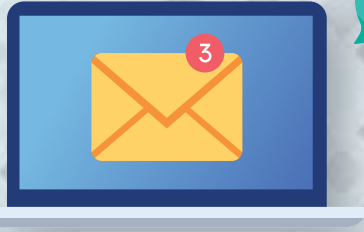


Infoclutch



Email Marketing for E-Commerce



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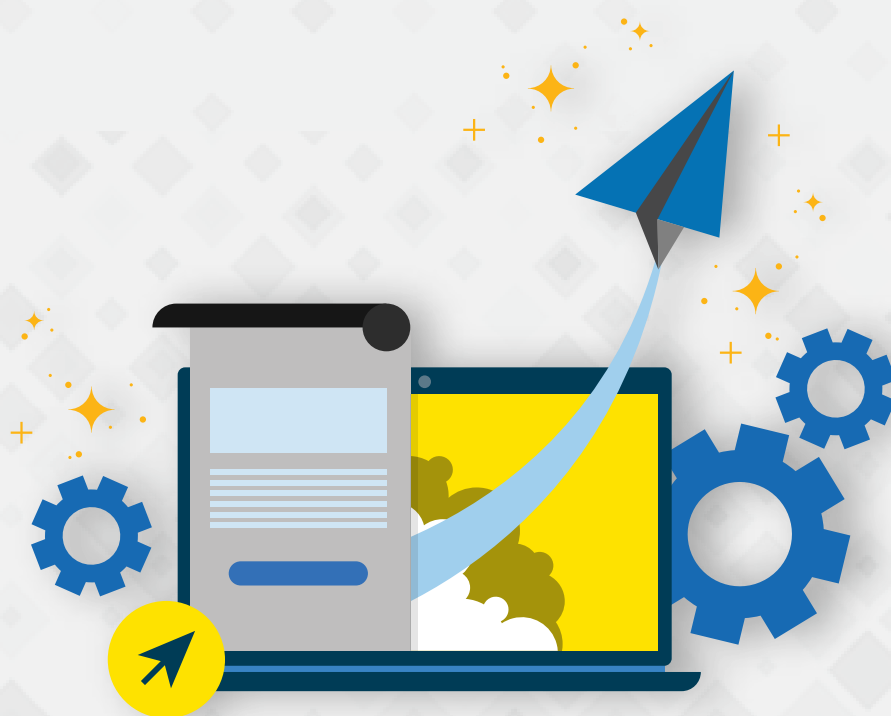
Introduction

Email marketing has been one of the essential marketing tools to help organizations achieve their business target on time. The e-commerce industry, which is a rapidly growing industry and is expected to reach more than \$6.5 billion by the year 2023, has been successfully using email marketing to outreach their customers across the world.

Some of the successful eCommerce companies like Amazon, eBay, among others have a well-planned strategic email marketing plan, to make the right connection with the customer. They analyze and understand the needs of the customer at an absolute level directing them to generate a good number of conversions.

As a marketer, one needs to craft the email that provides the right value to the customer, it can be for any industry, including the eCommerce industry. The email should revolve around, “what are the benefits, the customer will receive when they start using the product, instead, what are the features your product has.”

It should convey the message subtly without deviating from the main subject. The customer should not feel that they have to dig deep to find out the right information suitable for their requirements.



