

# OPTIMIZED EMAIL MARKETING TACTICS AT CONVERSION STAGE

**InfoClutch**

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## 1. INTRODUCTION

Time and again, businesses get knocked down at the last stage of conversion, where they lose customers to their competitors. It could be really frustrating for any organization as they miss out on the high-end opportunities and customers who would have helped them achieve the right revenue



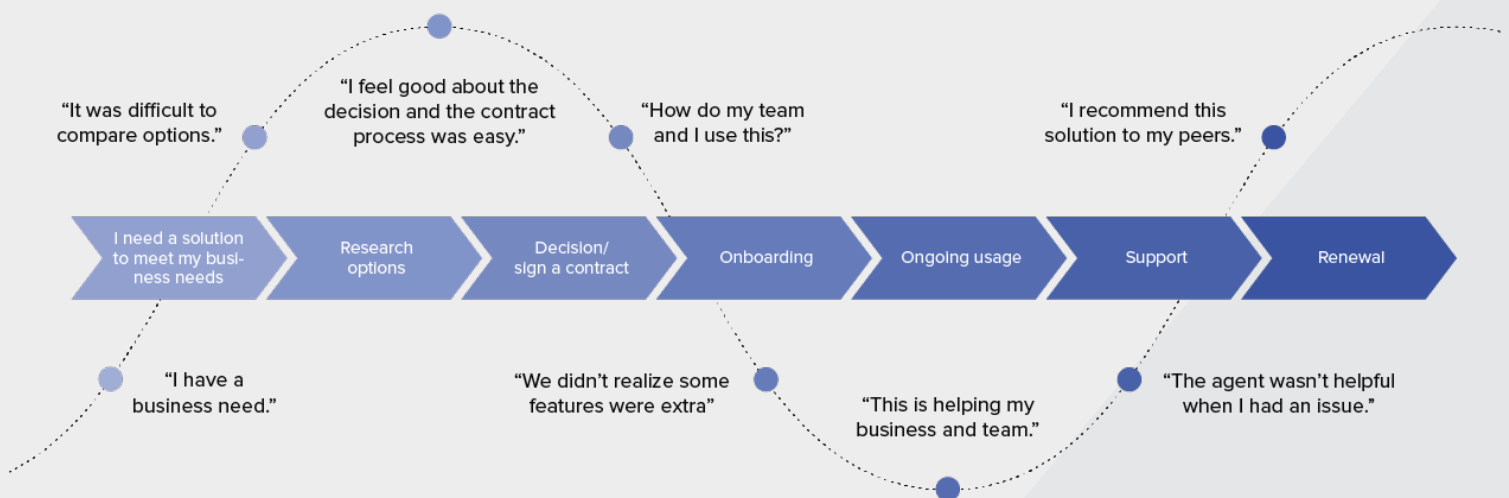
The lesson to be learned- organizations must be vigilant enough at the final stage of the customer's buying process so that their effort doesn't go futile. Marketers need to keep customers' pain points on radar, while conversing with them. It would also help them not lose track

And if anybody thinks that the small and bootstrapped companies face this challenge, then a fact check- large enterprises suffer the same pain of customer poaching as small businesses. The only thing that distinguishes them is they have enough cash reserves to bounce back more easily.

## 2. CUSTOMER JOURNEY MAP

This is the journey or the path which the customer follows while interacting with the brand.

### B2B customer journey



As you can see in this B2B customer journey map, the trigger point for any business is to know they have a business need, then they need to decide from the variety of options.

Afterward they try to analyze how the team and other top executives would benefit from it, they also see some of the features are the extra ones, and so on. They then purchase the product. If the product is useful, they become loyal customers and recommend the product to peers and others

### All the stages of this journey include

- ▶ I need a solution
- ▶ Research options
- ▶ Decision/ sign a contract
- ▶ Onboarding
- ▶ Ongoing usage
- ▶ Support renewal



The conversion stage happens in the decision or signing of the contract step of the customer journey map, and here brands need to take extra care so that after much effort, an opportunity that came knocking at their door isn't lost at the last moment

## 3. WHAT IS A CONVERSION STAGE?

Prospects just don't come to you and get converted. You need to nurture them at every stage of the buying process so that they get converted at the right time.

