

How to Increase Sales Via Lifecycle Email Marketing



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WHAT IS LIFECYCLE EMAIL MARKETING?

Lifecycle email marketing is about understanding and defining the customer's engagement with the brand along the entire journey. It involves how you approach the customer, drive them into interaction and convince them to make specific CTA. Various marketers follow different approaches throughout this lifecycle as per their business and industry. When the industry is different, then customers are also different, with different mindsets, behavior, interest, etc.



Why should emails be developed as per the customer lifecycle?

Emails developed as per the customer lifecycle helps to increase conversions as it accurately targets the customer

The emails received by the customer have the valuable information and are relevant to the customer, so even if they do not purchase any product they do not get irritated after reading it

HOW TO INCREASE THE BUYER INTERACTION RESULTING IN SEAMLESS EMAIL LIFECYCLE

It has to be understood that a comprehensive email marketing lifecycle improves customer interaction, and increases the sales and revenue



For a successful sales interaction one has to focus on 3P's which are personalization, proactivity, and problem-solving. When you are able to focus on these 3 P's then there can be seamless interaction with the buyer

PERSONALIZATION, INCREASED PERSONALIZATION, OPTIMIZED PERSONALIZATION

This word has become a vital terminology. Without this you can follow an appropriate and uninterrupted marketing and sales process. Buyers need to be engaged at every step for which you have to follow a personalized email marketing campaign



There are many brands in the market vying up to convince the buyers that they have the best services or products to fulfill their requirements.

In such a scenario, when you master the art of personalization, then you can have the right conversation with the potential customer. The product demos, what the company does, industry, and other information should be used the right way to personalize conversation at each stage of the buying process

The process can result in a valuable and relevant interaction process with the buyer or the decision-maker

PROBLEM-SOLVING

Many buyers complain that marketers or sales person do not understand their problems and find relevant solutions for the same. This hampers useful communication between the buyer thus affecting the lifecycle of the email marketing. When you do not connect with the customer from the first email only then it becomes difficult to maintain the communication flow and response in the next email

Active Communication

The active communication or proactivity is the next key factor for building a seamless email marketing lifecycle. It has been observed when buyers and sellers are actively engaged then the marketing and selling process becomes easier

CUSTOMER LIFECYCLE STAGES

There are 5 basic customer lifecycle stages, which are awareness, ,purchase, relationship building, retention, and the advocacy. Accordingly, you have to plan the email marketing campaign

The awareness stage is the starting phase where you have to work tirelessly to outreach the maximum number of prospects. The more customers you reach the increased chances of conversion. You have to pitch your product accurately so that the prospect understands the benefits your product is providing as a whole



The Below Example is Of a Brand Awareness Email



Hi John,

Thanks for entering **my contest**. We will be announcing the winners on January 14, 2018 via email. In the meantime, head on over to our [website](#).

You may enter once a day, so make sure to come back tomorrow for another chance to win.

Good luck,

Aromas Coffee House

Follow us to be the first to hear about future promotions, contests and giveaways!



