How Email Marketing Automation Manages Customer Lifecycle for eCommerce Managers

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01 INTRODUCTION

An eCommerce business becomes successful when it learns to manage customer lifecycles; right from the discovery of a brand to its advocacy.

Customer lifecycle management encompasses brand interactions regardless of the marketing channel. Email marketing can streamline the interactions during the customer lifecycle and strengthen your relationship with customers.

Email marketing ensures that prospects receive essential content during the buyer's journey.

*According to **Emarsys**, 2018, 81% of SMBs still rely on email as their primary customer acquisition channel, and 80% for retention.*

*A **McKinsey & Company** study points out that when it comes to customer acquisition email marketing is still 40X more effective than social media channels.*

Some facts to go gaga over email marketing:

For every $1 you spend on email marketing, you can expect an average return of $32

61% of consumers enjoy receiving promotional emails weekly, and 28% would like emails more frequently

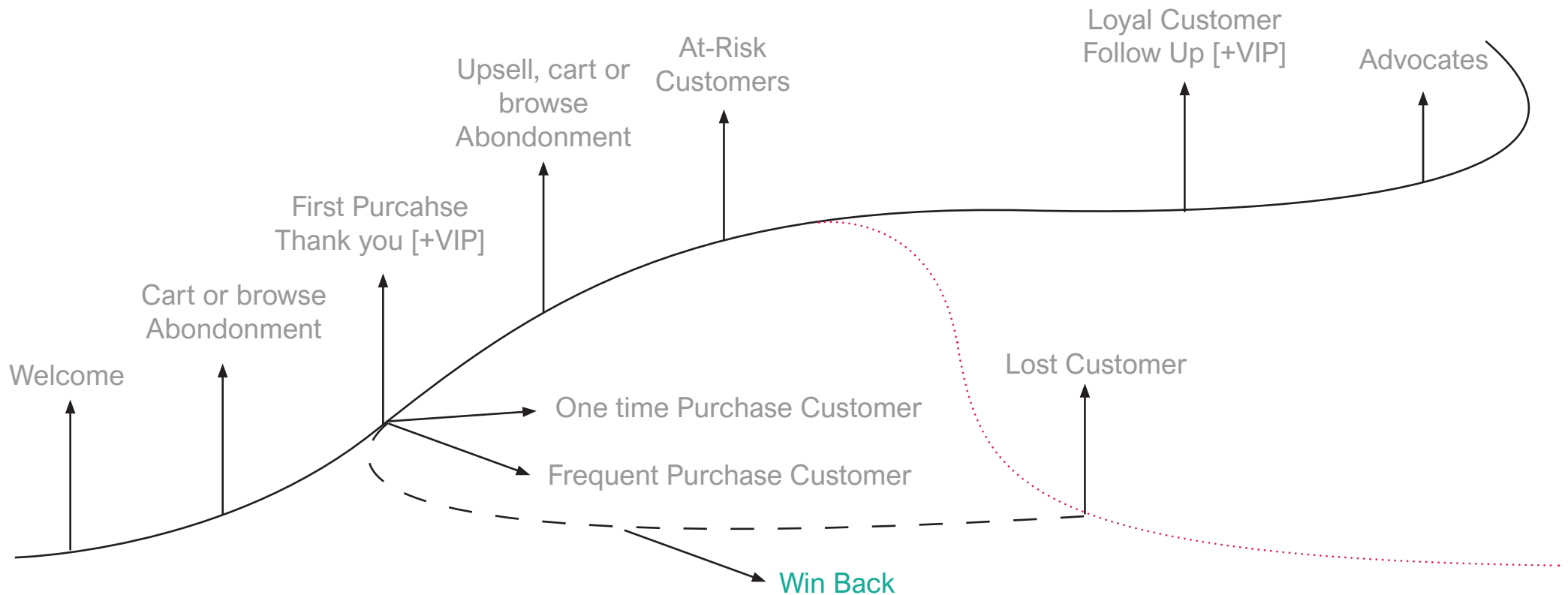Personalized emails improve click-through rates (CTR) by 14% and conversion rates by 10%

Sending 3 abandoned cart emails results in 69% more orders than a single email

Emails with personalized subject lines generate 50% higher open rates

Emails help you optimize interactions at each stage of the customer lifecycle and develop a strong relationship, which improves your ROI.

