, Text, Upsell & Cart Recovery'. It has a 4.6 star rating from 24,548 reviews. The background of the app card shows a 3D illustration of a person interacting with a large data visualization and server racks.

Justuno Products Why Justuno? Pricing Agencies Resources Login Sign Up Free

The AI Visitor Conversion Platform

Intelligent lead captures, personalized website messaging, and audience analytics to convert more visitors into customers.

Your Email Address Sign Up

Request a Demo

STELLA&DOT
BLENDERS EYEWEAR

This screenshot shows the Justuno website homepage. The main headline is 'The AI Visitor Conversion Platform' with a sub-headline describing its features: 'Intelligent lead captures, personalized website messaging, and audience analytics to convert more visitors into customers.' There is a sign-up form with a 'Sign Up' button. A large 3D illustration of a person interacting with data and servers is the central visual. A red 'Request a Demo' button is positioned vertically on the right side. The background features logos for 'STELLA&DOT' and 'BLENDERS EYEWEAR'.

shopify app store Categories Collections Search Shopify.com Log in

MARKETING | SALES AND CONVERSION OPTIMIZATION

Wheelio - Gamified pop-up
by IT Trading d.o.o.

World First Interactive Exit Intent Pop-up & Messenger Pop-up

★ 4.7 (469 reviews)

Add app

From \$14.92/month. 7-day free trial.

Wheelio - corporate video

This screenshot shows the Wheelio app listing on the Shopify App Store. The app is categorized under 'Marketing | Sales and Conversion Optimization'. It features a video player with the title 'Wheelio - corporate video'. The app's main features are listed as 'World First Interactive Exit Intent Pop-up & Messenger Pop-up'. It has a 4.7 star rating from 469 reviews. There is an 'Add app' button and a note that the price is 'From \$14.92/month. 7-day free trial.' The background of the app card shows a grid of diverse human avatars.

Pop Up tips

- Be specific
- Get creative
 - When in doubt, try coupon
 - Make the incentive relevant
- Test out different ways of showing your pop-up

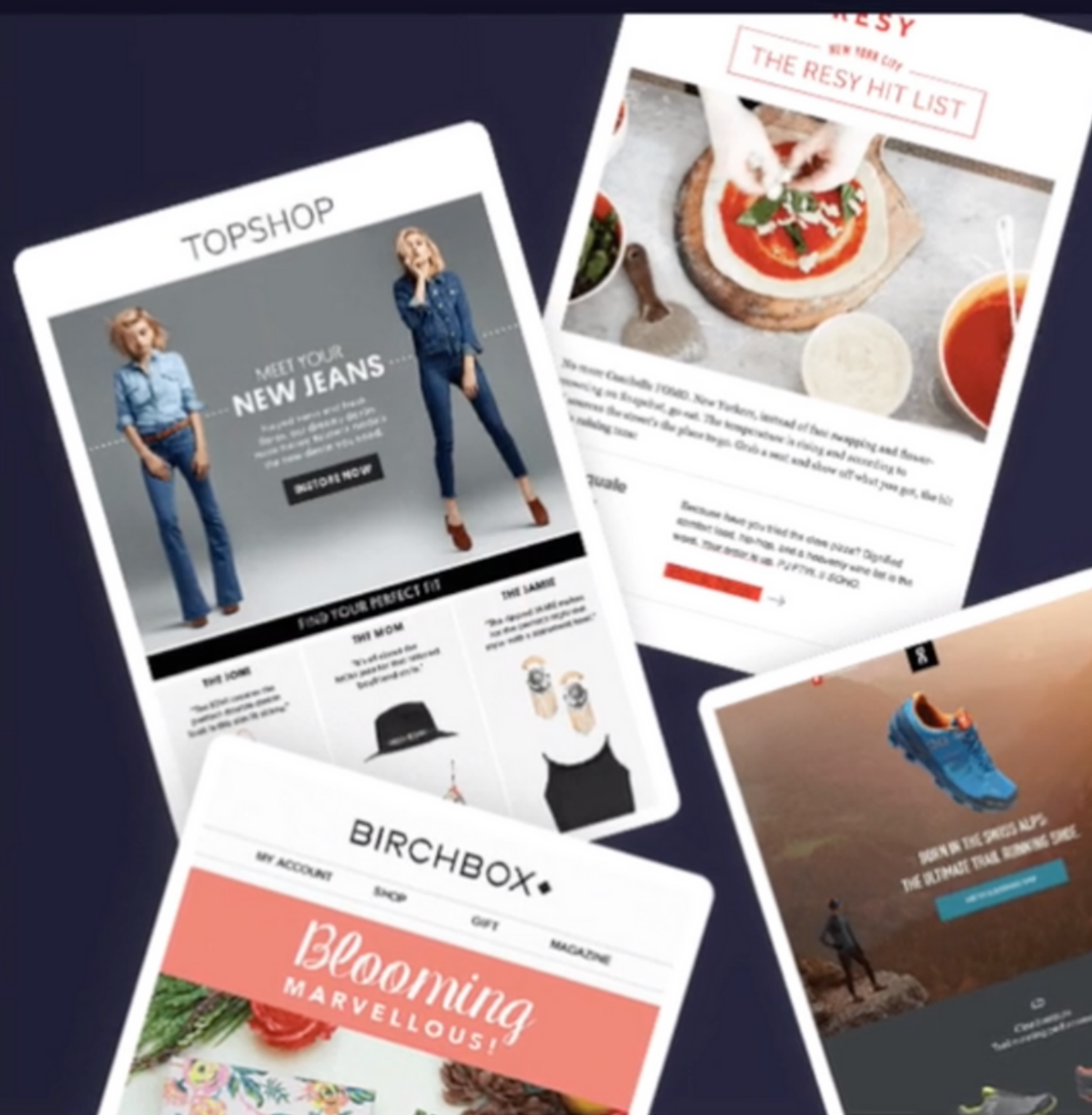
Create stunning emails.