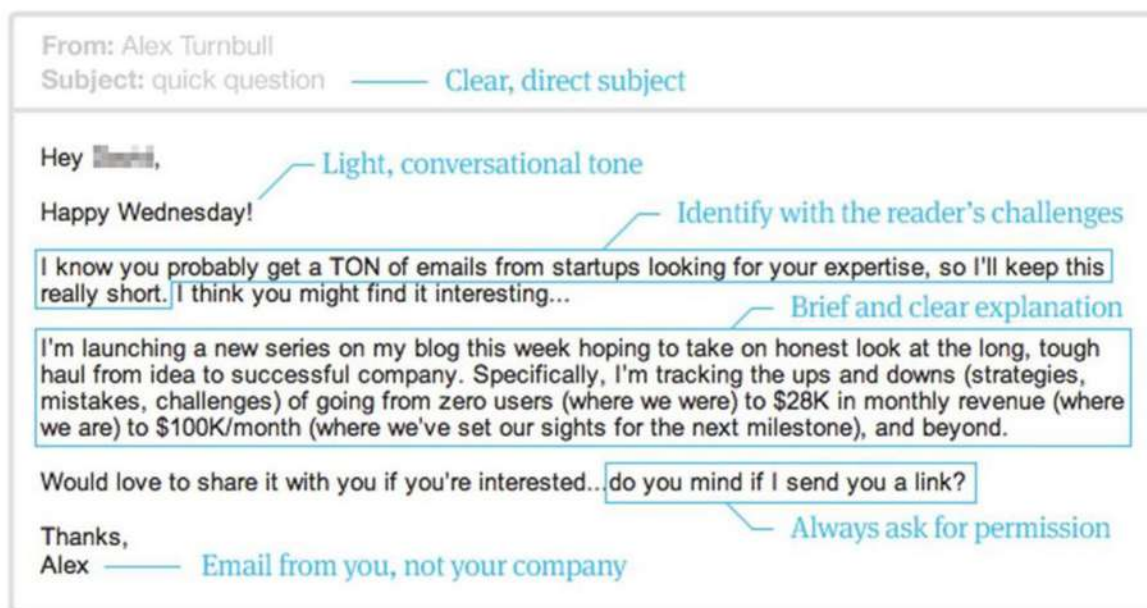
Purchase

Once they are aware of your product, its time to motivate them to make the purchase. You can encourage them by offering them attractive discounts. Any amount of discount, as you know, is the triggering factor that makes the customer to go for the purchase. You can offer discounts on products which the customers have looked for in your website

Relationship Building

The next in the stage is relationship building. After the prospect becomes your customer, its time to build the relationship with him. You should aim for loyal customers who will be there in the long-term rather than having customers who just move on after making one purchase

Anatomy of A Relationship-Building Email



This can be executed by sending regular newsletter for example on a weekly basis, in which you can include the upcoming events, changes in the product, latest industry updates related to them, etc.

Relationship building emails are necessary in today's competitive world to outsmart your competitors

Retention Email

Retention email is one of the crucial part of lifecycle email marketing. It comes after an effective relation-building process. When the customers are provided with good offers and discounts on products which they need, then they automatically get attached to the brand, thus helping in the process of retaining

Advocacy

Advocacy is another stage, where the customers start advocating the brand or service which they are using.

It can only result when there is customer loyalty. The loyal customers become your brand advocates, and start promoting your brand on different channels

Please add edeals@ebuyer.com to your address book or safe list to ensure you continue to receive this email.

If you no longer want to receive emails from us, unsubscribe [here](#).

ebuyer.com
technology delivered



We don't want to be soppy, but we've missed you. We miss the way you chew your pen while browsing our site or play with your hair while deciding on delivery options.

We know it's only been a few months but since you've been gone, we've been busy...

We've made changes to our site so it's easier for you to navigate. We've added more of the stuff you love and made it even cheaper. Why don't you come and have a look?

We'd love to see you again soon, and your friends are more than welcome too!

Thank you,
The Ebuyer Team.

Ebuyer is firmly committed to respecting your privacy. We do not share your information with any third party. If you have any questions, please read our Terms and Conditions: [here](#)

SOME OF THE BEST LIFECYCLE EMAIL MARKETING EXAMPLES

The Below Example is Of JustEat Which is Regarded as One Of The Largest Online Food Delivery Companies

JUST EAT



We're glad to have you on board

Hey Ivan,

Thanks for joining Just Eat – your account is now ready to go.

Here's your username – you'll need it every time you login, plus the password you created...

Username:

[Log in](#)

See you soon,
Just Eat

Just-Eat.ie, info@just-eat.ie

Registered in Ireland No. 457475 | 1st Floor Nutley Building Merrion Road, Dublin 4, Ireland

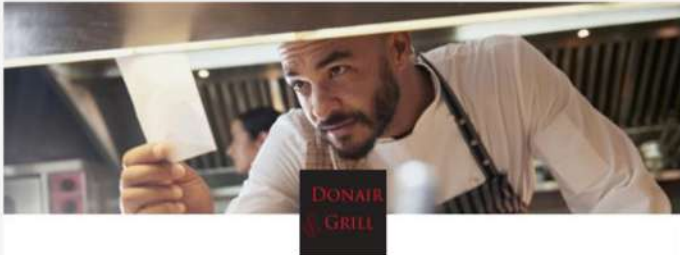
Just after signing up for the service, you will receive a welcome email that has the login credentials

Then after placing the first order you will receive an email order confirmation about the details of the order that includes the food ordered, time of the delivery, and the pace to deliver the food

Check the below image

Your order from Donair Grill / Votre commande du restaurant Donair Grill

JUST EAT



Thanks for your order, Ivan

Donair Grill has received your order and they'll be delivering it at **15:05** on **27/07/2017**.

