omnisend

The power of marketing automation:

4 Must-Have Workflows Every Retailer Needs

Table of contents

Why marketing automation is a necessity for every brand today

The customer journey is no longer linear or single-channel-oriented. Consumers today expect more than generic, one-for-all promotional messages and are increasingly choosing to interact with brands across different channels. Sending relevant, timely messages to the channels of the customers' choosing is why marketing automation is no longer a nice-to-have—it's a necessity.

Although many marketers use automation in their email marketing strategy, failure to utilize its full potential means leaving money on the table.

According to Omnisend data, automated marketing messages can generate up to ten times more revenue than bulk emails or SMS campaigns.

The interest in the brand and intent to purchase changes throughout the customer journey, and marketing messages need to respond accordingly—whether it's for a new subscriber with a high intention to buy, an indecisive one who needs a push, or to convert a recent customer into a brand advocate.

This paper explores not only essential lifecycle messages along four different stages of the customer journey but also strategies on using them to attract new customers and increase customer retention.

4

essential automated workflows and how to do more with them

01. A relevant welcome series

New email subscribers have a high interest in your brand and often a strong intent to purchase. This probably explains why our data found that welcome messaging workflows possess the highest order rates, as well as some of the highest open and click rates of any messaging workflow. Take, for instance, a games and hobby retailer who saw open rates greater than 60% and a 318% increase in revenue-per-email (RPE) over standard promotional messages.

> **But when everyone implements "best practices," this strategy becomes standard, losing its authenticity and effectiveness.**
>
> **Greg Zakowicz**
> Marketing Strategist

Recognizing the potential of these messages, retailers traditionally follow industry best practices and send a series of three to five messages to welcome newcomers.

But when everyone implements "best practices," this tactic becomes standard, losing it's authenticity and effectiveness.

The time of sending a standalone welcome message or a generic welcome series to your new subscribers has passed. Marketers need to find new ways to provide customers with a more personalized onboarding experience that leads them down the path of conversion. A personalized welcome series can do that.

80% **of consumers agreed they would be more likely to buy from a business that offers personalized experiences.**

There are many ways brands can personalize their welcome workflows, one of which is by using the subscriber signup form, such as a popup. It can be utilized in several different ways:

→ Ask for information, such as gender or category interests, that can help you tailor the welcome series content.

→ Set unique signup forms on different product category pages of your site and map the message content according to the source of signup.

→ Allow consumers to opt into other channels, such as SMS.

For example, Texas Roadhouse Butcher Shop not only asks for your email and birthday, but also your favorite steak.
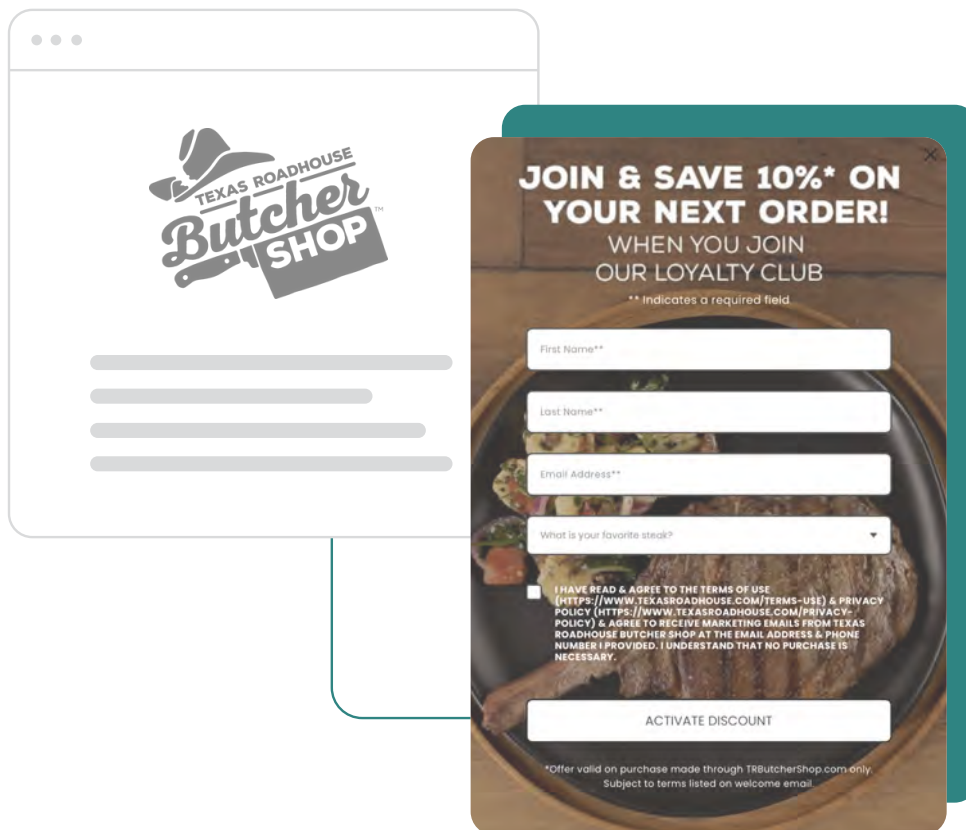
You can have different signup forms for different product categories. When a subscriber submits the form, they are tagged and the marketer knows from which category of the website the user signed up. If you are a retailer that offers a wide variety of products to a broad customer base, using multiple popups can be a logical approach.