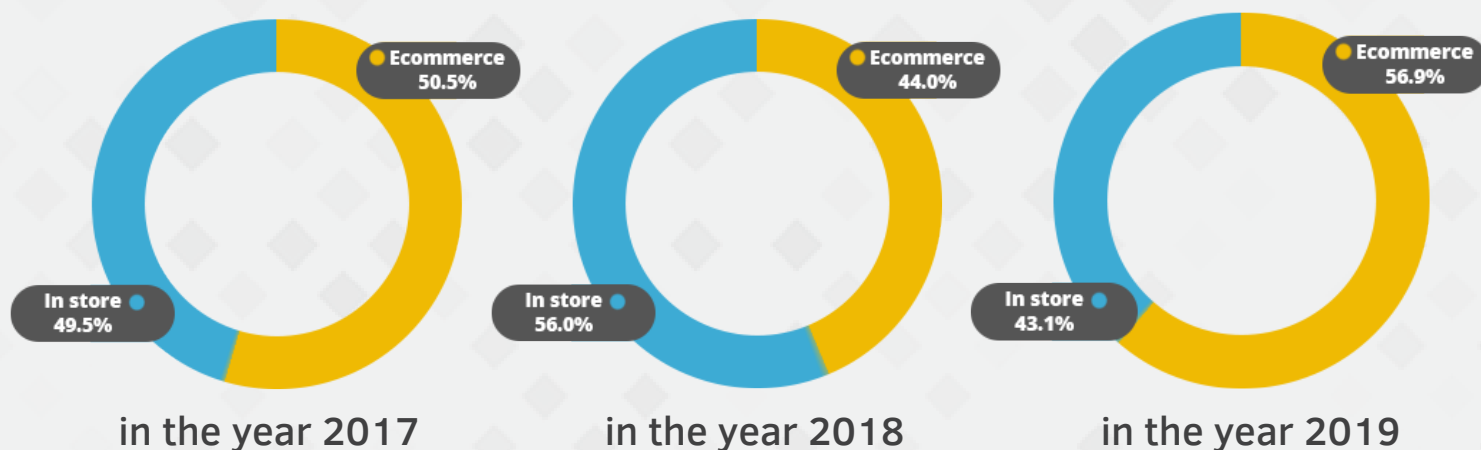
Growth of the eCommerce Industry and the Challenges



Since a few years, there has been significant growth in the eCommerce industry. As per a study in the US alone, by the year 2022, the eCommerce sales would reach \$892 billion.

Since a few years, there has been significant growth in the eCommerce industry. As per a study in the US alone, by the year 2022, the eCommerce sales would reach \$892 billion.

The growth of the eCommerce has been steady from the year 2017. Find the below charts for more information:



Although there was some drop in the eCommerce sales in 2018, the industry again bounced back in 2019 with 56.9% of sales.

The positive results did not mean that the industry did not face any challenges. The industry had its share of challenges such as difficulty in connecting with the new customer, retaining the old ones, and converting them into paying customers, due to heavy competition.

All the marketers have one major goal in mind, how to connect with more prospects and increase SALES. This can only be achieved when the customers feel the connection with your brand and trust it over others in the market. Although there are many marketing forms, email marketing has always been a viable option for many industries across the world. It hits the right chord with the customer and motivates them for making a further purchase.



Why is Email Marketing the Best Option for eCommerce Industry?

Email marketing as a marketing strategy has proven successful in different organizations. It plays a crucial role in reaching out to the best customers across the world. The platform provides you with a suitable opportunity for crafting the right message that can convert even the non-interested, abandoned prospect into paying customers.

Every marketer looks for the best conversions.

What are the best conversions?

Best conversions = Good number of conversions

Also

Best conversions = Higher revenue generated from these conversions

Email marketing provides ample time for marketers to get into the minds of the customer. If planned the right way, it can pass on the right message to the prospects with the right tone.