If you made any special requests, make sure they're included below. In case you need it, your order number is **14924433**. If anything comes up, the restaurant will call you at **5872259878**.
Changed your phone number? [Update it here](#).

Need anything else?

[Check out our help and FAQs.](#)

Tell us how we're doing

Please take a moment to answer a short survey and help make Just Eat even better.

[Begin survey](#)

Here's what you ordered

Name	No	Price
Chicken Platter with Rice and Salad	1	\$12.75
+ Upsize	1	\$3.00
+ Hommus	1	\$1.00
Subtotal :		\$16.75
Delivery price :		\$3.00
Total :		\$22.72

Your note to the restaurant : No tomatoes or dressing on the salad..

You ordered from :
Donair Grill
311-2335 162 Ave Sw, Calgary, T2Y 4S6.

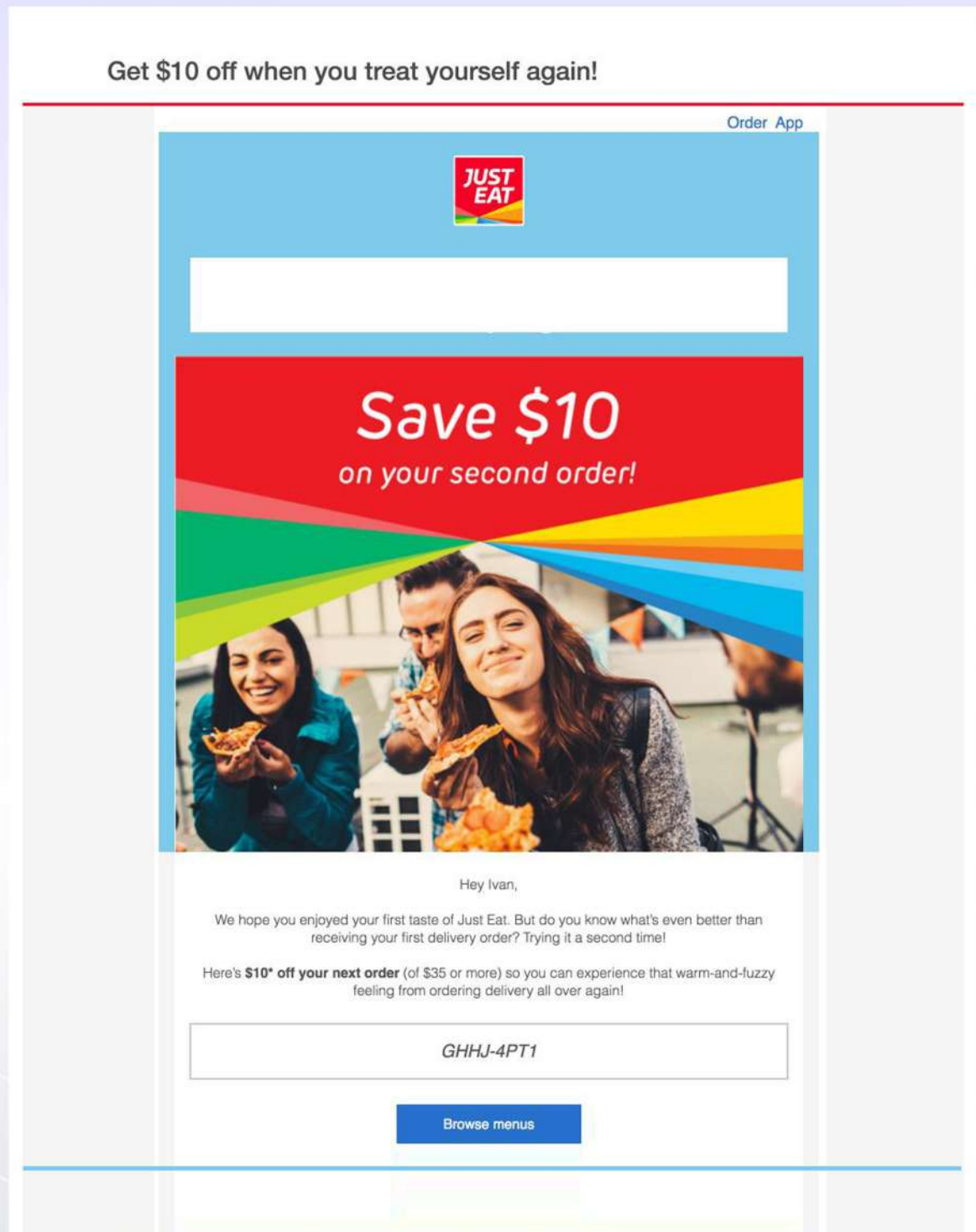
Your order will be delivered to :
Ivan
103, Millview Gardens Southwest, Calgary, T2Y 3Y3.

