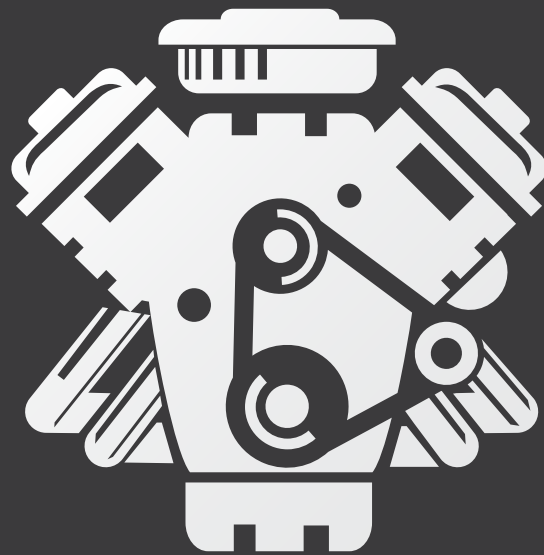


# INTRODUCTION to eCommerce Marketing Automation



EYEMAGINE<sup>®</sup>

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# Introduction

It is true, business is all about making money. But too often, businesses get fixated on the question, “How can we make more money?” and forget the simple fact that money primarily comes from one source: customers.

In reality, business is not all about making money; it is about building relationships and turning those relationships into customers. Once a business accepts this, the important question transforms from “How can we make more money?” to “How can we build more and stronger relationships?”

While this realization is pivotal for many eCommerce brands, it is certainly nothing new. Many books and articles have been written on the subject, and yet many businesses still do a lackluster job of driving visitors to their eCommerce store and ultimately converting them into customers.

## The Conversion Funnel

The primary methodology used by the majority of successful eCommerce brands to convert visitors into customers is based on the conversion funnel. The conversion funnel is the process of turning visitors into leads and leads into customers. When an eCommerce brand fails to build a properly functioning conversion funnel, their odds of success are much lower.



Source: [Marketizator](#)

Converting visitors to subscribers to buyers to repetitive buyers... sounds easy, right? So then why are more businesses not doing it? It is primarily because it can be a complicated, time consuming effort if the process of automation is not understood.

Marketing relies on creating quality content that attracts shoppers to products and moves them closer to a purchase. But moving visitors from the top of the funnel through the stages to the point of purchase is not always straightforward.

Many eCommerce brands attempt to use a one-message-fits all strategy, however [studies have shown](#) that personalized messages are more likely to help a potential customer convert.

Now imagine trying to send customized messages to each and every visitor. It would be nearly impossible to do this manually, not to mention inefficient. Thankfully, we live in a time where automation reigns supreme, and what was previously an impossible task of generating and converting leads to life-long customers, can now be simplified through readily available software.

Enter marketing automation. Marketing automation enables brands to continually nurture subscribers and customers to drive sales with minimal ongoing cost and time. When implemented correctly, the result is a more engaged and more profitable customer base.



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## **How exactly do I use marketing automation to convert visitors into buyers and existing buyers into repeat buyers?**

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This eBook provides 10 strategies for doing exactly that. eCommerce marketing automation strategies can and should be used for every step of the buyer's journey, from boosting conversion rates to increasing a customer's lifetime value.



**1**

# **Kickstart Engagement with Autoresponders**

According to a [study by Custora](#), email marketing accounts for over 7% of all eCommerce transactions, making it the second most effective eCommerce marketing channel behind search (15.8%).

With the above facts in mind, investing in email will likely be a high ROI activity in any B2B or B2C industry. The easiest and most valuable way to invest in email is by setting up autoresponders.

Autoresponders are automated emails that are sent to email subscribers and customers at triggered times and events. They can be customized based on the recipient's behaviors, preferences, or purchases.

Autoresponders are used by the majority of successful eCommerce brands because it allows online businesses to drive sales 24/7, 365. By implementing autoresponders, eCommerce brands and marketers have more time to focus on other high ROI activities.

More specifically, autoresponders can be used to provide subscribers with the information and triggers (coupons, newsletters, updates, etc.) that move them further down the funnel towards becoming customers or returning customers.

There are many different approaches to achieve success with autoresponders. The best strategy is tailored to fit the brand, products, and customer preferences. Surveying data and analytics to identify sticking points (such as cart abandonment) and opportunities (such as driving repeat purchases) can be a helpful starting point for understanding the best way to utilize autoresponders.

