

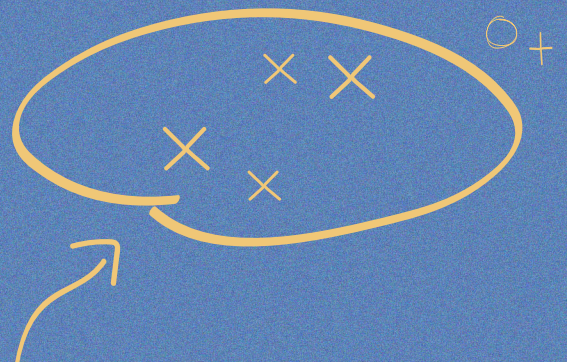
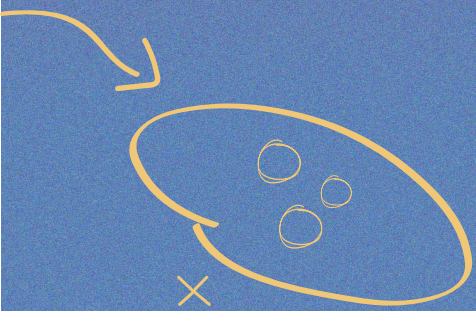


2021

Mistakes

You Could Be Making With

EMAIL MARKETING



Being an agency, we often see businesses making mistakes in their email marketing strategy that mean **missing out on BIG revenue**.

Here at BidPixel, we make it our primary goal to educate small and large businesses on the best strategies for digital marketing without the price tag.

So here we are, giving you as much information as we can to help assist you with your email marketing.

The below points will get us back to basics and get you on the path to becoming the **top 1% of ecommerce stores** that turn emails into magical revenue and customer experience machines, printing thousands of dollars of additional sales each month on autopilot.

If you have any questions regarding the below points or how you could improve your email marketing strategy, don't hesitate to contact us!



Tiffany Yim
Klaviyo Email Marketing
Expert at BidPixel





1

Failing to Send Emails at all.

If you do not currently have a planned email strategy, you're missing out on one of the biggest growing opportunities in the marketing space. In 2019, email users around the world totaled 3.9 billion and this figure is set to grow to 4.3 billion users in 2023 (Statista, 2020).

That's over half of the world's population that could be missing out on what your business has to offer them.

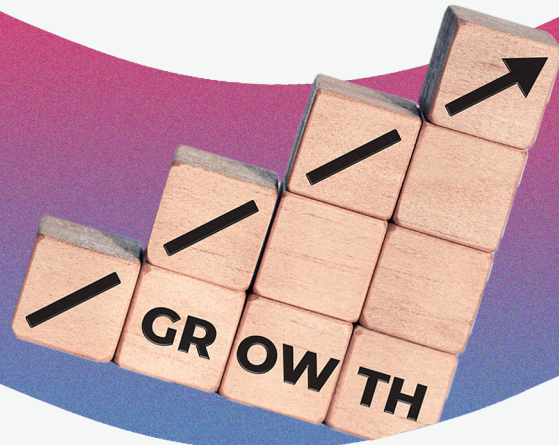
#emailmarketing

Fact:

In 2019, email users around the world totaled **3.9 billion** and this figure is set to grow to **4.3 billion users** in 2023.



2



Not Tracking Revenue.

If you are sending emails to your database, make sure you're understanding how to track your revenue. Not getting an accurate measure on return from your email marketing campaigns will leave you in the dark about where your revenue is coming from. With the right email marketing platform, all of the hard work is taken care of for you.

With our preferred email marketing platform Klaviyo, data isn't hidden behind complicated queries or slow reports. Whatever you're working on, your data is right in front of you, so you always know what you've done and what you need to do.

#analytics

Self Assessment:

Are you tracking the revenue from your email marketing campaigns? How will you know where your revenue is coming from?





3

Sporadic Email Sending.

Please do not send one email every 6 months and expect a good result. This doesn't work with dating and it shouldn't be done with your customers. Your customer database needs a consistent form of communication tailored to them specifically, surrounding what you have to offer them. Remember your customer database is subscribed to you for a reason, they're interested in what you have to offer - so give it to them!