Let's explore in detail:

02 SIX STAGES OF THE CUSTOMER LIFECYCLE

Welcome

Cart or browse
Abondonment

First Purcahse
Thank you [+VIP]

Upsell, cart or
browse
Abondonment

At-Risk
Customers

Loyal Customer
Follow Up [+VIP]

Advocates

One time Purchase Customer

Frequent Purchase Customer

Lost Customer

Win Back

Prospects	Paying Customers	At-Risk Customers	Lost Customers	Loyal Customers	Influencers

Convert   Grow & Retain   Recover   Retention & Royalty

2.1 PROSPECTS

When customers first identify with your brand, they are still on the initial stage of the buying journey. They are still discovering their needs using different online channels. This is the stage when businesses can turn prospects into customers . The key is to understand their needs.

Goal: Encourage prospects to register on your website or app and share personally identifiable information (PII), such as their name, email ID, address, and phone number.

This stage is a tad bit tough for email marketers who have to deploy several strategies to make encourage registration. The strategies usually include discount coupons, free first-time offers, referral discounts, and free delivery.

The case for email automation

After gathering PII, marketers can segment the prospects based on demographic data and nurture the prospects with relevant and targeted content that encourages them to revisit their website and make their first purchase.

Nurtured leads create 47% higher order values compared to non-nurtured ones. **47%↑**

Once subscriber goes ahead with making the first purchase, he becomes a paying customer.

2.2 PAYING CUSTOMERS

You have spent an enormous amount on acquiring a new customer, now is the time to keep them and prompt them to purchase again.

eCommerce managers usually classify paying customers into multiple categories, based on profit margin, time taken to purchase an item, industry, and purchase frequency; one-timer, occasional (once in 3-6 months), or regular (at least one purchase per month).

Goal: Persuade one-time buyers to turn into regular customers and regular customers into loyal, long-term clients.

Analyze customer visiting patterns, interests, and send them relevant offers and discounts at regular intervals. You can deploy strategies, such as fixing some specific days for sending out deals, offering memberships to frequent purchasers, and implementing gamification.

The case for email automation

Once you integrate your website with your marketing automation tool, you can capture leads, segment them, and automate follow-ups. You can use your email automation tool to send targeted emails with attractive offers and discounts. The tool automatically analyzes customer behavior and sends timely notifications about products of their interest.

An email marketing software helps identify customer behavior, align messaging, and send emails at fixed intervals.

2.3 AT-RISK CUSTOMERS

Based on the average repeat rate in a cluster, a customer might be expected to make a purchase after a certain interval. If this time period ends without a purchase, you are at a risk of losing that customer.

Goal: Reactivate your 'at-risk' customers.

Identify your at-risk buyers. They are not happy with what your brand offers and do not have a strong opinion of your product.

To track such customers, analyze all customer data and find out how they engage across different digital channels. Identify those with zero engagement and those with a high happiness score.

Send rewarding emails to customers with a high happiness score and share offers that could improve customer satisfaction.

To enhance the buying experience, organizations need to connect with customers through follow up emails. Let your at-risk customers know that an offer is for a limited time to give them a friendly nudge. This will make them avail the offer before it's late.

[The case for email automation](#)

Automating your email marketing means automating your campaign emails and reaching out to your at-risk customers in the most timely and targeted manner.

Offer customers a juicy deal to encourage them to get back to buying

`2.4` LOST CUSTOMERS

A lost customer is the one who never returned after making his or her first purchase. Defining this lapsed time frame is difficult.

Goal: Turn your lost customers into active ones.

You can run a winback campaign. Personalize the messaging to connect with emotions. For example: "We Miss You. Come in this week for 25% off your entire order."

Empathy plays a vital role here. The more your message resonates with customer emotions, the better their experience and the higher your revenue will be.