[HubSpot](#) is an example of a powerful tool that can help create and manage autoresponders. Advanced marketing automation tools have extra features to help increase the effectiveness of autoresponders such as A/B testing (to perfect the messaging), advanced segmentation (dividing customers into groups), and geolocation targeting.

The screenshot shows the Poppin website with a navigation menu: NOTEBOOKS, WRITING, DESK ACCESSORIES, ORGANIZATION, FURNITURE. The main banner features the headline "We love making new friends." and a "SEE WHAT'S NEW" button. Below the banner, a message says "Thanks for signing up for our emails!" followed by a "GET PSYCHED FOR:" section with a list of benefits: Sneak peeks at brand spanking' new stuff, Swoon-worthy office inspiration, Secret sales + promos, Special emails based on what you love, Sweepstakes + contests from Poppin, and Solutions for a totally organized life. A large "\$10 OFF your purchase of \$50+" offer is displayed with the code "USE CODE: XXXXXXXX" and a "SHOP NOW" button. The footer includes social media icons for Facebook, Twitter, Pinterest, Instagram, YouTube, and LinkedIn, along with links for Privacy Policy, Contact Us, and Manage Your Preferences or Unsubscribe. The address "1115 Broadway, 3rd Floor, New York, New York 10010" is also listed.



2

**Use Data To  
Personalize Marketing**

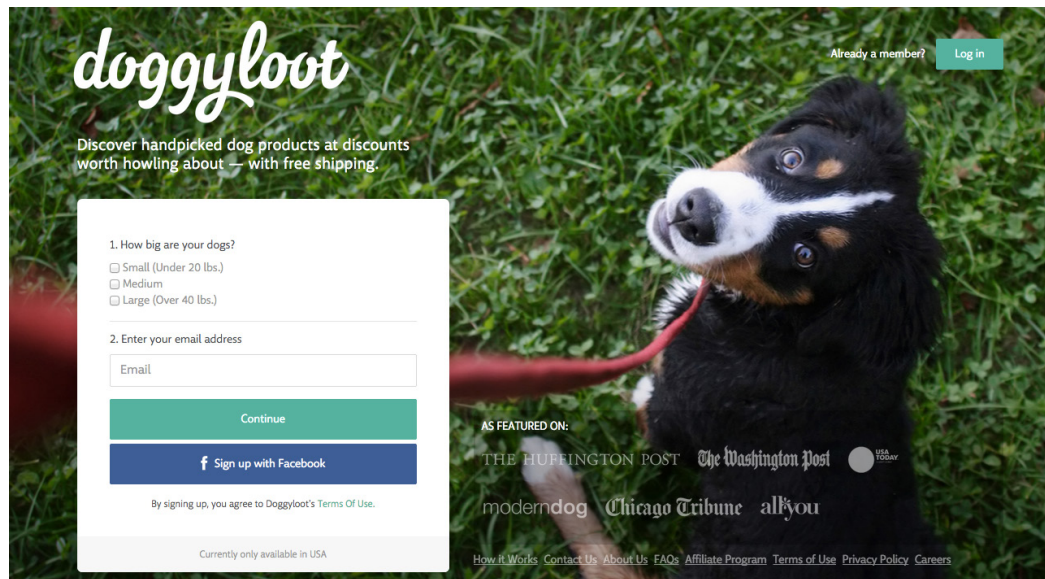
Quantitative data (such as age, location, gender, and past purchases) is important, but so too is qualitative data (such as why a customer is buying a product or what it will be used for).

Pre-transactional intelligence can be gathered and used to further customize what the site visitor sees. Amazon does this very well with its “Customers Who Bought This Item Also Bought” section.

#### Customers Who Bought This Item Also Bought



Consider using data to customize communication in a unique way. If data about the contact is available, such as why they want to buy a specific product and what they are using it for, experiences can be personalized to significantly increase conversion rates.



Doggyloot asks their visitors what size dog they have. This makes sense because offering an extra large bone to a small 12 lb. dog misses the mark completely. By offering the right products to the right people, the effectiveness of marketing automation is increased greatly.