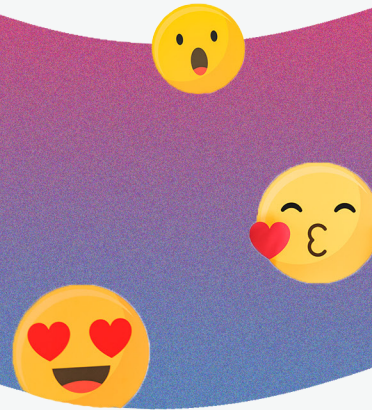
Create a planned schedule that will give your database more than just seasonal deals and offers. Educate them on something about your business, just make sure this content will be valuable to your audience.

#schedule

Hot Tip:

Try building a content plan so you know exactly when and what you should be sending to your database.

4



Jumping into bed with new subscribers – The 12 stages of intimacy.

The 12 stages of intimacy were first coined by behavioral scientist Desmond Morris and is a fantastic analogy for the email marketing process. His theory explains 12 stages of intimacy you should go through for a successful relationship; starting with noticing a person across a room through to the moment you know you cannot live without them.

If you were to skip any more than 2 of these steps in dating, then the relationship would be over. You do not want to jump straight into bed with your database – you need to court them first. Bring them with you through each step of the courting process. Introduce them to your brand and work your way through your customer relationship to a point where you feel they are comfortable to take the leap to purchase.

Now you're maintaining a successful relationship!

#relationship

Hot Tip:

Treat your customers like a romantic relationship, you have to court them first!





5

Not Segmenting your Audiences.

In the digital age of constant advertising, it is estimated that the average person will see between 4000 to 10,000 ads every day. Your potential customers are becoming so desensitised to advertising because these messages are not tailored specifically for them!

Segmenting your email audiences allows you to send tailored messages to people who want to see them - therefore are more likely to convert.

As long as your Shopify Store is intergrated with your email marketing platfrom, it will capture all sales data such as size, type of product, style etc. With this data you can then create segmented campaigns to move left over sizes sent to those people who have historically purchased those sizes, and also to use size-appropriate imagery in your campaigns.

#example

The Dog Mum:

Using all captured data from their Shopify store, we segmented out breeds of dogs for them so that they could start implementing breed specific email campaigns with appropriate products and imagery.

6



Missing Cross-selling and Up-selling Opportunities.

Another way to ask for more business is by up-selling and cross-selling your products to your previous customer database. Shopify alone is not intuitive enough to up-sell or cross-sell to your customers, but with intuitive email marketing platforms like Klaviyo; setting up these flows is made easy.

When implementing cross-selling or up-selling as an email automation, make sure data is informing your decisions and you are advertising products to audiences that make sense.

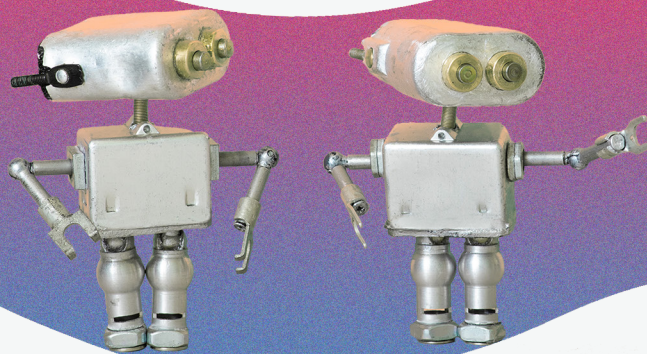
#upselling

Example:

If your customer buys a pair of workout leggings, don't you think they might like them in more than one colour?



7



Failing to Automate Basic Emails.

Every brand - no matter how small, should have basic email automation in place for their business. This is such a common practice in the digital age that it has become expected by consumers. If you don't already have these automation in place, try adding:

- Abandoned Cart
- Purchase Complete
- Event-Triggered
- New Customer Welcome

Adding email automation is made easy with our preferred email marketing system, Klaviyo. Email Automations can be set-up to split and branch emails to get your potential customer down the right path to purchase. Once you've added basic automations into your email marketing system, you'll start to learn what other automation you can incorporate to give your potential customers the best communication possible.

#example

Evergreen Clothing:

Before automating emails to capture abandon carts and abandon check out emails, sales were slipping through the cracks, since creating Evergreen's flows on Klaviyo, they have recovered over \$20,000 in sales that started but were never completed.