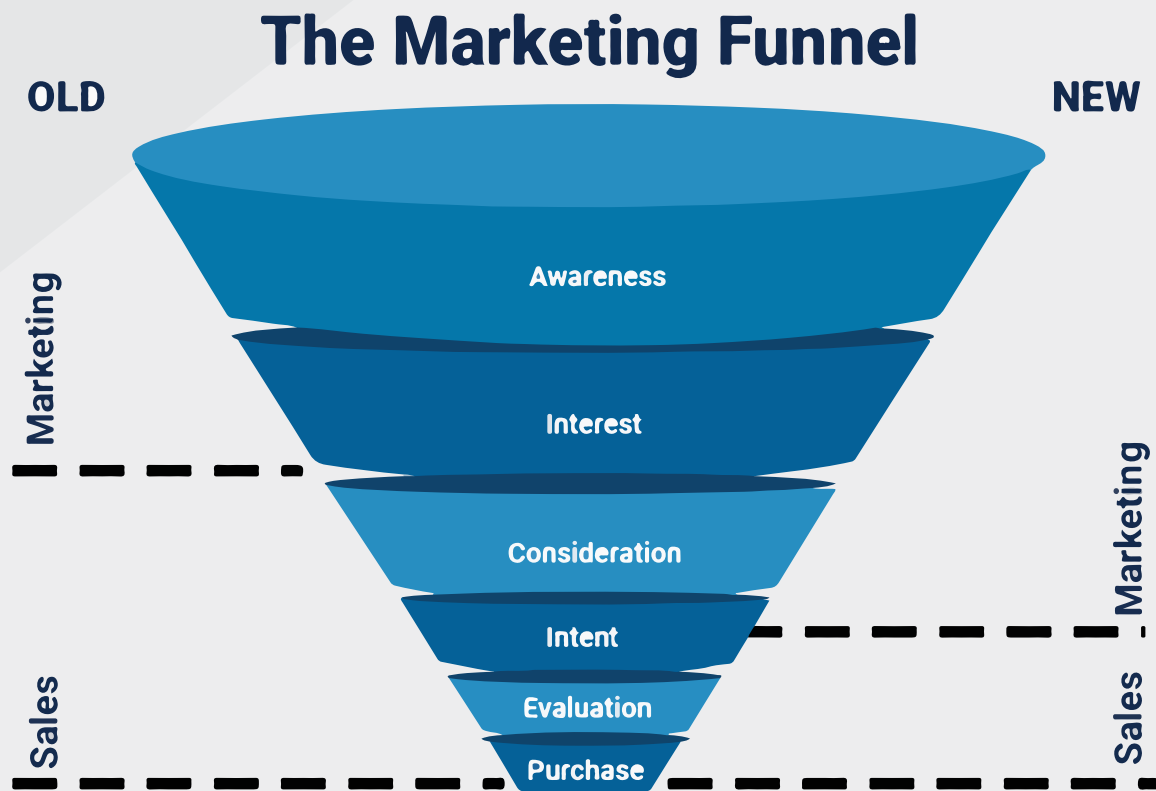


Now, the stage where the conversion takes place is called the conversion stage. But how a marketer has to lead the customer to the buying stage is what matters. It is a gradual process with a step-by-step procedure.



In the first step, it is the awareness stage. How do customers know about your product? It's as simple you need to spread the information about the service to the new customers. They would then move onto the consideration stage, where they would now consider or go through the different features and services of the product to analyze whether it would benefit their organization on a long-term basis. After that, they move onto the intent stage, which means they are ready to buy the product.

Finally, they move onto the evaluation and the purchase stage. The entire process systematically refines the customers by removing the stray and not sales-ready customers.



## 4. TYPE OF CONVERSION EMAILS

### Free Consultation Emails

Most customers are confused whether the product or service would be as useful as they thought it would be. In such cases, if organizations offer free consultation emails, then they would go for the purchase immediately. You can include catchy lines such as “**free consultation with experts.**”



By including the term, “**experts,**” you gain the maximum attention and are at the forefront of the customers’ minds.



This email gives the vibes that the brand is willing to enlighten its customers and want to go the extra mile to resolve their challenges. Customers would obviously go for the service.

**FREE CONSULTATION**

Sign up to a free consultation with our top experts.

First Name

Last Name

Email

**TALK TO AN EXPERT**

This trick works as it opens up the platform where organizations can have a professional conversation leading to the right results.

**Free Trial**

Anything free works, while marketing to the customers. So, why won't a free trial work?

Even if the customer gets the consultation, they might need a free trial to check how it works in real-time.

automizy Pricing Login

## Improve your Open Rate by 34%

Automizy is an Email Marketing Software designed to increase your email open rates.

Join 9,916 other companies sending emails with higher open rates:

Your Business Email

**START MY FREE TRIAL**

✓ NO CREDIT CARD REQUIRED ✓ 14 DAYS FREE ✓ EASY SETUP

Software Advice FRONT RUNNERS 2021

Capterra 5

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This is really a smart way to acquire customers. When you put the crucial statement “**improve your open rate by 34%,”** on the top, it acts as the bait. Most customers would be instantly attracted, making up their minds to go for the free trial.