Campaign Monitor makes it radically easy to create, send and measure the impact of your email marketing campaigns.

Sign up for free

Watch the demo

Instant signup. No credit card required.



Loved by over 2 million marketers at 250,000 businesses around the world.



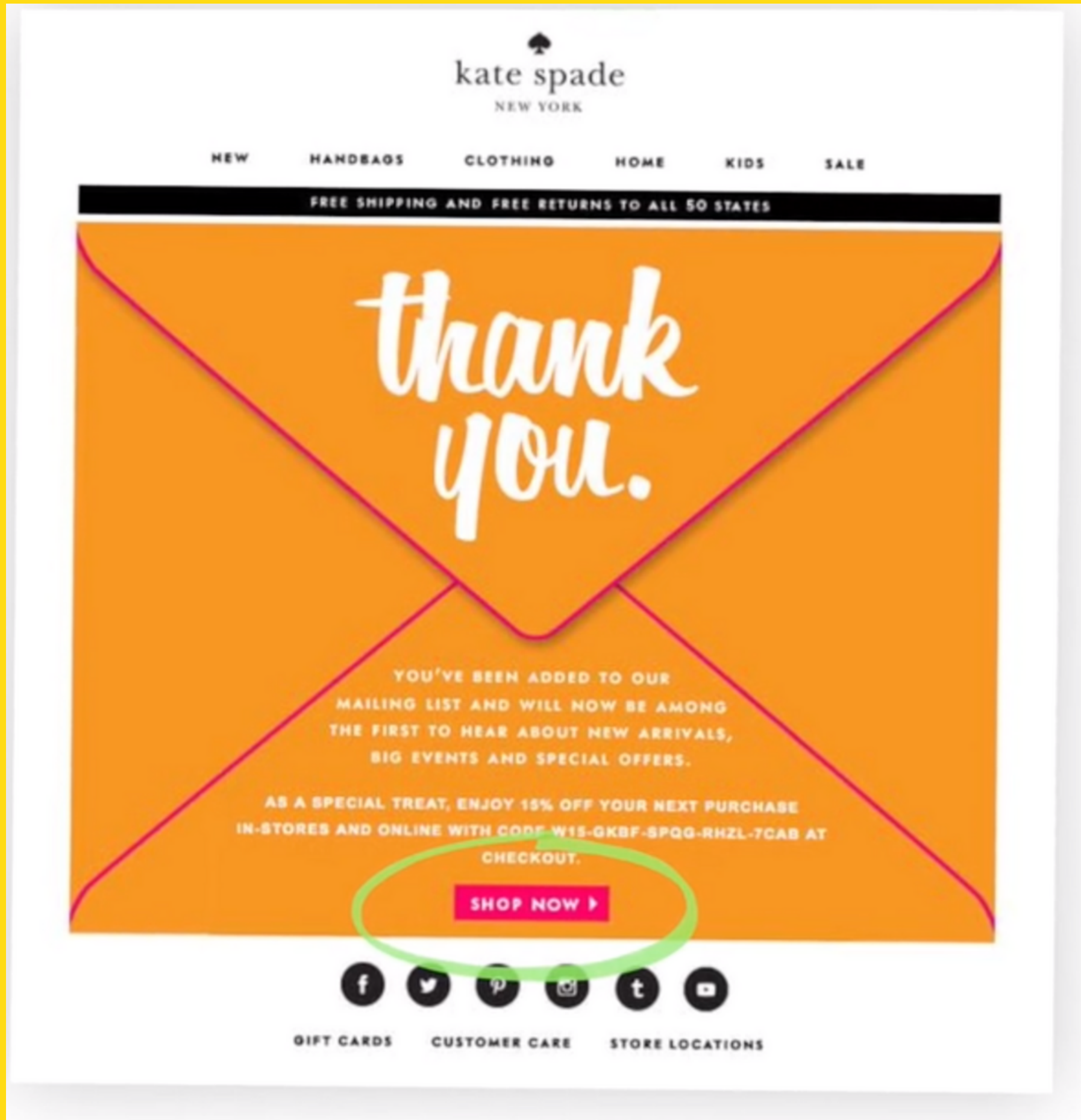
Email Marketing Essentials

1. Welcome email

50%

Average open rate for welcome emails

Source: constant contact



Source: foundr.com/start-and-scale

Email Marketing Essentials

1. Welcome email
2. Frequency

Tip

Email your list 1-2 times a week to stay
top-of-mind

ace & tate

we say

hello again

to ten different styles



Our bestselling styles are back in stock!

Pick your favourite frames...

shop now

[share us with friends and get £20 | click here](#)

free shipping | free return within 30 days



Do you no longer wish to receive these messages? Please [click here](#)

Source: ace&tate

Email Marketing Essentials

1. Welcome email
2. Frequency
3. Seasonal campaign

Email Campaign types

1. The Welcome email
2. The Curation email
3. The Engagement email
4. The Referral email
5. The Discount email
6. The Cart Abandonment email
7. Order Confirmation email
8. Upsell or Cross-sell email
9. The Re-engagement/Win-back email
10. Thank you email





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Lincoln Park Community Lake



laurasykora Today's pose for the #MommyAndMini2017 challenge is any Bird of Paradise or any Standing Balance Pose. Mini always puts me to shame with this one! 😊 PS... I loathe this pose but it's J's favorite... so we had to do it!