Planning for eCommerce Email Marketing

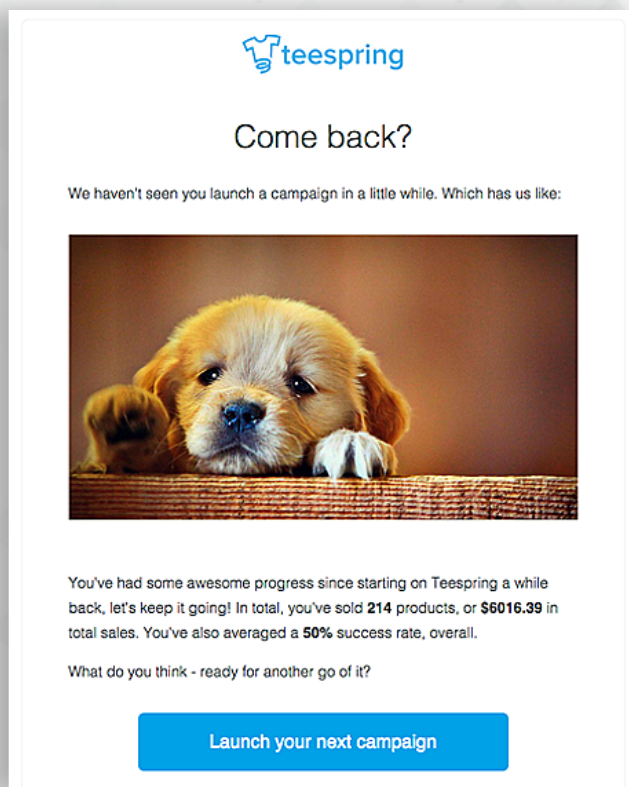
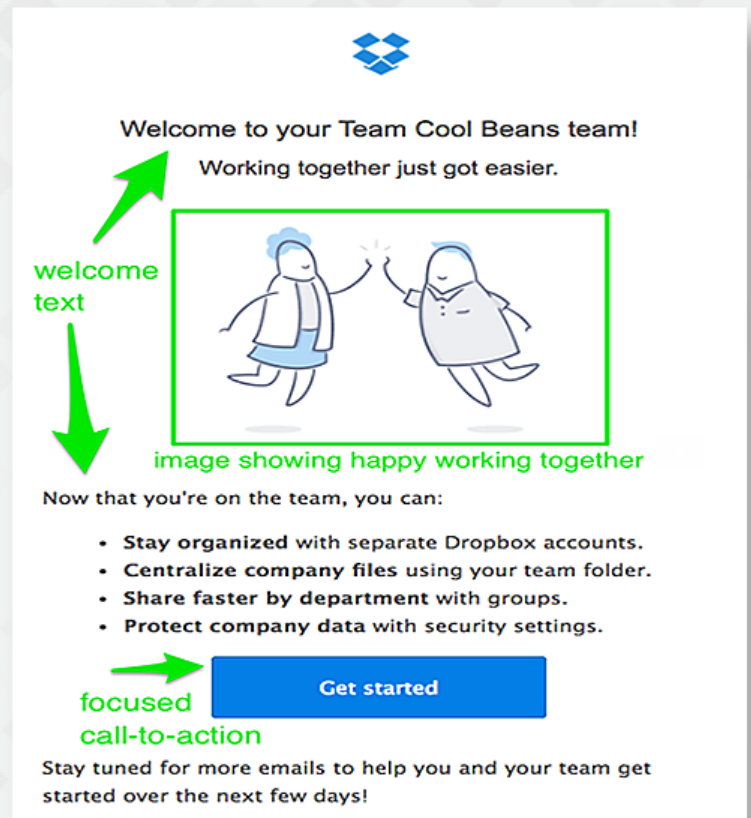
As a fact, most of the times, everything works if you plan accordingly

Planning for eCommerce email marketing needs a strategic approach. You have to convince the customers in a different fashion that is not too pushy and aligns with the needs of the customer.

These are the customers who have chosen the online service than visiting the regular brick and mortar store, so craft the message such as, that they made the right choice in selecting the eCommerce service.

Some of the different forms of email marketing in eCommerce are:

Welcome Emails: As the name suggests, it is greeting the customer when they first sign up. As known, "The first impression creates an everlasting impression," so make the first move to greet the customer. It helps in winning their trust and maintaining a long-term relationship.



Win-back Emails: Win-back emails are the emails, which are crafted to win-back those customers who have stopped engaging with your brand for quite a long time. Emails for these customers have to be developed, that it shakes them up from their dormant phase. As per a finding, win-back emails have witnessed a 12% open rate.

Making the right tactic, that in the email you make the customer feel valued. It can actually help in winning back these customers, who have been a silent spectator.