If a lost customer doesn't respond to your offer by coming back and purchasing, you might want to either follow up (making the offer a limited period one to create urgency can be a good tactic) or send them an even better offer than before (though this is risky because customers might get wind of your tactic and keep holding out for better offers).

Try running your winback campaign across multiple channels. A customer may overlook a message among thousands of emails every day, but they are likely to respond to:

- Web/Mobile push notifications

- Facebook or Instagram targeted ads

- WhatsApp messages

The case for email automation

It automates your winback campaign emails while ensuring that only personalized and targeted content reaches your audience.

2.5 LOYAL CUSTOMERS

If a customer makes a second and a third purchase, you can send him or her an email with a coordinated targeted advertisement offering a membership to a loyalty program.

Different online stores may have different criteria to define their loyal customers. Nevertheless, those who complete three transactions or more within the initial six months are generally termed as loyal customers.

Goal: Drive more revenue after a sale.

Take your customers' birthdays and anniversaries into consideration and send them personalized offers, discounts, and freebies. A birthday or anniversary makes a person feels special, especially when they know that someone cares about them.

Receiving an automated email on their birthday or anniversary can make your customers feel valued. Customers who feel valued are more likely to make repeat purchases.

The case for email automation

When you automate emails for loyal customers, you improve customer retention, increase customer lifetime value, and promote brand advocacy.

Also, you can use email automation to tell customers that their inquiries or support tickets have been received and will be responded to shortly. Some bots can interpret incoming messages and send out initial replies with answers to common questions.

Email automation software can allow you to offer rewards and incentives that show up in your customers' accounts automatically based on their purchasing behavior. This not only improves customer satisfaction but also incentivizes customers to continue purchasing from your site.

2.6 INFLUENCERS

Free marketing is invaluable. You can't miss out on it. When your customers become your marketers, they don't charge a thing.

If a customer is happy with your product and has a great experience, he or she will keep returning. But how can you ensure that your organization has a good bonding with customers?

Goal: Convert your recurring and happy customers into brand advocates.

A negative feedback can be turned into a positive one by quickly resolving issues.

Your email automation software doesn't just turn prospects into customers, but also retains your customers and transforms them into your brand advocates.

Offer special rewards and incentives to your customers to let them know that they are valued. Based on their buying behavior, you can send these offers directly to their account using your email automation software.

> **84% of marketers *say they would launch* at least one influencer campaign *within the next twelve months.***

Influencer marketing raises brand awareness and increases engagement. Moreover, it also improves your ROI,
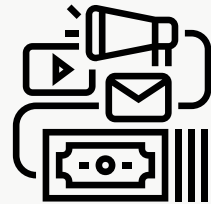
> **80% of marketers *who have undertaken* campaigns collaborating with social media influencers *have found them effective for driving both engagement and awareness.***

03 SOME EMAIL IDEAS TO GET YOU STARTED

NEWSLETTERS

Notify about the latest product launches and offers to increase website traffic and engagement.

DRIP CAMPAIGNS

Send educative emails for engagement.

SPECIAL EMAILS

Nurture and strengthen relationships by greeting customers on their holidays, birthdays, and other events.

ABANDONED CART EMAILS

Send reminders to complete their checkout process.

REWARDING EMAILS

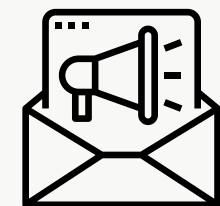Provide exclusive discounts to loyal customers.

DISCOUNT OFFERS

Offer attractive discounts to customers who have not made a purchase in a while.

FEEDBACK REQUESTS

Ask for feedback to generate testimonials and improve the purchase process.

TRIGGER CAMPAIGNS

Send specific emails to help customers take a specific action.

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04 EMAIL AUTOMATION IS THE KING OF CUSTOMER LIFECYCLE MANAGEMENT

Email automation personalizes customer experience to boost sales.

Why does personalization matter?

It improves the conversion rate!

53% of online shoppers find personalization valuable.

eCommerce managers often find themselves in a state of dilemma that whether they can track, record, and analyze what customers are looking for. On the other hand, customers look for quality, efficiency, and reliability in your products and services.

