

The Top 6 Things We Learned About Email Automations and SMS

Insights from Season 3

CART INSIDERS

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01 Erase “perfect” from your marketing vocabulary.

Our mantra at Omnisend is “progress, not perfection.” Of course you want to present your brand in the best light and as accurately as possible, but don’t pull your hair out to create a flawless message. Just get it out. Test and fine-tune all you want later.

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PERFECT

02 The welcome email has immense power.

If you implement only one automation, please make it this. Welcome emails have the highest conversion rates—52%! Yes, they make money. But they’re your first impression, too. Build a series that educates consumers about your brand’s story and what makes you unique.

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03 Cart abandoners and window shoppers don’t need discounts.

Stepping away from a partially filled shopping cart is sometimes just that—taking a break to tend to something else. So why take a loss for a sale that was possibly in the works? Plenty of merchants find success with cart and browse abandonment emails without dangling the incentive carrot.

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04 The post-purchase email is your time to shine.

Automations like the welcome and cart abandonment series are prescriptive to some degree. But there are so many nuances surrounding a purchase, meaning follow-up emails can go in multiple directions. Flex your creativity to make the buying experience better. This is called nurturing your customer.

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05 Discounts are probably not the solution for the lapsed purchaser, either.

In fact, don’t even focus on shopping. Use this outreach as a check-in point. Give an easy way to provide feedback, even if it’s just a way to say, “Thanks, but I’m good and don’t need to buy for a while.” Yep, this is nurturing again.

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06 SMS should be part of your strategy.

Perhaps you cringe at the thought of blasting customers with texts about a biannual sale or special release. But think about it: they wouldn’t give you their phone numbers if they don’t want to hear from you. So give promotional texts a chance. And use them for transactional messages—like order updates—to add a layer of transparency.

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