8



Disconnected Creative Content.

A lot of email marketing programs are easy to use but unless you have access to Photoshop or a Graphic Designer, won't offer fantastic creative functions. This can lead you into the trap of creating inconsistently branded emails.

Your branding is how your customer perceives your business, and if your brand message and creative are different through all stages of their marketing journey then they might start to distrust you as a brand. Your Creative content should be consistent across all of your Email Marketing Campaigns and right through that sales process. This includes:

- Brand Message
- Website Creative
- Automated Emails
- Email Campaigns

#creative

Hot Tip:

If you look at brands like Nike, their brand creative is consistent through all phases of their marketing process; **don't you want your brand to be as successful as Nike?**





9

Not Setting Up List-Building Triggers.

Using email triggers is an easy way to raise the level of communication with your potential clients, but also a proactive way to help them down the sales funnel.

A flow trigger can be set-up to start when a specific measured action is taken by a potential customer. This could be used to Cross-sell to recent purchasers, send an email reminder of high price items that a customer has browsed, but not added to cart; or to send thanks to customers after a purchase.

Setting up Triggers allows you as a business owner to make better-informed decisions with access to easy to decipher data.

#Triggers

Help:

For a more detailed look into how to set up Flow Triggers and Filters, check out the a tutorial [here](#)



10



Not Understanding your Data.

It is always instinct to go with your gut when making decisions about your business because you know your product best right? This may be true but do not fall into this trap when making decisions about your email marketing.

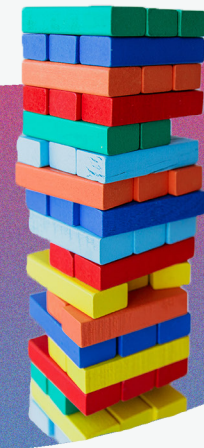
Let data lead your decisions and you will be better off for it we promise! Take time to learn from the sales you already have and the email content that is resonating with your audience. Keep learning how to read your data effectively or if you don't have the time to do this properly, invest in an agency that is the right fit for your business and understands your goals and vision.

#data

Hot Tip:

All email marketing platforms will have a **Help Centre online** where you can learn how to analyse your data for better informed decision making.

11



Not Using the Data you Build.

Even if you know how to read your data effectively, do not just assess your data once and think you know your customer base. Make sure you are consistently revisiting your data to gain insights on what your customers and potential customers are engaging with. What works and what doesn't.

Don't be afraid to scrap something if it is clear in your data that it's not working.

#insights

Self-Assessment:

Do you regularly look at the analytics of your email communication?





12

Thinking Too Small when Setting Emails Up.

Don't use a templated email automation system with pre-built flows and guides. This is not tailored to your brand and what your specific brand has to offer.

These templates seem like a good idea in the beginning and yes they will get you started, but they hinder you in the long run; setting you up with no room to grow your automation flow.

Instead, create a blueprint of what you want your automation to look like. Think about:

- Welcome emails after sign up
- Confirmation messages after registration
- Re-engagement emails after a period of non-activity
- Instant confirmation messages after purchase

#automate

Hot Tip:

Have a look at the emails you receive from some of your favourite brands. Pay attention to automated emails you have received from them while interacting with their brand.



13



Forgetting to Provide Value.

One of the ways you should be communicating with your customers is by providing value to them. No one wants to sign up for an email list that bombards you with sales messages and urgent offers. You need to find an area of your business you can give your customers an insight.

Leave your potential customers better off for opening your emails! Every step of the marketing journey is a transaction and you need to be treating it as such. Think of it this way, when a potential customer gives you their contact details, you need to hold up to your end of the transaction and provide them with ongoing value and education.

#educate

Hot Tip:

What can you teach your customers about your business? Do you know something about your industry you can teach your database?



14



Using the Wrong Platform.

There was a time when Mailchimp was the cream of the crop with its Shopify e-commerce integration, but we hate to break it to you; Mailchimp and Shopify broke up back in 2019. There are many businesses we've worked with who still think MailChimp is the best email marketing platform for their business and we're the first ones to inform them of better alternatives for their business. Our first suggestion is to sign-up with Klaviyo.