3

**Engage Between  
Order And Delivery**

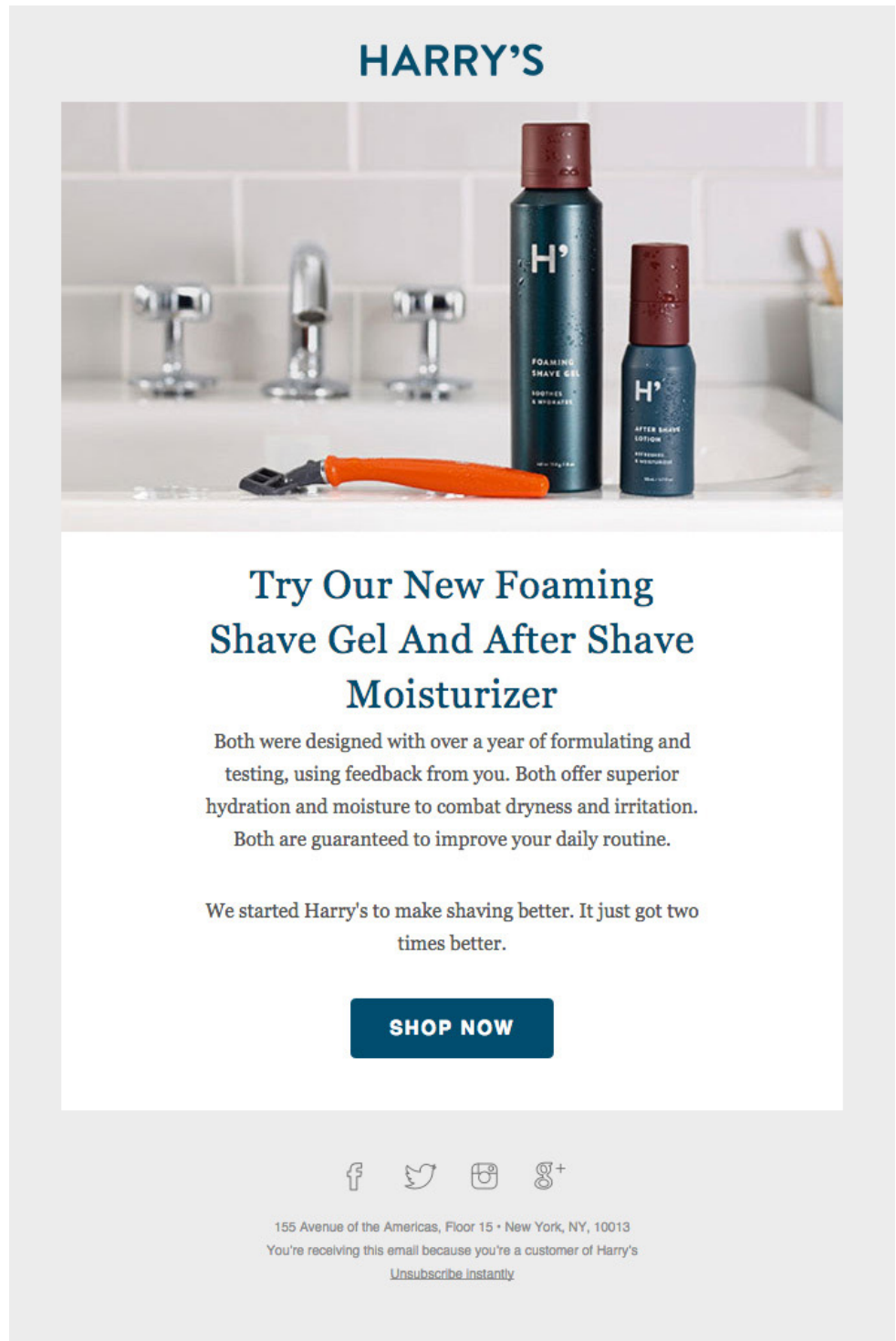
The time between order and delivery is a great opportunity to engage the customer with personalized marketing messages.

It is often much easier to encourage existing customers to make additional purchases than to attract and convert new customers. Customers are often very excited during the time between order and delivery.


Leverage this valuable opportunity by offering recent purchase comparables or otherwise relevant products that the buyer is likely to be interested in based on their purchase. This can include upsells, add-ons, and subscriptions.