By knowing the category and the initial interest of the subscriber, the marketer can tailor not only the welcome message but the entire welcome series to the subscriber. This personalization could include unique content based on the subscriber's initial interest, such as:

- **CTAs**
- **Hero images**
- **Navigation bar**
- **Product discounts, etc.**
- **Product recommendations**

IMPORTANT

If you collect additional information at signup, like SMS (which you should), be sure to layer these messages into the welcome series. Omnichannel campaigns that involve SMS are 47.7% more likely to end in conversion. The SMS messages can easily be customized to complement specific emails inside of the welcome series. Personalized messages like these will help you differentiate from your competitors who are all sending the same generic messages.

Aside from information gathered via signup, brands should identify whether or not their new subscribers are previous purchasers, and alter the content accordingly. For example, if your welcome incentive is only for new customers, you can deliver that to those subscribers while delivering a welcome series without the incentive to previous purchasers. Doing so helps create not only a relevant welcome series but also a positive customer shopping experience.

No matter what data you use to customize your welcome series, remember that its primary purpose is to lead the new subscriber toward a purchase. By providing automated, relevant, and engaging content that stands out from the competition, you are sure to turn subscribers into customers.

A split welcome series workflow
Email + SMS

New Email subscription

Immediately

Split if gender is male ✕ **Split if segment is customer**

✓

Split if segment is customer ✕ Welcome to the club!
Here is your 10% coupon!

✓

Welcome to the club!

+91(934) 563 4532

We are glad to have you on board! Take your 10% discount for the first purchase! Reply STOP to opt-out.