Now if you've got this far you're probably thinking this is a paid ad for Klaviyo but no, we promise we just genuinely love it! It is easy to migrate from Mailchimp to Klaviyo and has all the features you need to run a successful email marketing campaign.

#klaviyo

5 reasons why Klaviyo is superior to Mailchimp:

Klaviyo has Mailchimp integration which allows you to access your lists without having to reenter the information

1. One-click integration with your Shopify store
2. Facebook and Instagram automatic audience integration
3. Top tier audience segmentation tools
4. Well-built behavioral targeting features
5. Easy to set up flows and automation



A decorative graphic at the top of the page features a wavy, horizontal band with a color gradient from red on the left to blue on the right. Three question marks are scattered within this band: a yellow one on the left, a blue one in the center, and a pink one on the right.

15

Forgetting to add a call to action.

This is one of the most important things to include in your email marketing communication. A Call to Action is the action you want your customers to take to help benefit your business. This could be a link to your website or particular product line, a link to your social media channels, asking a customer to call or even a link to your Marketing Podcast which you upload a new episode every Thursday!

Check out [Marketing Ear Biscuits](#) on the BidPixel Youtube channel.

#calltoaction

Self Assessment:

Your Call to action is your reason for sending the email. What do you want the reciever of your email to do?

16



Not Looking Professional.

Never forget that you are a business and your customers are subscribed to your communication for your products or services. Keep your own personal opinions at home and don't overshare about your own personal life. You can keep things personable with your audience but don't fall into the trap of oversharing things you don't need to - your customers are not your therapist.

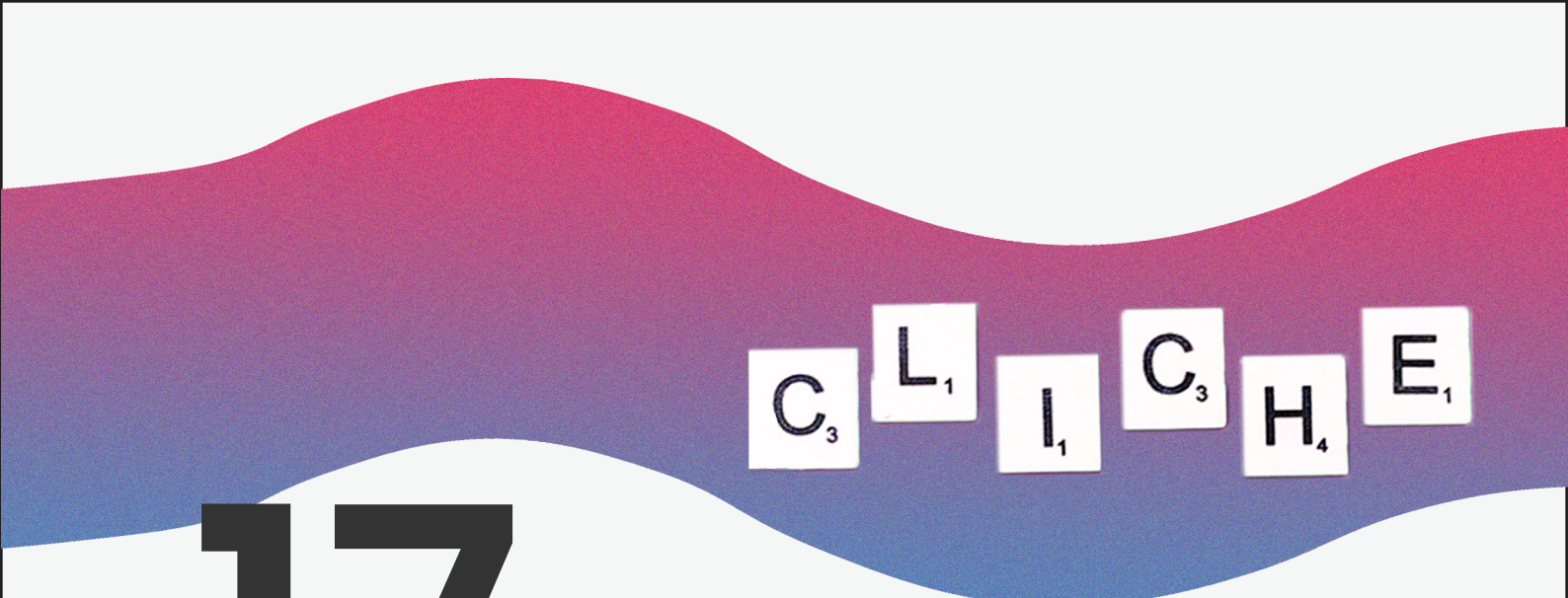
Finally, make sure to use spell check and read and reread your communication before it goes out. There is nothing worse as a customer when a brand you may be interested in appears unprofessional.