A marketing automation tool, that acts as an expert marketer, can streamline:

→ Lead generation

→ Segmentation

→ Lead forecasting

→ Customer lifecycle management

→ Cross-selling and upselling

→ Customer retention

A marketing automation tool that integrates with your eCommerce store goes further. It can:

→ Track customer spending behavior

→ Segment customers based on this data

→ Generate product recommendations and offers

→ Engage customers through relevant campaigns

→ Track revenues and conversion rates from enhanced customer engagement

→ Trigger abandoned cart email sequences to re-engage customers

05 GRAZITTI'S MAGENTO-MARKETO INTEGRATION CONNECTOR

You can leverage the capabilities of marketing automation in your Magento website. Our connector ensures real-time data transfer from your Magento store to Marketo, and:

Nurtures your leads at fixed intervals via automated emails
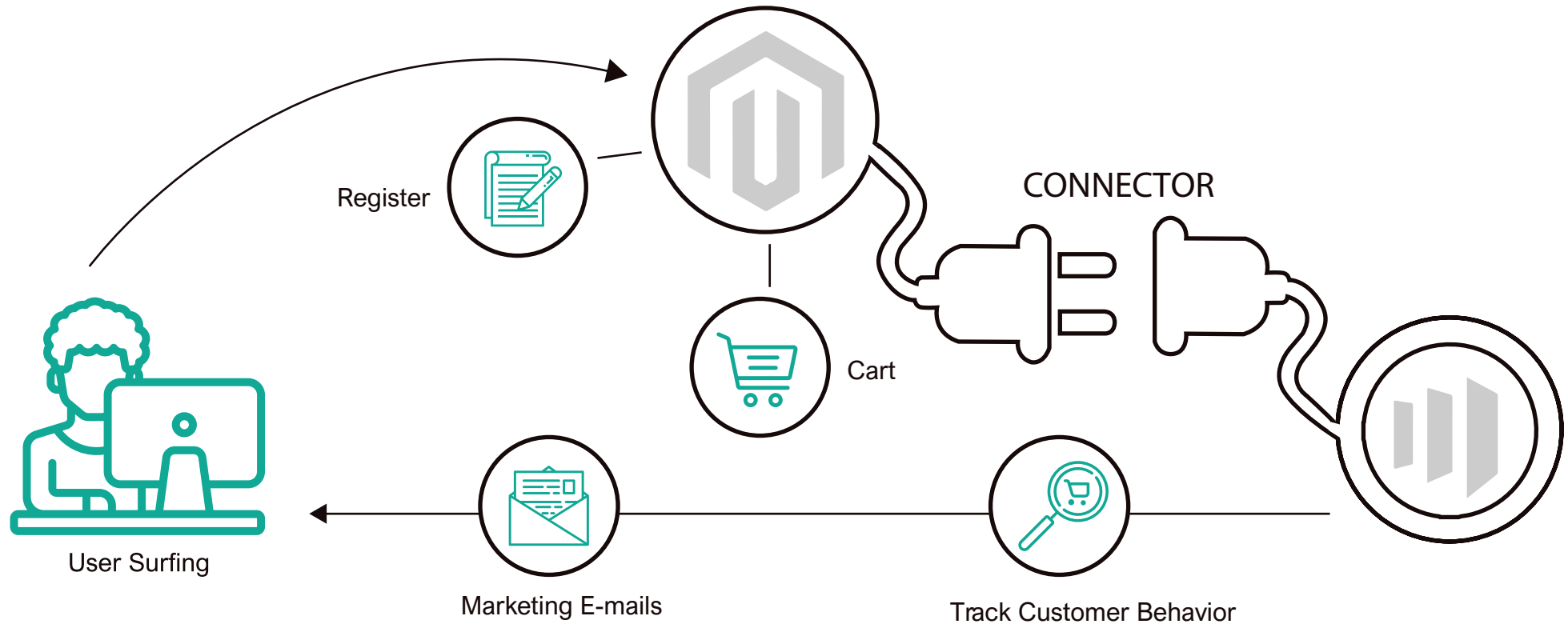
Sends abandoned cart emails

Tracks and analyzes user behavior and purchase journey

Leverages a form pre-fill feature to improve the user experience

06 HOW THE CONNECTOR WORKS?

Register

CONNECTOR

Cart

User Surfing

Marketing E-mails

Track Customer Behavior

07 CONCLUSION

By using a marketing automation platform for your eCommerce store, you can engage prospects better.