Ps... This order still needs to be paid for, so don't forget your wallet when your delivery arrives.

[f](#) [t](#) [i](#)

[Download on the App Store](#) [Get it on Google play](#)

The process does not stop here, you will again receive an email where they offer an discount on your next purchase



Even if you do not purchase anything, after a few days they will send an email asking for feedback. If an organization wants to be a customer-oriented company then they should always follow a process to ask the feedback

Review your order from Donair Grill

[Order App](#)



Hey Ivan,

Restaurant: Donair Grill
When: 27/07/2017

By providing feedback, you'll help other Just Eat members discover something delicious for their next order. So that leaves us with one simple question:

'Would you order from Donair Grill again?'

Yes

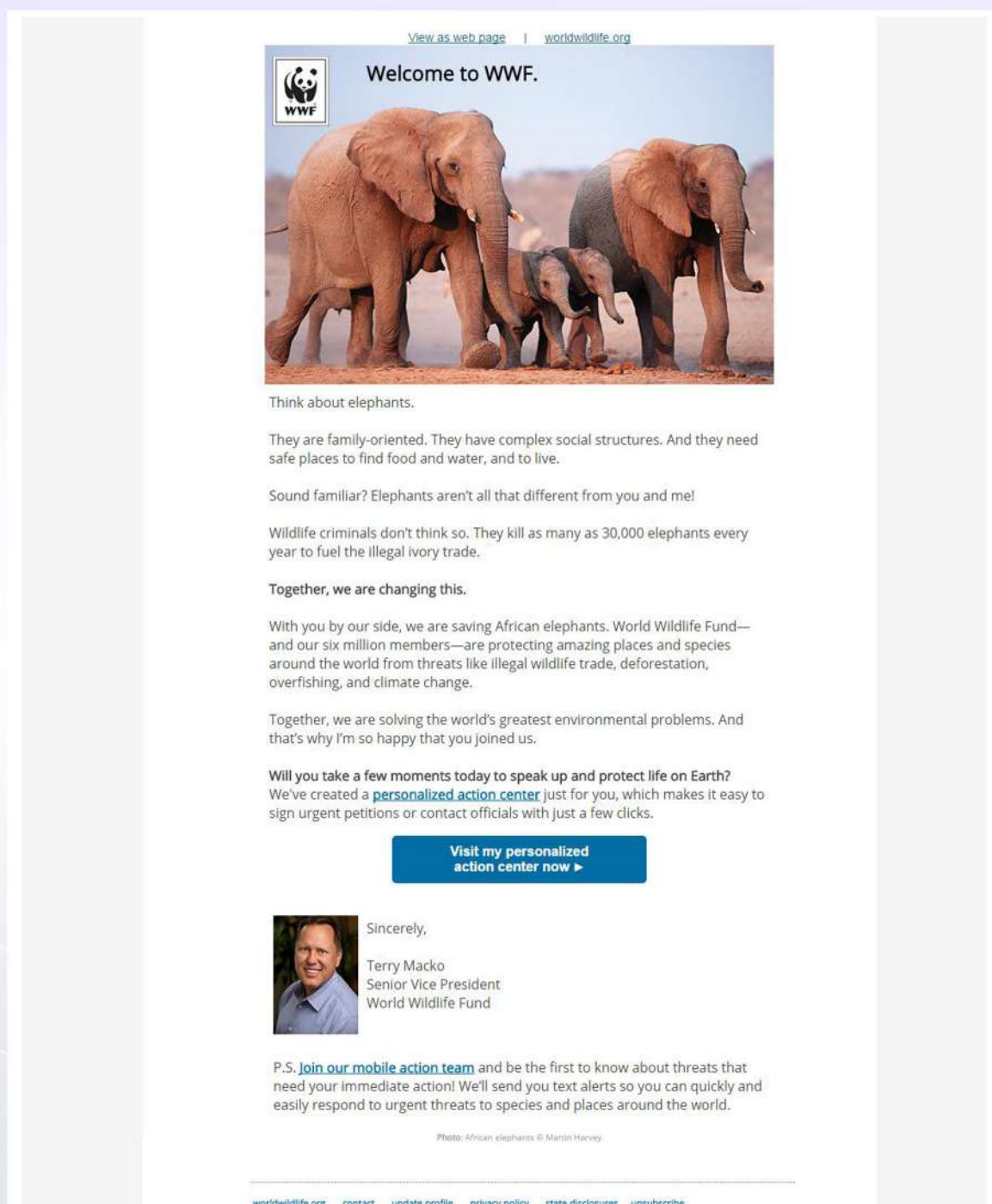
No

(Since you just ordered a meal, we trust your review to be fresh.)

The below example is of World Wide Fund for Nature. It is one of the largest nonprofits for the environment protection and preserving wildlife

The first email compels to think about elephants. It is a refined example of sending a welcome email where the inspiring message of protecting the elephants strikes the right chord with the recipient. WWF asks the right action for protecting and healing the earth

Check the below example



The next email is about taking the action, which is asking donations in which WWF starts with a visual picture. It motivates the readers to take the action

You can see how they motivate the recipients in doing so

Together we can protect Belize's reef



Dear ,

Imagine... An underwater haven for threatened manatees, endangered marine turtles, hundreds of fish, and colourful corals. That's the reality in the Belize barrier reef.