SMS as US recipients will see it
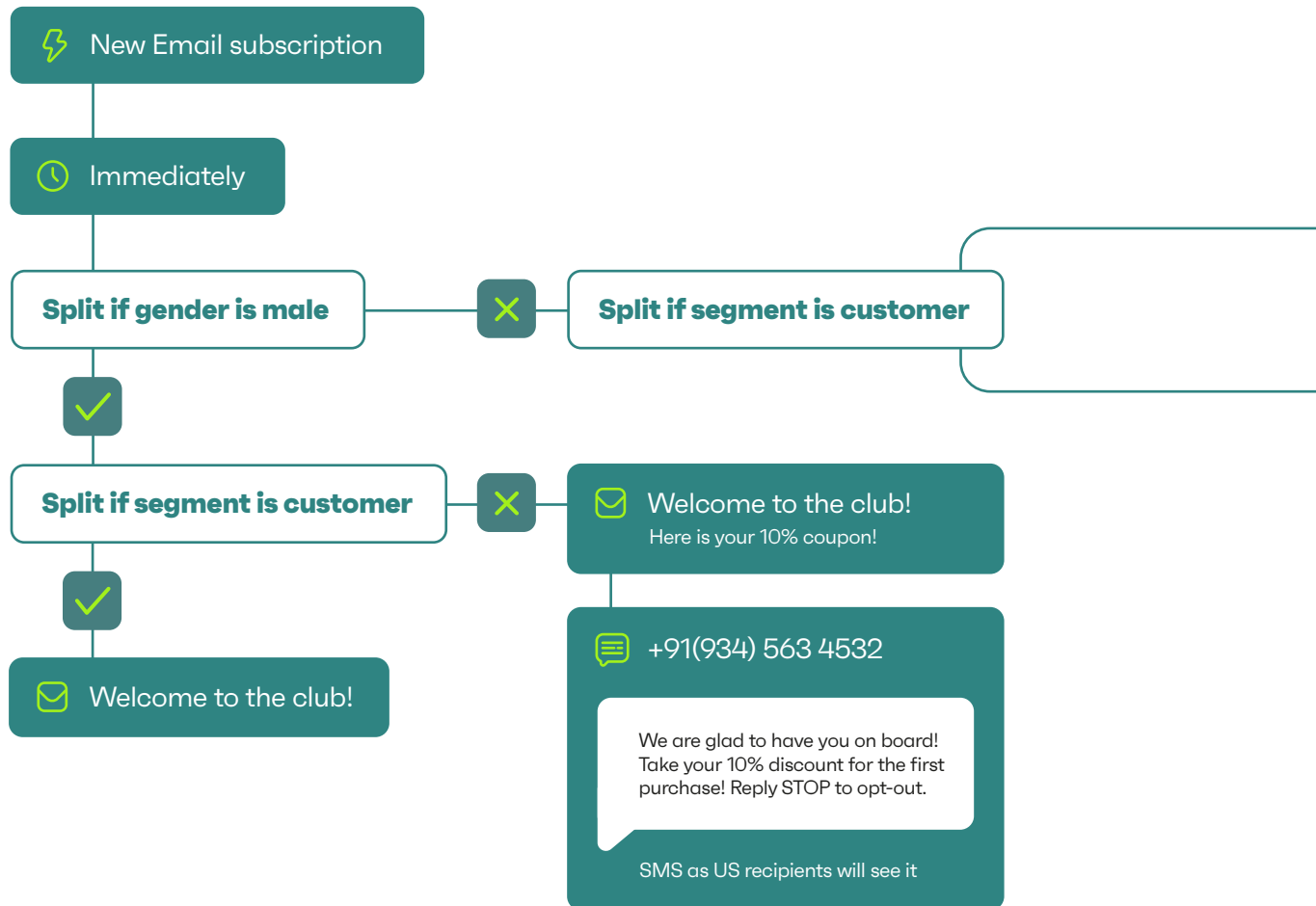
02. Impactful browse abandonment messages

Browse abandonment messages, those sent to email subscribers who were viewing products on your website but never placed an item in the shopping cart, are an opportunity to capitalize on shopper intent.

Knowing the subscriber is on your site and viewing products demonstrates some level of intent, but the reasons they abandon aren't always clear. They could include indecisiveness, price, speed or cost of shipping, distraction, or a combination.

As a retailer, how do you persuade these customers to come back to shop?
Most often, it is done one of three ways:

- **Paid search retargeting**
- **Paid social retargeting**
- **Generic, batch-and-blast emails**