You can reach out to the right people with targeted information at the right time.

You can also streamline and automate all your workflows. Nurturing and converting your leads becomes simple. User experience improves and your ROI multiplies.
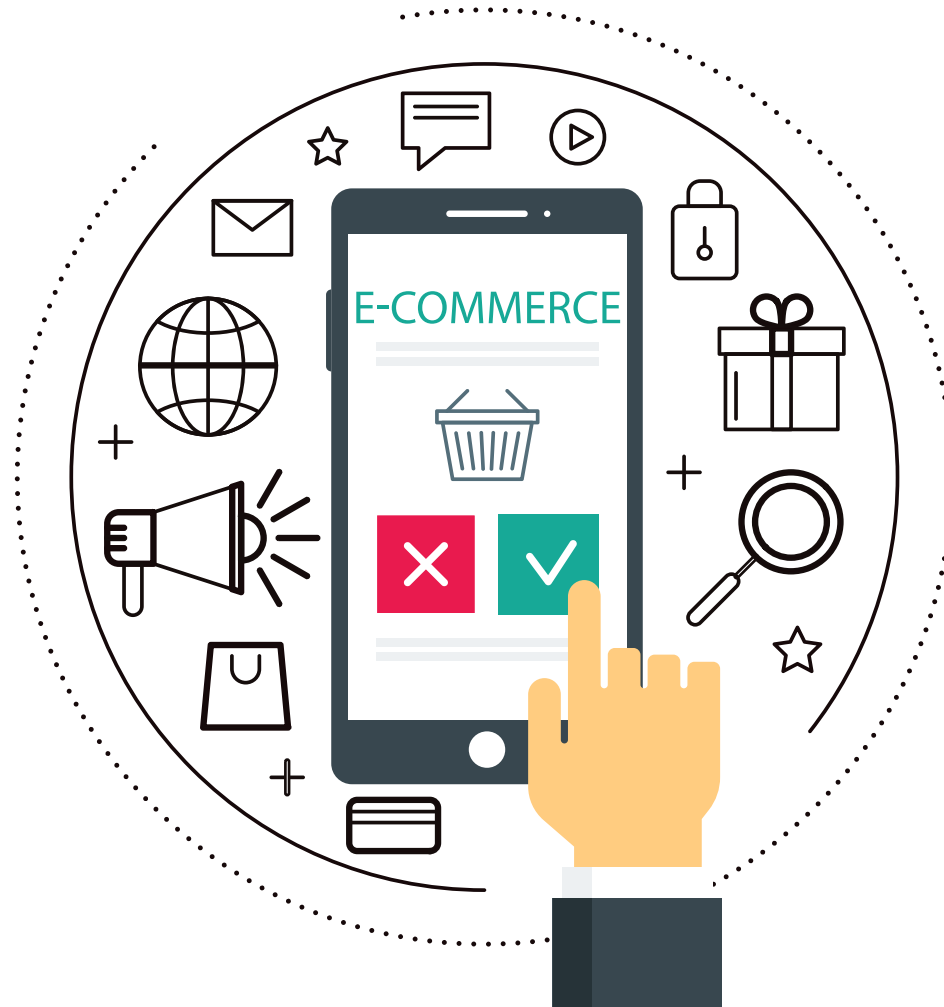
08 ABOUT GRAZITTI

Grazitti Interactive is a digital innovation leader, powering businesses of all sizes with its marketing automation, Magento development, 3rd party integrations, and customizations since 2008. Our Marketo Magento Integration Connector is one of the solutions created for aligning your marketing and sales operations. To know more about our solutions/digital services, write to us at info@grazitti.com.

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