Order Confirmation Emails: The order-confirmation emails have to be also well-crafted. These emails have to make the customers feel good and satisfied even before they received the ordered product. The confirmation emails ensure that customers feel assured enough that they made the right choice of purchasing your product or service, as you were quick to reply back with the signs of good service.

Examples:

Thank You FOR YOUR ORDER!
We hope you enjoy your new beauty buys

We're here to HELP
Speak to a beauty specialist on:
+44 (0) 800 106 8822 (UK)
+44 (0) 203 471 3000 (International)
Or email us: customerservice@cultbeauty.co.uk
*Mon - 6.30pm GMT, Mon-Sat

It's All About YOU!
Complete your beauty preferences and get 15% off your next order.
[Tell us now >](#)

Check Out WHAT'S NEW...
[Shop Now >](#)

Tips, Trick & Trends FROM BACKSTAGE
[Read More >](#)

Dear Serry Keskin
Your order is now being processed. Please find your order details below.

Order Number: [REDACTED]

Billing To: [REDACTED] Shipping To: [REDACTED]

ITEMS ORDERED:

Description	Quantity	Total
High-Spreadability Fluid Primer By The Ordinary, 30ml	1	£5.50
"Buffet" By The Ordinary, 30ml	1	£12.70
100% Organic Cold-Pressed Rose Hip Seed Oil By The Ordinary, 30ml	1	£9.00
Subtotal		£27.20
Shipping & Handling		£0.00
Gift Card (0)		£0.00
Grand Total (Excl.Tax)		£27.20
Tax		£4.53
Grand Total (Incl.Tax)		£31.73

Thank you for shopping with Cult Beauty

here it comes!
Your order is on its way — [track it now.](#)

order info

date shipped 11/25 shipped to [REDACTED]

shipped via LaserShip Ground see FAQ

items shipped

Do-A-Dot Art — Rainbow Do-A-Dot Marker Set
Qty 1
order # 331563050

Your tracking number is 1LS72264318440093744.
Visit My Orders to check the status of any other items.

track my package

Please note that it can take 1-2 days for tracking information to become available.

if your order's not perfect, contact us.

Email us at service@zulily.com or call us at (877) 779-5615
Mon-Fri 5am-8pm pt, Sat-Sun 6am-6pm pt

Along with the above email marketing practices, there are other email marketing forms that help to increase awareness among potential customers. It can further help to amplify the sales and revenue rate.

Informing About the New Stock Notice: Any new and good-quality stock adds value to businesses. They can turn out to be the new revenue generator for the organization. So, develop the right email to inform your customers about the new stock. This will make them keep wanting for more information. As in a brick and mortar store, the arrival of a new product arises the interest among the consumer, so is the case in an eCommerce industry, which you can utilize for better results.

Many eCommerce companies follow a very popular strategy, to retain the loyal and old customers; they inform them about their new arrivals. It helps to hold back these customers from going after other brands.



Birthday Email: How can one forget this?

Birthday emails are an essential part of the eCommerce email marketing strategy. Everybody feels good when someone wishes them on their birthdays. If you want your customers to appreciate your service or product, this is one of the strategies which can lead you in the right direction.

Customer Review Email: With the rapid digitization and online access to essential information, it has been observed that many customers check the reviews of the products or services before purchasing the same. In this scenario, if an eCommerce organization develops an email that has the best customer reviews giving good feedback about their products, then it can help to win the trust of the customer.

The Targeted Campaign: The targeted campaigns are one of the efficient ways to improve the business output. You can make this possible with enough information about your targeted customer. Targeted campaigns itself means focusing on the exact consumer and pushing him to make the right purchase at the right time. A good CTA in the email is the way to go here, which further can help to increase the conversion rate.



Automation in eCommerce Email Marketing

Automation in eCommerce email marketing is a reality.

Have you ever noticed that when you abandon a cart, you will receive a sequence of emails?