Together we can protect this stunning World Heritage site, all its wonders, and the people who depend on it, from threats like offshore oil and coastal destruction. [Stand with Belize and help keep the dangers away.](#)

We need YOU to make your mark...

Act now!

P.S. Did you know that half of all natural World Heritage sites are under threat from harmful industrial activities? Together we can save our shared heritage. Click on the button above and act now.

...together possible

Together we're stronger. Join us online.




Instagram Pinterest Twitter Facebook

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Finally in the last email, they focus on selling the merchandise. They plan to sell the merchandise in the donation form and then focusing around holiday which you can see in the below image

A Better Way to Give. Gifts That Make a Difference.
Free Shipping*




WWF GIFTS



Make a donation to WWF in honor of your loved one this Valentine's Day. Your gift will help ensure that species and wild places around the world are protected. And, when you **give by Monday, January 30**, we'll send your t-shirt or other thank-you item so that it arrives by Monday, February 13.*


[FIND A GIFT >](#)



[Graphic Tees](#)
\$55 Donation

Highlight your commitment to protecting wildlife and their habitats. Make a contribution to WWF in support of our conservation efforts and choose from several designs, such as the [sea turtle](#), [giraffe](#), and [sloth](#).

[FIND A GIFT >](#)



[Long-sleeved Tees](#)
\$55 Donation

Make a donation to WWF in support of our conservation efforts around the world and choose a [long-sleeved T-shirt](#) with our panda logo as a thank-you for your generosity.