#professionalism

Hot Tip:

A good rule of thumb is for figuring out if you're about to overshare is to ask yourself: "How would I feel if my manager said this to me?" If it's something that you'd be thankful to hear, chances are your customers will feel similarly. If it's something that would give you pause, err on the side of caution.





C₃ L₁ I₁ C₃ H₄ E₁

17

Don't use Cliche Sales Language.

We've evolved past the days of 'over-salesy' language that confuses your potential customers out of purchasing your products. You need to talk to your customers in a language they not only will understand but enjoy.

Provide a genuine message that contains personality and a language that your customers will understand without having to pull out their dictionary.

#personality

Self-Assessment:

Do you try to use every cliche word under the sun when sending our emails to show you know what you're talking about?





18

Failing to Clean your List.

Don't hold on to potential customer information like it's some kind of participation trophy. If a customer's information no longer serves any purpose to your business then don't hesitate to remove them.

Regularly cleaning your email lists is an integral part of email marketing and not only will you stop annoying people who don't want to receive your emails; your open and click rates will improve - giving you better data to influence your decisions. Cleaning your email lists will also save you money on your email platform bills.

You can also set up segmentations to see who in your database is no longer engaging with your campaigns, through personalised triggers. You can then send through automated emails when someone is added to a segment of unengaged subscribers to encourage them to come back or to adjust their subscription settings. If they no longer wish to be engaged, they can unsubscribe themselves, or if they don't engage with those emails, you can tag them for removal.

#cleaning

Hot Tip:

Make sure you are cleaning your email lists at least once a month. You may have clients who are no longer with your business or emails that keep bouncing.



19

Forgetting to Ask for More Business.

Simply asking a happy customer to purchase again can be daunting, but don't forget to do it! We call these Winback Campaigns and use automations to send emails to ask for more business.

After a customer purchases from your business, you can set up an automation that dictates, in 60 days they will receive an email about new arrivals and trending products.

You would be surprised just how well this strategy works and more often than not we see this step missed in email marketing. When executed well, this can generate thousands of dollars of passive income for your business.

#repurchase

Self-Assessment:

When you found the perfect pair of workout leggings or the perfect pair of sneakers, how soon after did you want to purchase again?





20

Skipping the Chance to Create Loyal Advocates.

Ascending a shopper to the level that they become a brand advocate is the ultimate goal in email marketing. These customers then go on to be free walking talking advertisement for your brand!

You may think these people are few and far between, but with email marketing, you can make almost any happy customer a brand advocate. Great email communication through strategically planned out email automation and flow triggers can create these brand advocates for you.

Kalviyo is also equipt to integrate directly with review apps, and use that review behaviour to trigger automated email content about being a brand advocate.

#personalbillboard

Hot Tip:

Think about maybe using one of these loyal customers for a testimonial video.





21

Having Double Opt-in Enabled.

Having double-opt in enabled as a feature on your email marketing platform can be a valuable tool if you want to see a smaller un-open rate. Although if you're a business who has genuine value in their emails or products then this might be hindering your opportunities to make money.

Having this feature enabled means that before a customer is added to your email list, they have to confirm - TWICE - that they want to subscribe to your email content. More often than not even engaged customers do not opt-in both times, and you're therefore leaving money on the table.

#emailmarketing

Fact:

Marketers generally see about **20-30 percent faster list growth** when they use single opt-in email marketing strategies.





Now if you made it this far, we hope you have learnt something to make your email marketing strategy the best it can be. If you've found yourself realising that maybe your email marketing needs some help - [contact us](#). We offer email marketing platform setups for ecommerce businesses so you can have your email marketing working to get you to that top 1% we talked about.

Book a [no-obligation strategy call](#) and walk away with even more tips catered to your specific business.