All these emails are redirected to one thing- **How to motivate you for purchasing a specific product, the process that you abandoned halfway**

There are different types of cart abandonment emails which helps you to make the right connection, and where every email is planned a specific way. The emails are sent at certain intervals so that it helps you to win back the lost opportunity. Every lost opportunity can bring good surprising results from your email campaign.

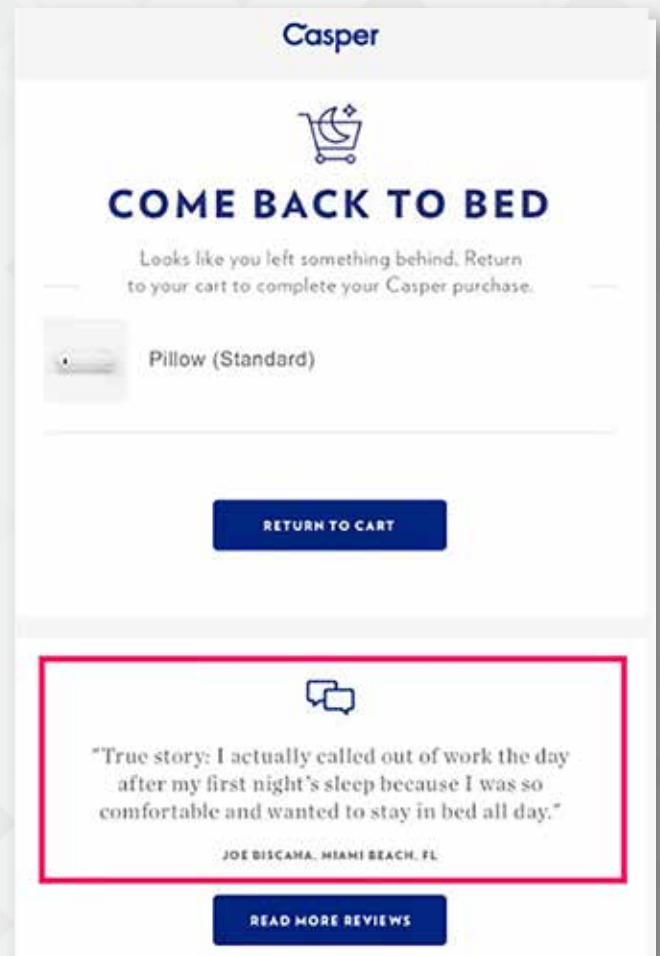
The email sequence is planned in a specific way:

1st Email - within 24 hours of abandoning the cart

2nd Email - after 48 hours of abandoning the cart

3rd Email - after 72 hours of abandoning the cart

“ The first email conveys the message to the customer, that they have left something important in their cart. ”



It tickles the customer to return back and complete the process.

Here in the email, you can add the major benefits customers will receive after purchasing the product.

“ The second email which is sent after 48 hours of abandoning the cart is about handling the objections. ”

Many organizations send FAQs to the customers for checking what is holding them back for not purchasing the product. These questions can help them to understand their customer. As acknowledged, "when you know your customer completely, then it becomes easier for promoting your products."

“ The third email, send after 72 hours of abandoning the cart has a conversion ratio of 18.2% ”

So, this should be planned in the best way. This email campaign has to make the right connection with the customer. You can offer the discount price, your last trick, thus motivating them to purchase the product.

Designing the Right Newsletters

Designing the right newsletters is an arduous task for a marketer. There are specific points which should not be missed while designing the same.

The crucial points to be considered are crafting a good subject line. A good subject line can halt your customer for a while to check your email.

In the eCommerce industry, there are different types of newsletters.

Fun Fact




In 2019 alone, **293.6 billion** emails were sent and received each day


This figure is expected to increase to over **347.3 billion** daily emails in 2022



Informative Newsletter: Sharing the history of the company, with other useful guidance.

Find the below image:





Hi, Anya. Welcome to HubSpot Academy's free online courses and certifications.