[FIND A GIFT >](#)

[See All Symbolic Adoptions & Other Thank-you Items >>](#)

Shipping Information*
Thank-you gifts for eligible donations are shipped for free via USPS First-Class / Priority Mail and may take 6 - 10 business days to be delivered in the US, 3 - 6

EFFECTIVE LEAD NURTURING EMAILS TO MAINTAIN EMAIL LIFECYCLE

Subscriber Email

You must have heard before, sell the benefits to the customers, not the features. When you present your services or products to them showcase it in a way, which will address their problems and help them in resolving it. How your services benefits them is the highlight to keep the conversation going!!!

Subscriber email are also often known as the welcome email, where you thanks your new subscriber, give the incentives as stated, and then set the expectations level



Multiple Touches Email



The multiple touch emails are considered important in an email marketing lifecycle; recipients get almost 10 touches from the time they were segregated as a prospect till the time they are closed as customer. Here they receive different types of content which range from whitepaper content, blogs, infographics, etc

Education Email

Education email is considered very useful in a B2B industry. As most of the B2B buyers need to take a decision after analyzing whether the services provided by a specific brand meets their requirements you should portray yourself as a thought-leader in that industry and that as a marketer you understand their requirements

The Holiday Email

You might think that this lead nurturing email is not that important but you are wrong!!!!

This is as important as other emails mentioned above. Every time your email should not be sales oriented. Your recipients are human being and adding a little human touch to email can differentiate your email from your competitors



Sending emails on holiday themes and on a timely basis is a part of email lead nurturing process. You can make it creative by adding little humor to emails as nobody would like holiday emails to be boring

The News Email



The news email that means providing the updates about your service or product helps to build the rapport with your potential customer. As a business you will be launching many services or products on a regular basis, these emails help to keep in touch with these prospects by providing them the latest news and updates

Win Back Email

You would have already used this tactic. Win-back emails are known to convert many customers than any other kinds of emails. The customers who abandoned the carts to some reasons, maybe they changed their minds, or pushed the purchase after some days can be tracked and nurtured so that they can make the purchase after some days



VetRxDirect

FREE SHIPPING ON MOST ORDERS OVER \$49 *

We Miss You Michael

As a token of our appreciation for you, we'd like to give you 5% OFF your next order*.

CLAIM YOUR OFFER WITH CODE:

SHOP NOW

*Valid on any offer over \$50. Must be used at checkout.



Dear Michael,

As you already know, we're animal lovers and veterinary experts. Our store has a growing selection of over-the-counter and Rx pet medications. Our easy online ordering and vast product selection is why customers love us.

But we couldn't help but notice that you haven't been back in a while. So we simply wanted to say, "hello" and would love to show you why we have a 5-star customer rating.

We want to be your trusted source for pet medications and would love to have you back.

CLAIM YOUR OFFER WITH CODE:

SHOP NOW

*Valid on any offer over \$50. Must be used at checkout.



pharmacy

ACCREDITED
Compounding Pharmacy

4.7 ★★★★★
Google Customer Reviews

AUTOMATED EMAIL MARKETING

Are you familiar with automated email marketing?

Automated emails are the new rage, where you do not need to manually send emails to your customers or prospects. There are some emails that do not need much customization before sending it to the recipients. For example the onboarding emails. These emails welcome the customers onboard and introduce the special features of the product to the customers and how they can benefit from it

With customers having a low attention span, these emails will help them in hooking to the emails

You can even send notifications emails via automated email campaign, notifications are one of the useful signals to keep the customers engaged. With these notifications you can provide them the latest updates. Here also you do not need to send the emails manually, but the product managers can make this process automated



The next is milestone emails where you can share the customer success stories. This also accelerates the value of your product. The automated monthly reports boost the morale of your customers as they get the vibe they have done right in purchasing your product or service

