5 DO'S AND DON'TS OF EMAIL MARKETING FOR RETAIL

AUTOMATION

Marketing automation helps retailers connect with their customers on a more personal level. Customer journeys help you deliver the right message at the right time to the right person.

✓ **DO**
Use automated emails to deliver more timely messages to your customers and help them go from consideration to check out.

✗ **DON'T**
Manually create and send every email campaign. You won't have time and you'll leave money on the table.

320%
200%
100%

Automated emails generate **320%** more revenue.

SEGMENTATION

Segmentation is a way to group customers by gender, location, purchase history, browsing activity, and other behaviors.

74%

Consumers who get frustrated when an email isn't relevant

✓ **DO**
Send different messages, product recommendations, announcements to different groups based on these kind of segments.

✗ **DON'T**
Send a one size fits all message.

MOBILE

This one is simple: you need to make sure your emails are mobile friendly—no ifs, ands, or buts about it.

✓ **DO**
Use a mobile-friendly email template so your email looks great on tablets and smartphones.

✗ **DON'T**
Assume your email will be mobile friendly. Preview before you send -there's a really good chance it will be on a mobile device.

Emails Opened by Device

53% | 47%
Average Day

75% | 25%
Holiday Season

DATA

Better information gets better results. Get the scoop on your customers including their interests, purchase history, birthdays etc. Send emails leveraging that data.

69%

Online shopping carts filled, only to be abandoned

✓ **DO**
Use data from third-party apps and integrations like Shopify, Magento and WooCommerce to fuel your automated emails.

✗ **DON'T**
Use purchased data or "dirty data". If your data is unreliable you may send the wrong recommendations to a good customer.

PERSONALIZATION

Marketers who use personalization to make their emails more relevant get higher click-through rates and generate more sales from their campaigns.

✓ **DO**
Personalize in ways that surprise and delight your subscribers - think fun subject lines, calls to action, offers, headlines, and body copy.

✗ **DON'T**
Be flat and boring. Writing like a robot is the best way to get deleted. Show some personality.

Click Through 2.5x | Sales 6x
Personalized

Click Through | Sales
Non Personalized

Campaign Monitor

Sources:
- https://fulcrumtech.net/resources/welcome-email-optimization-is-important/
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- http://baymard.com/lists/cart-abandonment-rate