One should know not all brands offer free trials, so this could be seen as a privilege for many. And here you have to see, you give what you promised. It should make a good impression on the customers’ minds so that without second thoughts, they are included in your customer base.

You can even see here the brand also subtly mentions, “**join 9,916 other companies sending emails with higher open rates.”**

### Super Segmented Follow-up Emails

These emails are the ones that are carefully segmented as per the customers’ needs. As you track the behavior of your customers on the website, you can understand why they are often behaving in a certain way. You can just keep track of these customers with the best follow-up emails.



So, what did you think?

So, what did you think?

Dear Caroline,

Thanks again for viewing our infographic on “29 Super Tips to Improve B2B Email Campaign Performance.”

We hope you found the infographic helpful. For a more detailed discussion on a related topic, see our white paper on “[Top 10 B2B Email Marketing Mistakes](#).” Or to share to the infographic with others, click on one of the buttons below:



At [redacted] we’re experts at helping companies like Capterra get the most from their investments in email marketing, demand generation and marketing automation. If you have any upcoming demand generation initiatives, or to learn more about [redacted], visit our Website at [redacted] or feel free to contact me directly.

Regards,

Leigh [redacted]

This brand tracked that the customer viewed their content “29 super tips to improve B2B email campaign performance.” They intended to have the right communication through this email and mentioned that they have more versatile and good content such as whitepaper on “Top 10 B2B email marketing mistakes.”




In the end, the brand didn't forget to mention they have helped reputed companies such as Capterra in demand generation, marketing automation and others. Further, they could also help the customer in their demand generation initiatives.

## Post-trial Emails

Now, after offering the free trial, you should again reach out to these customers. You need to make the best use of this opportunity. It can be done through the post-trial emails where brands need to remind them that their trial period is over and they should go for the purchase to have a better experience.




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With Squarespace's all-in-one platform, you can build and manage your online presence. As a subscriber, you'll have access to our [native analytics dashboard](#) and to third-party integrations, such as [G Suite](#), to make the most of your website.

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We know that good work takes time. [Extend your trial for free.](#)

We're here to help get your site up and running. Contact our [Customer Care](#) team any time, day or night.


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In this email, you can see how Squarespace reminded its customer that their trial period is over and they need to go for the upgraded version. Just after the reminder statement, they had their CTA with the content, “Subscribe and go live.”





Below this they mentioned the useful features of the brand such as the analytics dashboard, and other third-party integrations-G-Suite. All this information at almost the conversion stage, helps in converting the potential customers very fast.

In the end, they included the information that could delight any prospect.

**“Need a little bit longer before you go live?” Then” Extend your trial for free.”**



This helps win the customers’ trust, as they think the brand understands them and further in the relationship would give importance to their needs. As one analyzes further, he would realize this is all about understanding the psychology of the customer at the conversion stage. It is when they are about to pay a good amount for the product or service, so looking into all aspects whether the product would fit their needs is the best thing they can do.

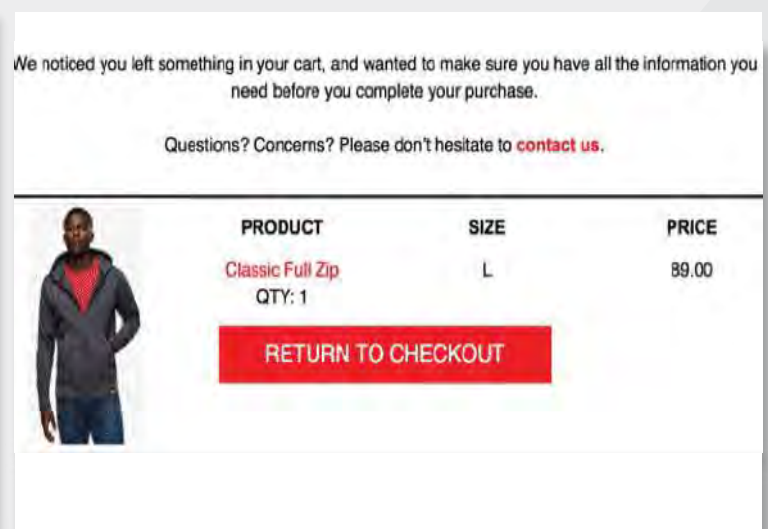
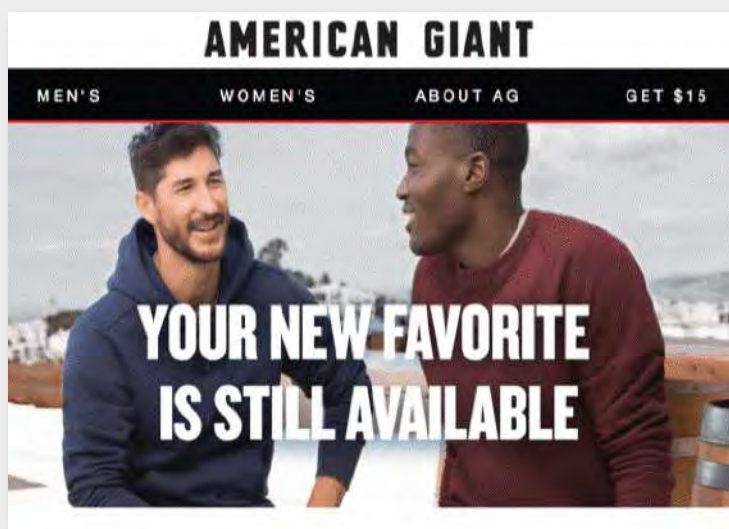
So, by extending the free trial, the brand tries to maintain the rapport with the customer.