Here is a simple example of an upsell email that Harry's sent to a buyer after they made a purchase that did not include these products. The email directs customers to another product that will compliment the first product they bought. This increases the value the customer gets from Harry's and also the lifetime value of the customer for the business.

Marketing between order and delivery time should be based on collected customer data but at the same time, it should incorporate the brand's image and style. The more personalized the message is, the more likely customers will return for additional purchases.



**HARRY'S**



**Try Our New Foaming Shave Gel And After Shave Moisturizer**

Both were designed with over a year of formulating and testing, using feedback from you. Both offer superior hydration and moisture to combat dryness and irritation. Both are guaranteed to improve your daily routine.

We started Harry's to make shaving better. It just got two times better.

**SHOP NOW**

f t i s+

155 Avenue of the Americas, Floor 15 • New York, NY, 10013  
You're receiving this email because you're a customer of Harry's  
[Unsubscribe instantly](#)



4

# Re-Engage With Post-Purchase Programs

Upsell and cross-sell marketing strategies can be extremely effective for increasing customer lifetime value, yet many marketers still send generic sales emails instead of offering relevant and personalized products and promotions.

Post-purchase marketing is also a fantastic opportunity to make use of a customer's purchase history or browsing activity to provide personalized offers. Marketing automation makes this possible, and actually quite simple to do. Remember, it is often cheaper (and easier) to get previous customers to purchase again than it is to acquire new customers.

In this email from Brooklinen, shoppers who bought something for their bedroom received product related tips for more bedroom improvement ideas. This highly targeted email based on purchase history is more likely to generate another sale than a generic, irrelevant email.

# brooklinen

## SPRUCE UP YOUR SPACE

(WITHOUT GETTING OUT OF BED)

Does your room need a revamp? Check out these 4 quick tips for bedroom perfection...

### 1. b SWEET SHEETS



This one's a no-brainer. Start with a neutral-colored set of luxury sheets from [Brooklinen](#), and start enjoying the best nights of your life.

### 2. mine|design co. MOOD LIGHTING

Scented candles don't just freshen the air – they'll also create a relaxed, romantic ambiance for those "special" moments. Check out our favorites at [Mine Design](#).

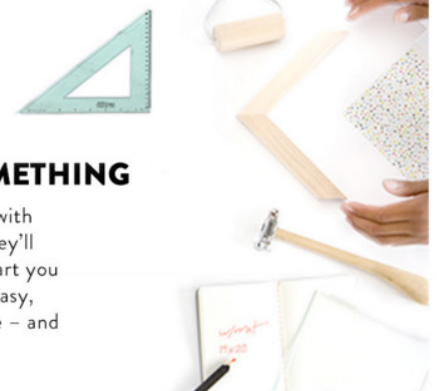


### 3. PlantShed GET FRESH

A bit of greenery can breathe life into any room. Visit our New York-based friends [PlantShed](#) for some seriously fancy foliage.

### 4. SIMPLY FRAMED FRAME SOMETHING

Get in the picture with [Simply Framed](#). They'll custom frame any art you send to them: it's easy, affordable, bespoke – and entirely online.





**5**

# **Recover Abandoned Carts**

According to [Baymard](#), the average cart abandonment rate is around 68%. An abandonment rate that is anywhere close to that number means lost sales from about two thirds of likely-to-buy shoppers. On the EYEMAGINE blog, we shared more [surprising statistics](#), including this estimate from Business Insider's Intelligence department:

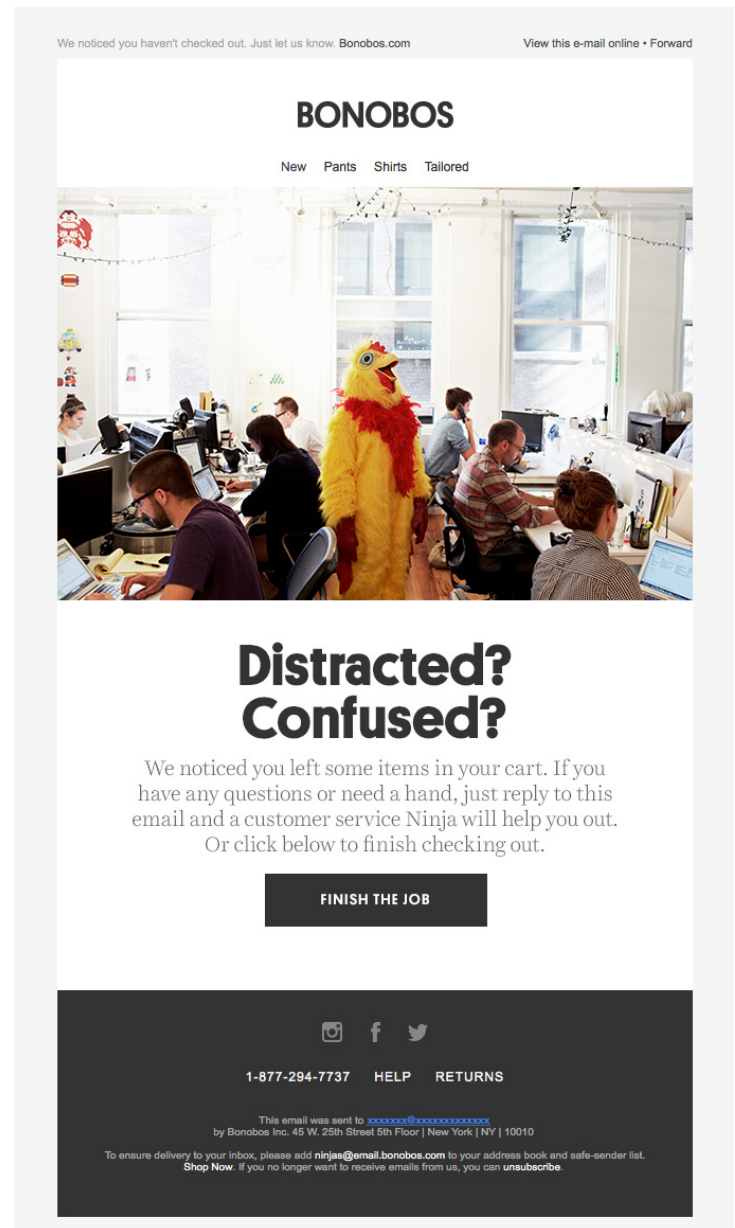


**Almost \$4 trillion worth of merchandise will be left in online shopping carts.**

There are two ways to start reducing shopping cart abandonment. One way is to simplify and improve the checkout experience. Another method is setting up automated emails to cart abandoners to remind them to complete their purchase.

Abandon cart emails help engage shoppers that have left products in their cart and trigger them to complete the checkout process. In this abandoned cart email from Bonobos, they use humor as a trigger to re-engage shopping cart abandoners.

Use data and analytics to better understand why customers might be abandoning their carts. Regardless of their reason for leaving, recovering abandoned carts can be facilitated by sending personalized messages like the one from Bonobos to re-engage the customer.





6

**Geo-Target To Go Local**

**G**eo-targeting is a method of tailoring marketing messages based on the recipient's location. How geo-targeting is utilized varies for eCommerce brands. It is dependent on both the brand's product and location.

For eCommerce brands in the fashion and apparel industries, promoting products based on the recipient's seasonality is an obvious opportunity. During the winter months, targeting customers in the Northern hemisphere with promotions of only coats, jackets, and other warm clothing is more effective than an email with both warm and cool clothing.

Another great use for geo-targeting is tailoring marketing based on a major event that occurs in a specific area. Australian retailer Dick Smith targeted countries where children schools were starting again for the new year.



This is especially powerful when dealing with customers from widely varied points on the globe. Kids in the U.S. and U.K. go back to school in September while kids in Europe go back in January. Automated marketing can be tailored to target these locations and times of the year to more effectively drive customers back to the store and generate repeat purchases.





**7**

**Leverage Retargeting  
Advertisements to Re-Engage**

In a study published by [AdWeek](#), a leading retailer targeted 925,000 email subscribers with both its regular emails and custom audience Facebook ads and found that subscribers who received both an email and the advertisement were 22% more likely to make purchases than those who only received emails.

Retargeting works by tracking people who visit a website (via a tracking pixel) and then displaying ads to them as they visit other sites. Facebook has become one of the more popular networks for retargeting for B2C eCommerce brands. While people think it is a coincidence that the shoes they were just looking at are now being advertised to them after they left the site, it is a strategically placed advertisement.