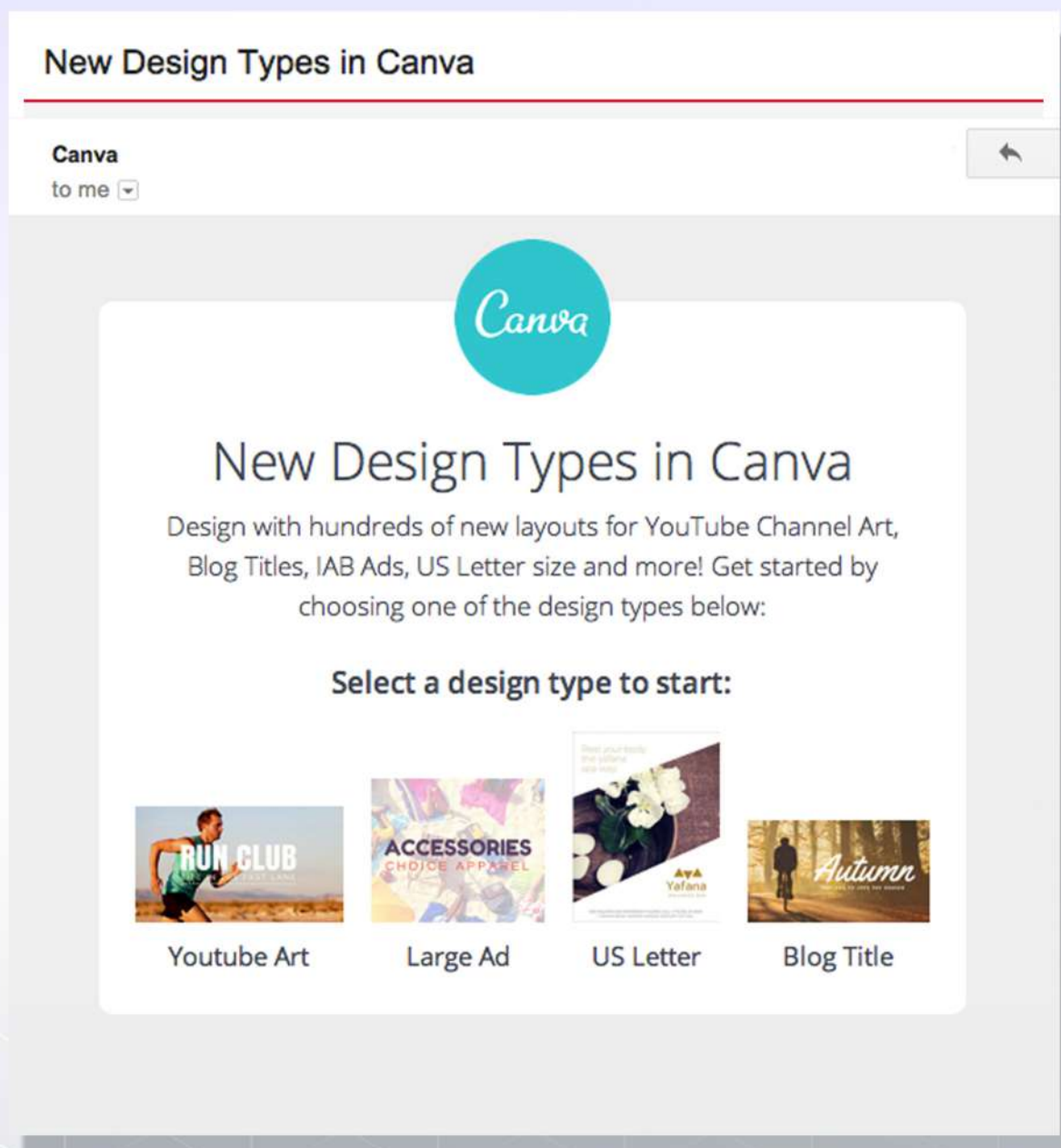
SENDING EMAILS MANUALLY



There are other emails that can be manually sent to the customer such as product updates and surveys