These first two come with a cost. The third, while much cheaper, doesn't necessarily provide value for the recipient—and the messaging could be completely irrelevant.
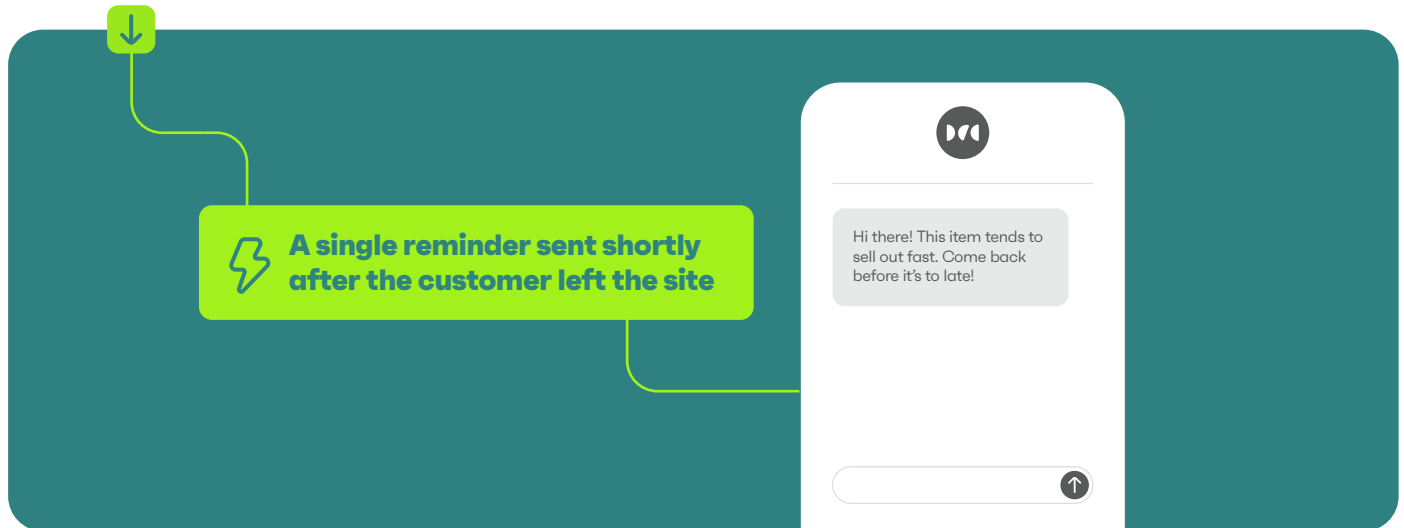
This is where automated browse abandonment messaging works for you.

Retailers can automate relevant messages to these window shoppers reminding them of their initial interest in their products. And since these messages are sent to email subscribers, they can utilize customer data to further personalize the messages, such as with product recommendations or incentives based on purchase history.

71% **of consumers expect personalization**

Browse abandonment messages are perfect for engaging customers in the middle of their customer purchase journey—and they work. Imagine how a simple, friendly SMS message saying: "Hey! Do a double-take. This iconic apparel won't stick around forever!" can reengage an abandoned shopper while saving on paid retargeting costs.

A single reminder sent shortly after the customer left the site

Hi there! This item tends to sell out fast. Come back before it's to late!

Browse abandonment messages are often some of the most profitable. The product abandonment messages of one Omnisend customer, a beauty retailer, generate a 2500% increase in click rates, 1900% increase in RPE, and account for 6% of their yearly email revenue despite being less than 0.5% of their annual email sends.

One Omnisend client's product abandonment messages generate:

- **2500%** increase in click rates

- **1900%** increase in RPE

- **6%** of their yearly revenue while accounting for less than **0.5%** of their annual email sends
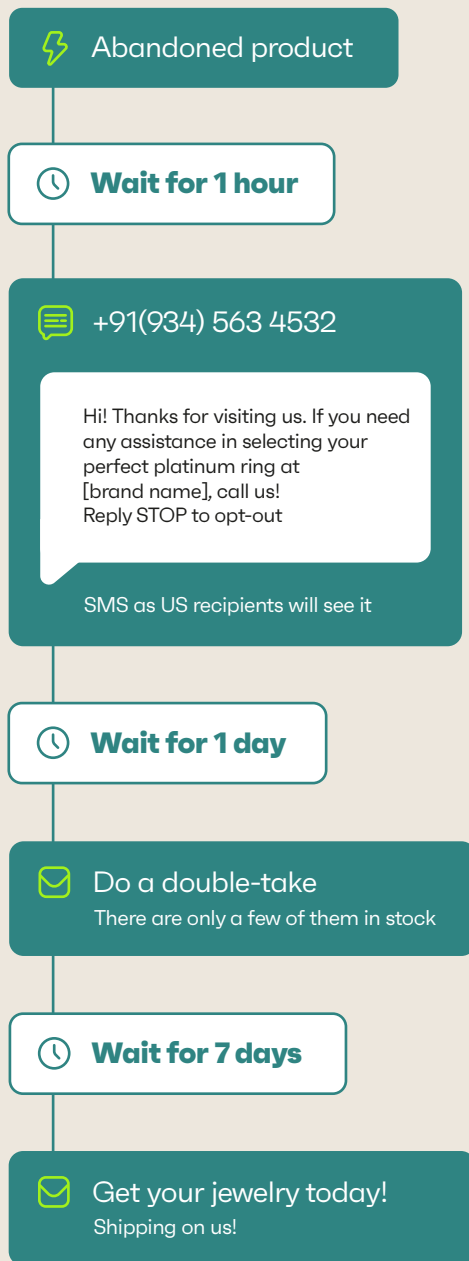
  Source: Omnisend data

Automated, behavior-based reminders sent via email or SMS are the definition of sending the right message, to the right consumer, via the right channel, at the right time—and the numbers prove it.

Product abandonment workflow
Email + SMS

⚡ Abandoned product

🕐 **Wait for 1 hour**

💬 +91(934) 563 4532

Hi! Thanks for visiting us. If you need any assistance in selecting your perfect platinum ring at [brand name], call us!
Reply STOP to opt-out

SMS as US recipients will see it

🕐 **Wait for 1 day**

✉ Do a double-take
There are only a few of them in stock

🕐 **Wait for 7 days**

✉ Get your jewelry today!
Shipping on us!

03. Robust cart abandonment

From the moment a customer puts a product in their shopping cart, their intent to purchase is at the highest possible level. The retailer is one step away from the sale. Unfortunately, more than 70% of shopping carts never complete.

Because shoppers are so close to making a purchase, they are considered by retailers to be high-value prospects. It's also why automated cart abandonment emails are some of the most profitable automated messages sent—for one jewelry retailer, they account for 15% of email revenue and generate more than a 10,000% lift in RPE compared to promotional emails.

Creating a cart abandonment strategy is a must for retailers today.

Cart abandonment is not a new tactic, but the strategy employed by most has failed to evolve with its adoption. Many retailers have resorted to sending a single, non-customized message in an attempt to recover the lost sale. Their lack of progress is your opportunity.

Creating a series of messages across multiple channels and based on different pieces of data is how retailers can maximize recapturing lost sales. Data that can be used to customize abandonment messaging includes the cart total, product(s) in the cart, and purchase history.

For example, by using the products abandoned as a filter, a jewelry retailer could trigger a specific set of messages to customers abandoning an engagement ring versus those who abandoned a pair of earrings. They may also choose not to send SMS reminders to those engagement ring shoppers so as not to potentially spoil the surprise. On the other hand, SMS reminders for the earring shoppers may be the perfect tool to recover the sale. This personalized journey matters.