This ad from OnlineLabels appears in people's Facebook News Feed after visiting the site and not making a purchase. Using a \$5 coupon code, OnlineLabels is attempting to re-engage the potential customer with a small incentive to come and make a purchase.

Only [2% of first-time visitors](#) actually buy from an eCommerce store. Retargeting can lead to increased sales by displaying products in more places for those who have shown interest by visiting a store. Plus, it is shown that website visitors who are retargeted are [70% more likely](#) to convert and make a purchase.

The advertisement is a Facebook post for OnlineLabels.com. At the top left is the OnlineLabels.com logo with the text "Sponsored · ✱". At the top right is a "Like Page" button. The main headline reads "\$5 Off Your Next Order at OnlineLabels.com". Below this is a collage of images: four water bottles with "HH" labels, a jar of jam, a sheet of white circular labels, and several bottles of wine. A large blue graphic in the center of the collage says "\$5 off Your Next Purchase at OnlineLabels.com". Below the collage, the text reads "\$5 Off Your Next Order Instant \$5 Reward Code for Your Next Order at OnlineLabels.com. Claim your reward code now!". At the bottom left is the URL "ONLINELABELS.COM/\$5OFF-COUPON/" and at the bottom right is a "Shop Now" button.



8

**Track, Analyze, and Optimize**

Consistently monitoring data and analytics can reveal new opportunities for marketing automation strategies. It can be used to better understand customer behavior by showing what actions they are performing while on an eCommerce website. Analytics can reveal the triggers and behaviors that routinely contribute to a purchase, or a missed opportunity. This can help brands determine what is or is not working in regards to moving visitors through the conversion funnel and increasing sales.



It may be revealed that a high traffic page is not converting and it will need to be optimized with immediate results; or an email with a certain subject line is getting better open rates than others. Once an eCommerce brand is able to identify what is working and what is not, it is much more clear what needs to be optimized for the most immediate and effective results in marketing automation campaigns.



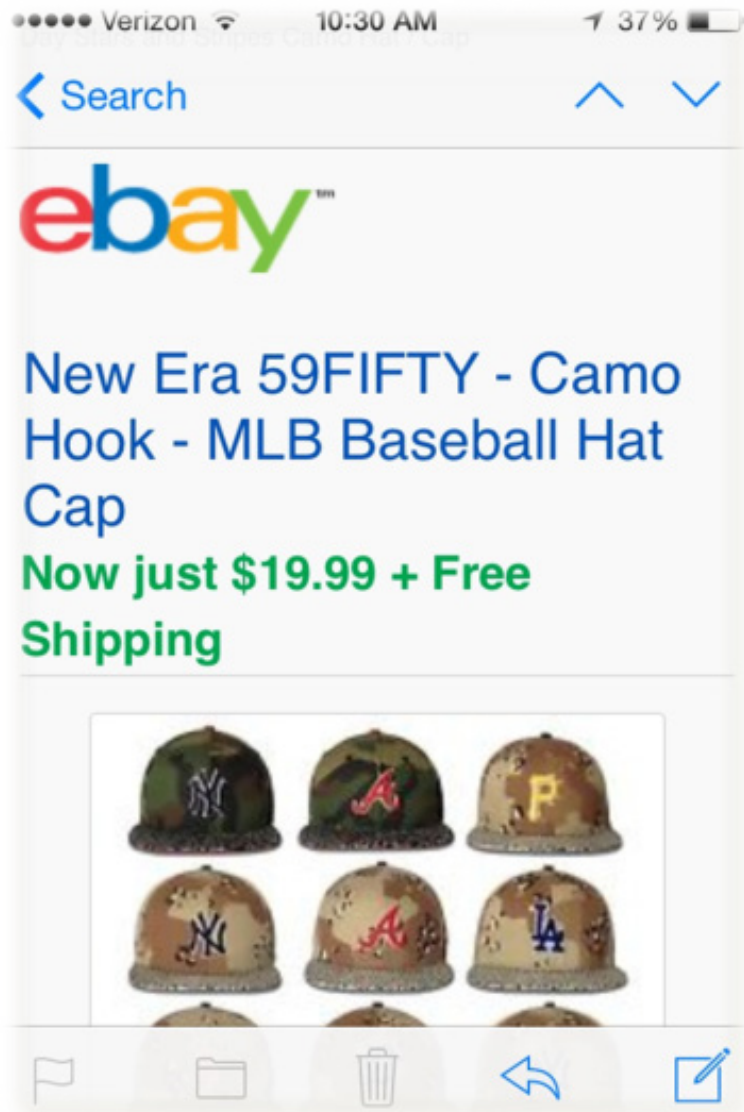
9

**Be Relevant And Timely**

**K**eeping marketing messages relevant and timely is a major factor in converting visitors to customers. An example is using data and analytics to determine how long it typically takes a first-time buyer to make a purchase. Then, determine the customer's timeline after the sale. Did they come back two months later to purchase the same item? Did they purchase something different but related?