### Cart Abandonment Email

These are the emails developed for individual customers. Abandoned cart emails are immediately sent out to the visitors who scrolled the website and were gradually progressing onto becoming the customer. But they dropped the idea midway. The reasons are aplenty. It could be that they found a better option than yours, or they pushed the plan to purchase for some weeks or months.



In this case, marketers have to refine the strategy that is developing the right email so that customers instantly purchase their desired product, when they land onto the website again.



The approach that the brand followed here kindled the interest among the customers. Who won't like the communicative sentence? **“Your new favorite is still available.”**

It would surely motivate them to complete the purchase process.

## Adding Social Proof

Social proof significantly helps in attracting more customers to the brand. In the connected world, where every customer is on social media, having a proof that your brand offers one of the high-quality services could hit the bull's eye.



**We've Joined the**

**F** FEMALE FOUNDER COLLECTIVE

**WHAT IS THE FFC?**

A network of businesses led by women,  
supporting women—co-founded by designer  
Rebecca Minkoff.

This is a good social proof on the social media platforms. It was sent by the brand Birchbox to one of its customers. And as expected, it received a good response from the audience. Businesses want to read more about collaboration, partnerships, etc., so as the social proof, the audience started trusting the brand.

Moreover, the content included the right punch lines such as “A network of businesses led by women, supporting women- co-founded by designer Rebecca Minkoff.”

## The Free Gift Email

Everybody loves gifts, and marketers should profusely use this tactic at the conversion stage. The free gift email can be used as a powerplay to just convert the customers at the last moment.



They can develop emails, where they offer gifts, discounts or any other goodies to the customers. This makes customers feel that they are high-end consumers of the brand.

BANANA REPUBLIC

MEN      WOMEN      PETITES

Cooler Days Ahead

**40%**

**OFF\* PURCHASE**

SHOP WOMEN      SHOP MEN

Excludes sale styles and select items.

Here you can see the brand offering special discounts, 40% off. The bright side of these emails are they instantly hook the audience and make them go through the content.

Further, customers don't linger their purchase decision and do it in a flash of light.

## 5. EMAIL SUBJECT LINE

Every business knows that a subject line can make or break the relationship with the customer. And at the conversion stage, you need to pay utmost attention. You should craft this small and crucial content efficiently.



Find out some of the best email subject lines such as

“Why don’t you give a try?”

“Read more proof”

“Don’t you want to increase revenue?”

“Be at the right side of business race.”

“Reach your target before it becomes too late.”

You can say these subject lines reprogram the audience to think in a certain way and make them go on the path you think would benefit the both. While these are crucial, the content inside the email should match with the subject line.



It shouldn’t be the case where the audience feels that they are being tricked into reading the content for the benefit of yours and not for them. Any business partnership works on the right collaboration, but it is highly essential to winning the trust of your customer, before that.

So, make the crucial step crafting “winning subject line” in email.

## 6. CONCLUSION

Email marketing is a wonderful channel. Although other channels have been introduced, data proves email marketing provide better results than other channels. And this proof can never be skewed.

For the small businesses, it is the raison d’tere and they almost need it at every stage of the marketing process. The only thing that needs to be seen; marketers have to utilize it the right way so that customers are buoyed up to take the right action yielding better results.



One needs to understand the different stages that lead to the conversion stage and if they are email marketers, this whitepaper explores the closing tactics to make the right number of conversions.



# 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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