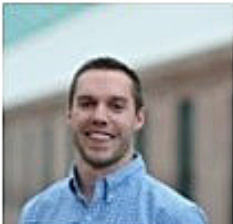
Say hello to your new HubSpot Academy learning center. [Take a quick video tour to get acclimated](#) and [learn about our mission to educate and inspire](#).

Here, you'll find award-winning courses and certifications taken by thousands of people all over the world. Use these courses and certifications to develop your skills and learn how to market, sell, and grow an inbound business.

When you're ready to put your knowledge into practice, dig into HubSpot's free marketing and sales tools included in your portal.

[START LEARNING >](#)

Happy learning,



Julien Clement
Certifications Program Strategist
HubSpot Academy
[@HubSpot Academy](#)

Promotional Newsletters:

Crafting promotional newsletters, that are entertaining and cheerful are needed in the industry. It is hugely liked by the prospects.

Nobody likes the content which just pushes them to purchase the product. When as a marketer, you develop a newsletter that aligns the interests of the prospect with your service or product, then half of the job is done. There is a huge difference between features and benefits, while features are the characteristics of a product, benefits are the outcome which a customer receives after using that specific product.

Promote the **BENEFITS**.



The above image depicts a happy girl with a fashionable dress and handbag. This can arise the interest among the consumers to purchase the product from that specific brand. Attractive images are the stimulators and act as a bait to attract the right customer. As a marketer you have to use the right opportunity to attract the right customer.

Email marketing revolves around developing a perfect relationship with the customer. As most of the prospects check their email regularly, email marketing act as a perfect guide for connecting with customers.

Fun Fact



49% Of all emails are opened on mobile devices when it comes to email marketing



Kinds of Newsletters Which can be Sent in eCommerce

There are various forms of newsletter content which are provided by an eCommerce company:

- 01 Entertaining content arising the interest among the customers, which even includes the videos
- 02 Special promotion of the services or products of the brand
- 03 Testimonials and customer interviews
- 04 Educational guides for the products
- 05 Tutorials explaining in detail about the product or service
- 06 Seasonal promotion of the products giving your brand a broader exposure
- 07 Adding the special deals and discounts in the newsletter
- 08 Contest to attract the prospects

Fun Fact



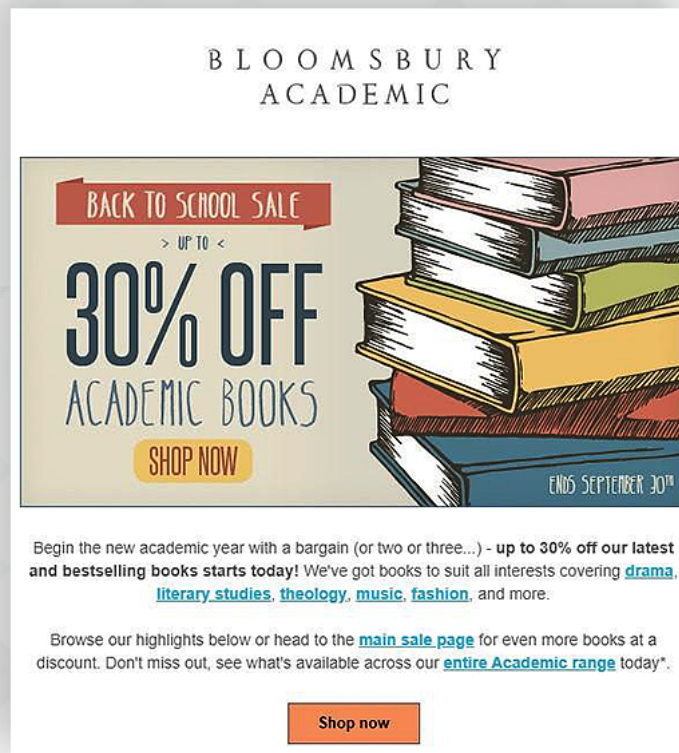
49% Of consumers said that they would like to receive promotional emails from their favorite brands on a weekly basis