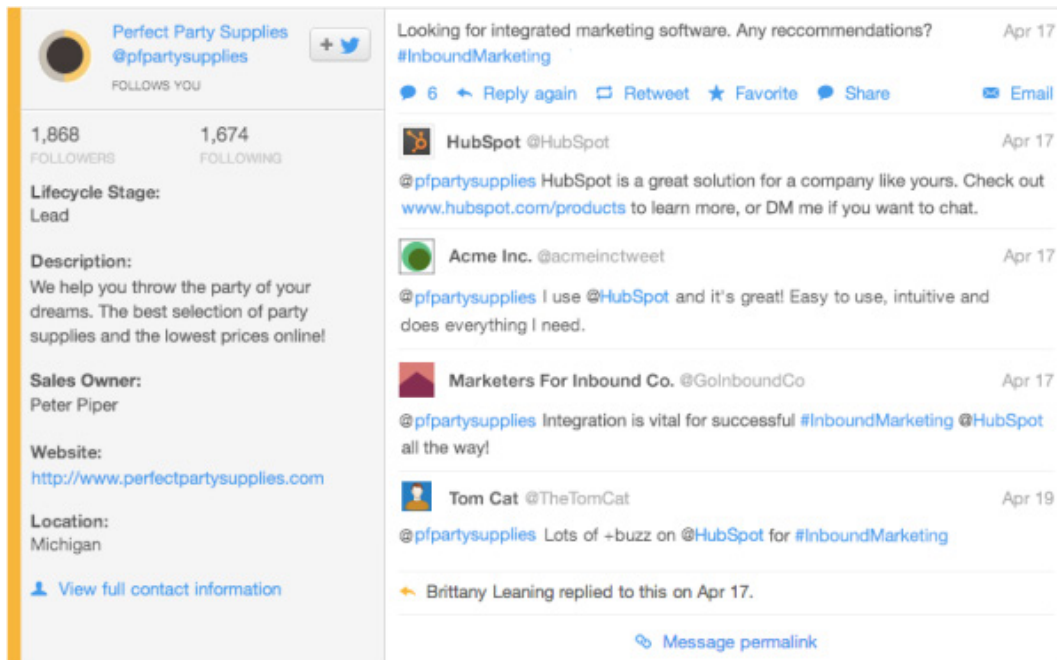
Take advantage of this knowledge by setting up automated marketing campaigns to display relevant messages in front of the customer.

Here is an example of how eBay used insights they have collected from a customer's search and purchase activity to send relevant marketing to a sports fan.



**10**

**Use Social Media  
Marketing Automation**



**S**ocial media marketing can quickly become a major time sink for eCommerce brands and marketers. Thankfully marketing automation can go beyond email and pay-per-click ads to incorporate the vast array of social media channels. Here are two ways that eCommerce brands can leverage social media marketing automation:

- 1. Automated Sharing:** Instead of manually promoting products, brands can share content and announce sales and special promotions automatically through tools like HubSpot, which also allow users to schedule a batch of social media posts in advance.
- 2. Social Listening:** Another feature of HubSpot is the ability to "listen" to a brand's Twitter feed for mentions of themselves or competitor's names. It can also be set up to listen for keywords and phrases so that a brand can respond and engage quickly without the need to monitor social media at all times.





# Getting Started



If properly utilized, these ten marketing automation strategies can free up a marketer's time to concentrate on monitoring and refining strategies rather than completing mundane tasks, all while increasing revenue and profitability. These strategies are great for converting shoppers into customers, waking up dormant customers, and taking advantage of unique opportunities to boost sales.

Remember to **1)** think in terms of moving shoppers through the conversion funnel, **2)** analyze results and optimize accordingly, and **3)** personalize messages to provide a unique experience for every shopper.