> **→ The purchase rate of campaigns using three or more channels is 494% higher than single channel campaigns**
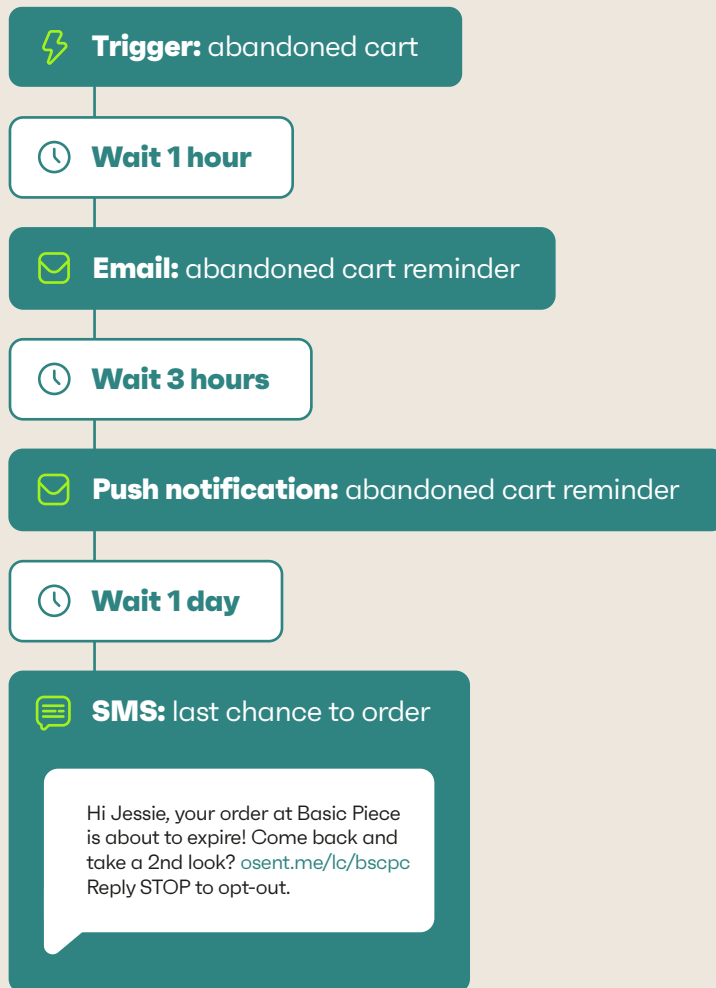>
> **Source:** Omnisend Report, 2022

When thinking through the opportunities this presents, marketers may choose to use a sequence of three, four, or five emails and SMS to recover abandoned carts. Ultimately, the number of messages comes down to the products you sell and what obstacles need to be overcome within their messaging.

If your brand experiences a high cart abandonment rate and you're not sending a full series to win customers back, you're not only missing out on lost revenue but also on improving the customer shopping experience.

The Omnichannel Cart Abandonment Automation

Trigger: abandoned cart

Wait 1 hour

Email: abandoned cart reminder

Wait 3 hours

Push notification: abandoned cart reminder

Wait 1 day

SMS: last chance to order

> Hi Jessie, your order at Basic Piece is about to expire! Come back and take a 2nd look? osent.me/lc/bscpc Reply STOP to opt-out.

04. Relevant post-purchase messaging

A purchaser is not the same as a customer. Businesses spend a lot of time and money on customer acquisition, yet not enough on turning one-time purchasers into bonafide customers. Too often, a typical online purchase experience ends with transactional order and shipping confirmation emails. This experience does not build or promote loyalty.

Creating a post-purchase series of messages that improves the customer purchase experience is how brands can nurture one-time buyers into repeat customers and repeat customers into brand advocates. And those brand advocates are powerful—they're said to be five times as likely to purchase, five times as likely to forgive bad experiences, seven times more likely to try your new offerings, and four times more likely to refer you to friends.

Even still, post-purchase automation might be one of the most underutilized tactics by retailers today. Post-purchase messaging extends well beyond the highly-opened order and shipping confirmation messages. These messages launch the experience, not define it.

> **The way customers feel about your brand after the purchase determines whether they become repeat customers or one-time shoppers.**
>
> **Greg Zakowicz**
> Marketing Strategist

One retailer sending an order follow-up message is seeing:

Source: Omnisend data

- **600%** lift in open rates
- **570%** lift in RPE
- **33%** click to conversion rate

While retailers may not send all of these messages, you can see how they might make a customer's purchase experience a more enjoyable one. Keep in mind, some of these elements, such as product recomendations, can also be included in the transactional messages.

To further boost customer interaction and add a more personal touch, marketers should incorporate text messages into their post-purchase strategy. It's a perfect communication channel for this occasion both for transactional and promotional messages.

It's not only message types that matter, it's also the customer. The messages, both in content and quantity, will vary based on whether they are a first-time or repeat customer as well as other factors like their AOV, the number and frequency of purchases.