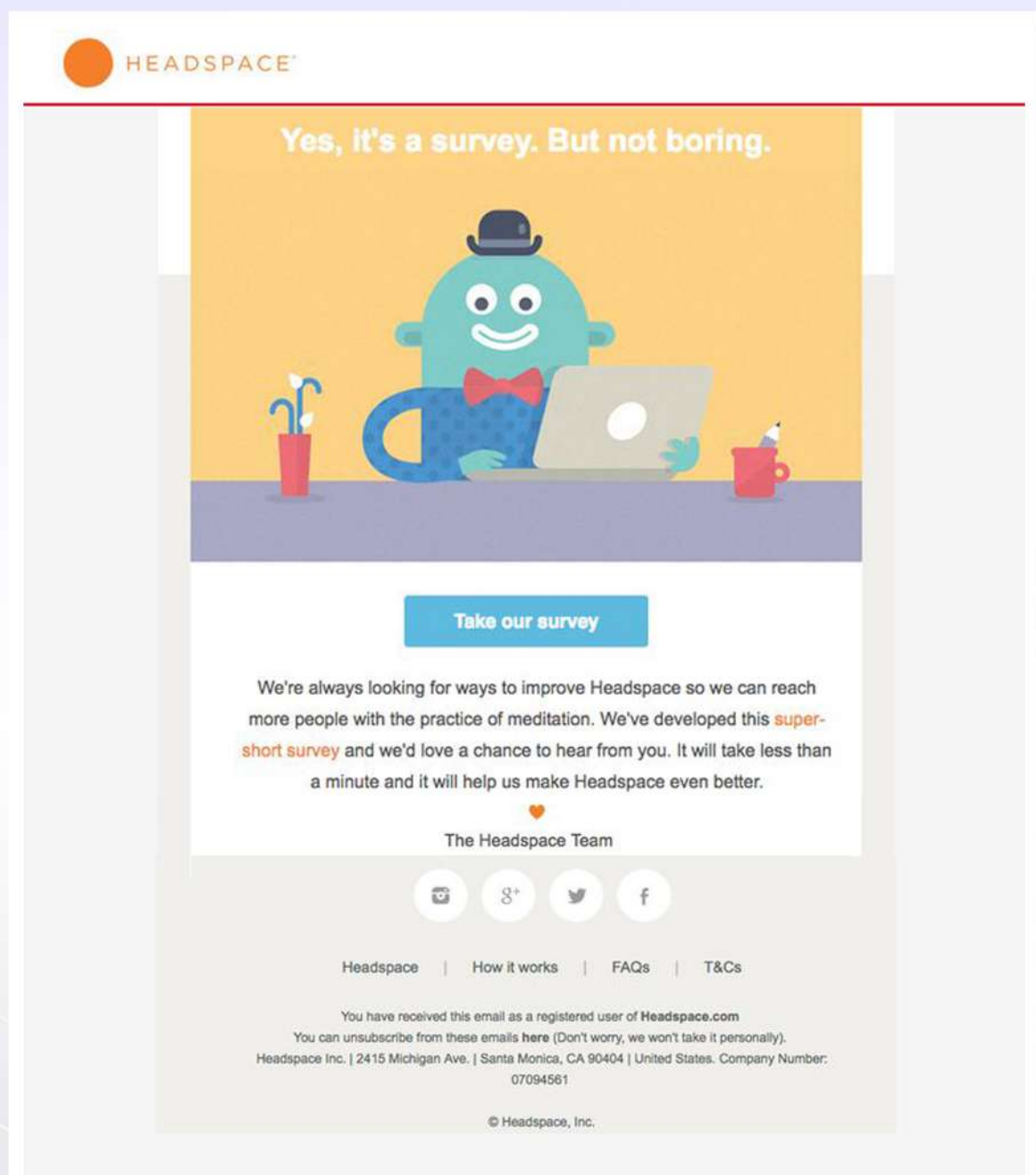
The product updates make the customer aware of the new features, that can benefit them. For example Canva planned a strategy to inform about the product updates with emails that would target marketers who have not mastered advanced design skills but have a lot of design work to execute

Find The Below Image



Survey emails are often considered boring as the questions are many times repetitive, but as a marketer you can make the email interesting by approaching it in an innovative way

The Below Example is Of Headspace Which Made The Survey Email Interesting



CONCLUSION

You have to maintain and nurture relationship with your customer throughout all the stages of the customer lifecycle so that sales can be increased. In the current market scenario, when customers have many options to choose any product or service as per their budget, a well-planned and strategic lifecycle marketing can make the difference

As a marketer understand the needs of your customer and prepare the best email to remain in touch with your customer throughout the lifecycle



InfoClutch

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.

You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch.

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