If you would like to discuss marketing automation for your eCommerce brand, [schedule a free consultation](#) with EYEMAGINE today.



# EYEMAGINE<sup>®</sup>

EYEMAGINE is an eCommerce innovator and has been a leading force in the industry since 2003. We build scalable, durable, and beautifully-designed eCommerce experiences for some of the world's largest brands.

Our capabilities in design, development, integration, mobile, and conversion optimization have catalyzed online business transformation for many successful merchants. Brands like Disney, HP, TOYOTA, Cisco, Universal Audio, cinda b, BRAVEN, and StriVectin have partnered with EYEMAGINE to create world-class digital innovations.

**TO JUMPSTART YOUR INBOUND MARKETING,  
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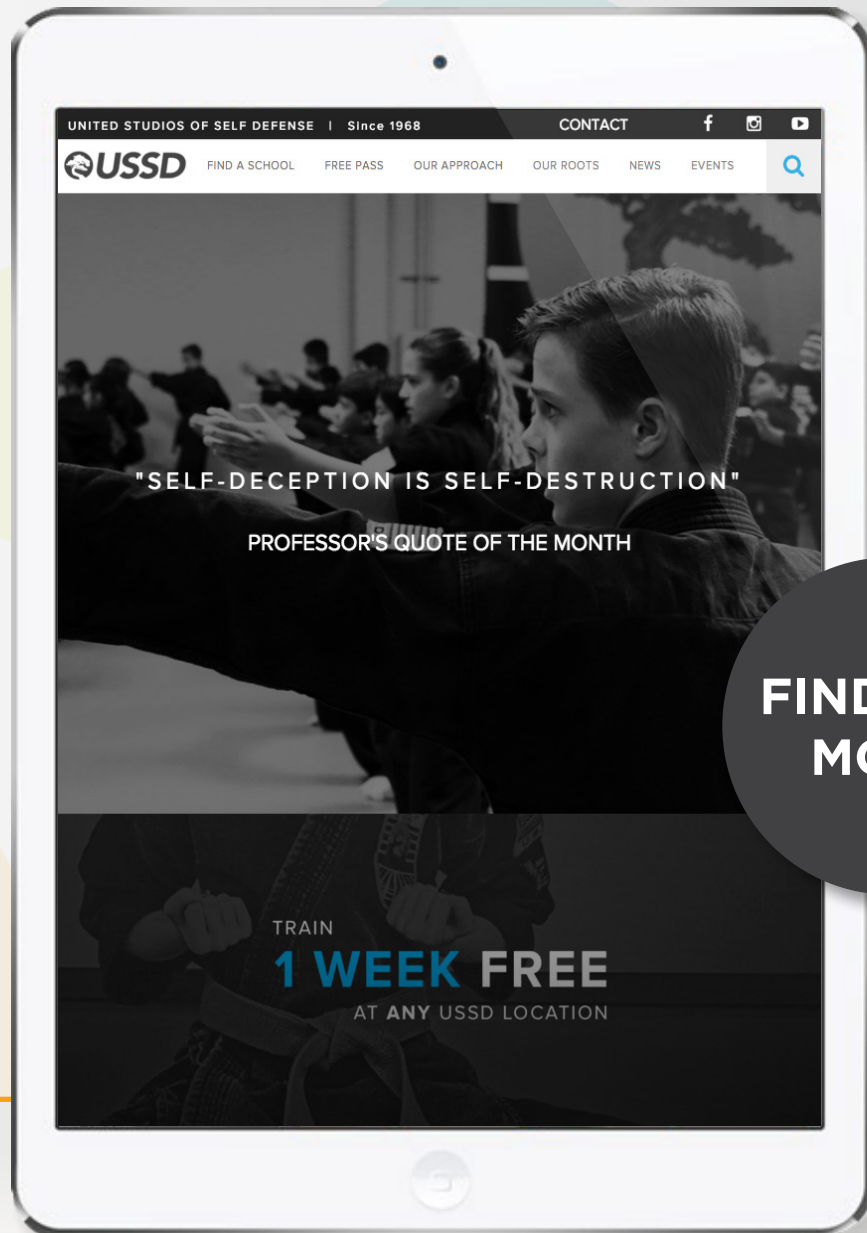
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