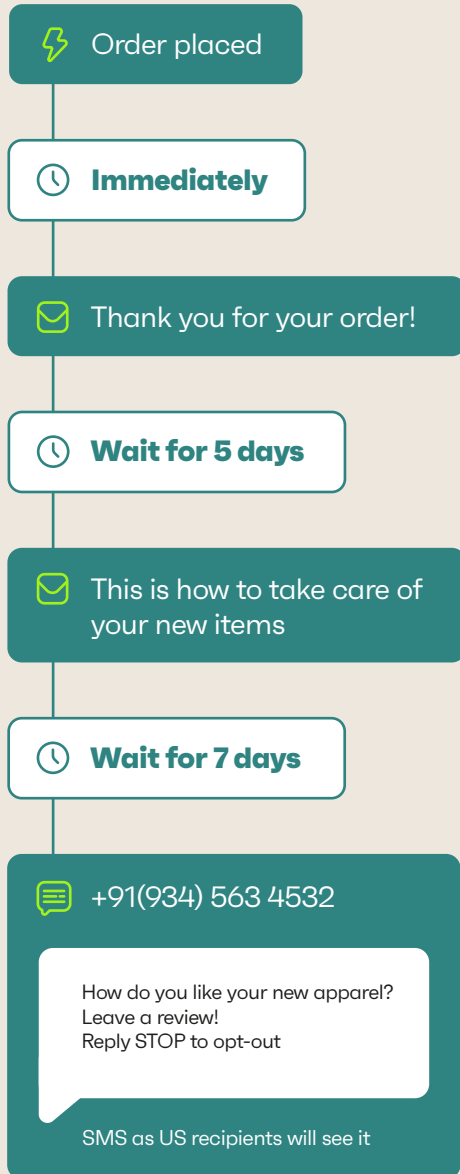**Here are a couple of ideas on how to differentiate post-purchase messages:**
Create a different series for first-time, second-time, and VIP customers.

- First-time customers might receive messages that are all about them and their experience, such as a "welcome to the family" message, product care tips, a first-time purchase check-in, and satisfaction survey.

- Second-time customers might receive a "thank you for your loyalty" message (via SMS and email) and more promotional cross-sells and up-sells in the series.

- VIP customers might receive only one or two messages that include an exclusive discount code or a surprise-and-delight free gift.

A Post-Purchase Workflow
Email + SMS

⚡ Order placed

🕐 **Immediately**

✉ Thank you for your order!

🕐 **Wait for 5 days**

✉ This is how to take care of your new items

🕐 **Wait for 7 days**

💬 +91(934) 563 4532

How do you like your new apparel?
Leave a review!
Reply STOP to opt-out

SMS as US recipients will see it

Key takeaways

- Personalized brand messaging via the channel(s) of the customers' choosing has become a standard expectation.

- All main customer journey stages should have automated messaging that provides a personalized customer experience.

- While many brands send automated messages, they often lack an authentic approach and personalization.

- Brands seeing the best results with automated lifecycle messages are those sending a series of messages utilizing multiple channels.

- Nurturing customer relationships with dedicated post-purchase messages can build loyalty and increase customer retention and sales.

Resources

- https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

- https://www.omnisend.com/blog/omnichannel-statistics/

- https://www.fluentco.com/reports/the-inbox-report/

- https://www.epsilon.com/us/about-us/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences

- https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

Marketing, the way it should be

Omnisend is a powerful marketing automation platform that empowers marketers to improve ROI, increase sales, and improve customer relationships.

We help you stay connected to your customers, no matter what channel they use. Omnisend's marketing automation allows you to integrate email, SMS and push into the same workflow, saving you time while keeping your customers engaged.

Trusted by **100,000+** ecommerce brands

DUKE CANNON SUPPLY CO.

INGLOT CANADA

JIGGY

NAKED & FAMOUS DENIM

TO'AK

Hallmark

9.2 **Ease of Use** Marketing Automations Average: 8.5

Leader SUMMER 2023

GetApp CATEGORY LEADERS 2023

Capterra SHORTLIST 2023

omnisend