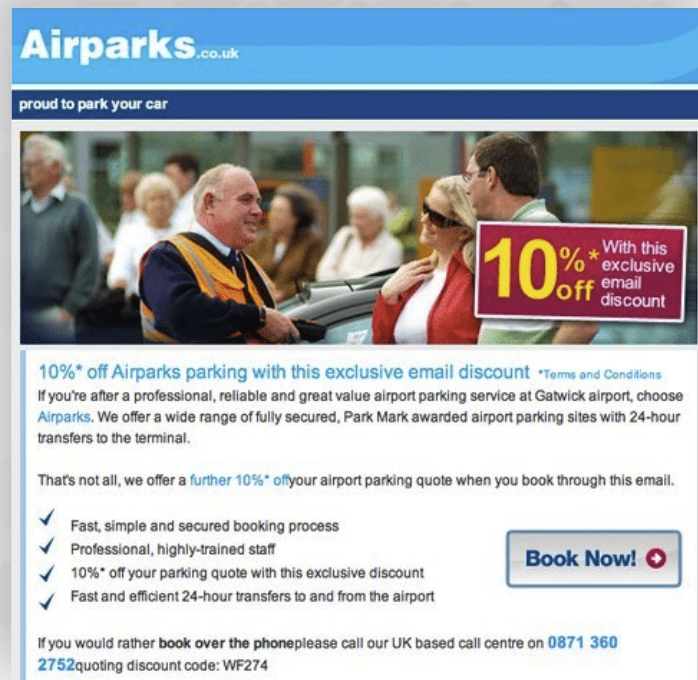
Examples of best eCommerce marketing emails



Here again in the above image, you can see how the customer is greeted with the message welcome to the family, that can make a personal connection with the customer.



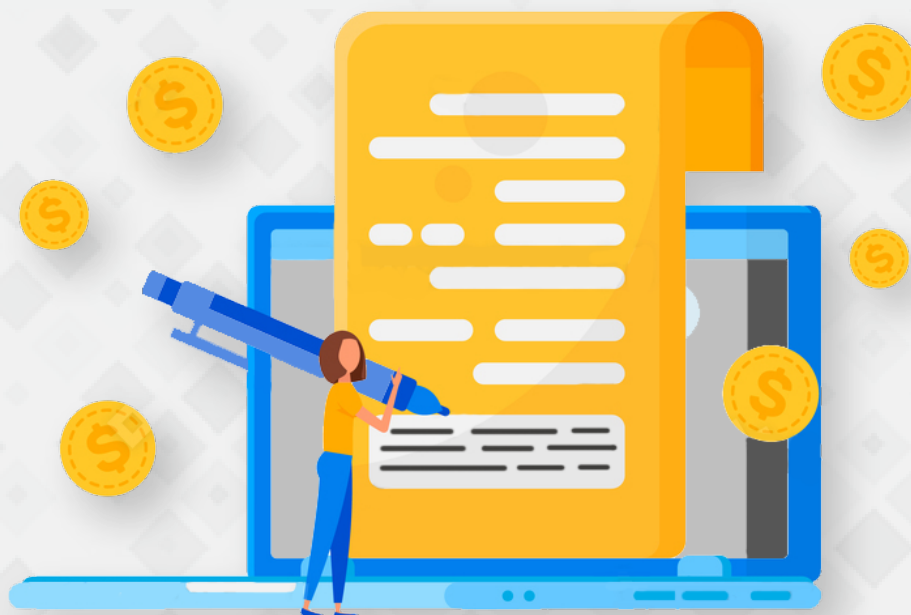
Seasonal promotional email example



Special discounts email example

Conclusion

Planning an email campaign for e-Commerce is not an easy task, as you have to craft the right email for converting the prospect into your paying customers. When you can do that successfully, then your email campaign can be termed as a successful project. E-Commerce is booming with the majority of the customers purchasing online, and emails, which are one of the crucial connectors to connect you with the prospect, can help you to generate the right revenue.



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InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services.

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