Matching leggings are from our collection with @bodyangelactivewear! Use code "MommyAndMini" for 20% off if both mommy and mini leggings are purchased together. 💕

108w



eesabellie @lucatheeninia her



23,424 likes

APRIL 29, 2017

Add a comment...

Post



david_art • Follow



david_art - "Time and Space" ✨🕒

•
Purchase a bundle of any two items from @danielwellington to get 10% off + use my code 'DAVIDART' to get additional 15% off your order!

✨ #dwforeveryone, #danielwellington, #ad

76w



fo4rsightclothing This is incredible. Mate please check us out and see how we are trying to help artist live their passion. This such a beautiful piece. Brilliant work mate.

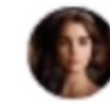


12,786 likes

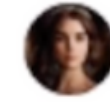
DECEMBER 5, 2017

Add a comment...

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vogue_haute Special offer from @danielwellington Use code ✨VOGUEHAUTE✨ for extra 15% off on Danielwellington.com Free worldwide shipping! @danielwellington @danielwellington .

.
.....
. . .

#danielwellington #dw #dwwatches #ootdfashion #ootdinspo #stylishwatch #styleinspiration #stylists #streetfashion #golden #mondaymotivation #beachbabes

6h



fashionsgirlworld Amazing ❤️



457 likes

6 HOURS AGO

Add a comment...

Post

67.7%

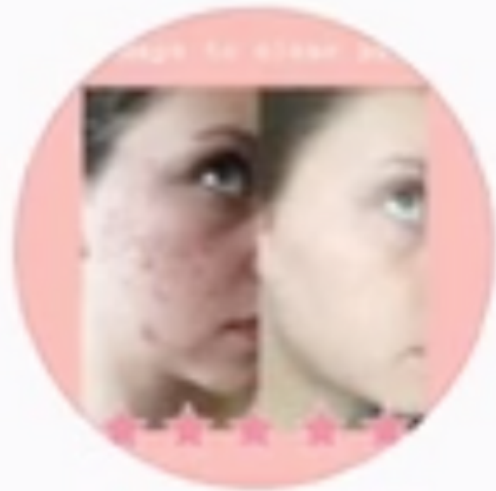
Purchasing decisions impacted by customer reviews

Source: Moz, 2015



Positive social proof leads to **more sales**

Source: Northwestern University



#thefrankeffect

50,250 posts

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