



Zoho
Campaigns

Ecommerce solutions



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Ecommerce solutions

When it comes to automated emails for ecommerce, a common misperception is that it's limited mainly to just cart abandonment emails. But there is so much more to it. There are many other elements that, when effectively used, can add up to a substantial increase in your ROI without requiring additional investment.

All you need is an effective strategy that persuades first-time visitors to make a purchase, retains your existing customers, and encourages loyalty to your brand. In this interactive guide, we'll discuss the following topics and how they can help you craft a strong ecommerce marketing strategy:

- Promoting products via personalized emails
- Sending purchase follow-up emails
- Sending cart abandonment recovery emails
- Segmenting customers based on purchase activity

Fortunately, email marketing software has emerged that can help make these tasks easier. For this ebook, we'll reference our own solution, Zoho Campaigns, which allows you to connect your online stores in Zoho Commerce, Shopify, BigCommerce, and WooCommerce and completely automate your ecommerce efforts.

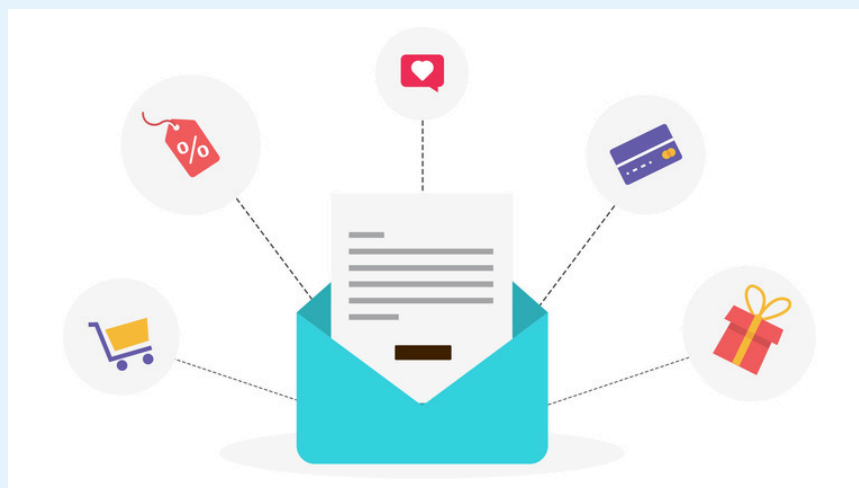
Now let's see how you can bridge the gap between your marketing and ecommerce activities.

Personalized promotional emails

As the name implies, this is a simple method of marketing or sending promotional emails about a product or a service to a large group of interested prospects or customers. Creating and sending the perfect promotional email is easier said than done.

The first step is to know your target audience and the perfect way to appeal to them. Once you learn about your audience, you can use this information to create and send personalized emails. A personalized promotional email should be crafted with the buyer's persona (their buying behavior and interests) in mind and should focus on offering them content that is relevant to their specific interests.

Promotional emails can be one of the most effective ways to increase customer retention and revenue generation. Having it as a part of your marketing strategy will help you strengthen customer engagement, boost sales, and eventually earn a greater return on your investment.



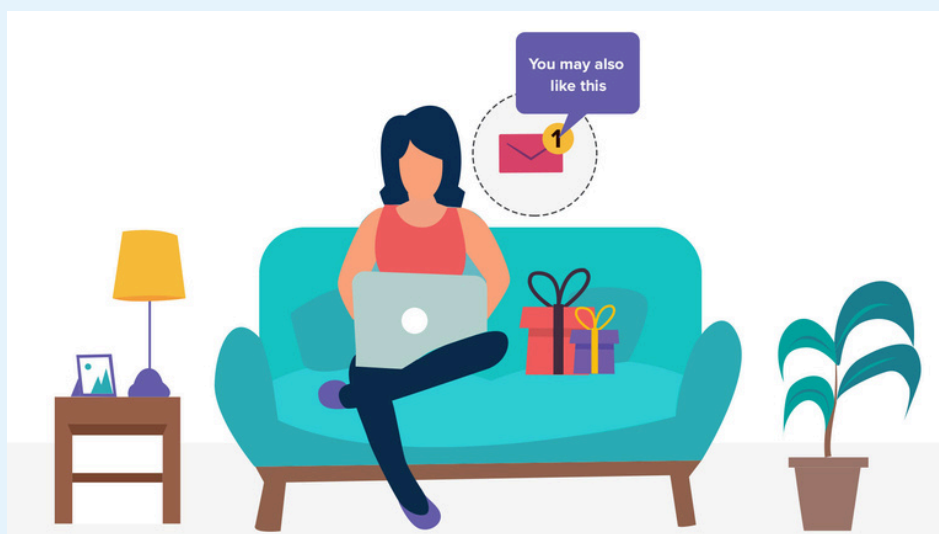
Post-purchase follow-up emails

As a marketer, your job is much more than just making your customers complete their purchase. The post-purchase period is also an important point in a customer's journey. Sending post-purchase follow-up emails helps you generate stronger customer loyalty, more repeat purchases, and—above all—customer connection with your brand.

One way to use follow-up emails is to recommend products similar to what they've already purchased. That "You may also like" email is a nice gesture that will make your customers feel valued and connected to your brand. For these emails to be more effective, make sure you mention those prior purchases, which are the root of your suggestions.

Creating a beautiful post-purchase experience for your customers will help you leave a lasting impression on them. You are already on your customers' radar, as they have already shown some attachment to your brand, so it is up to you to make their experience a memorable one.

Post-purchase emails are another thing you can create with ease using Zoho Campaigns' intricate automation with workflows.



Abandoned cart recovery

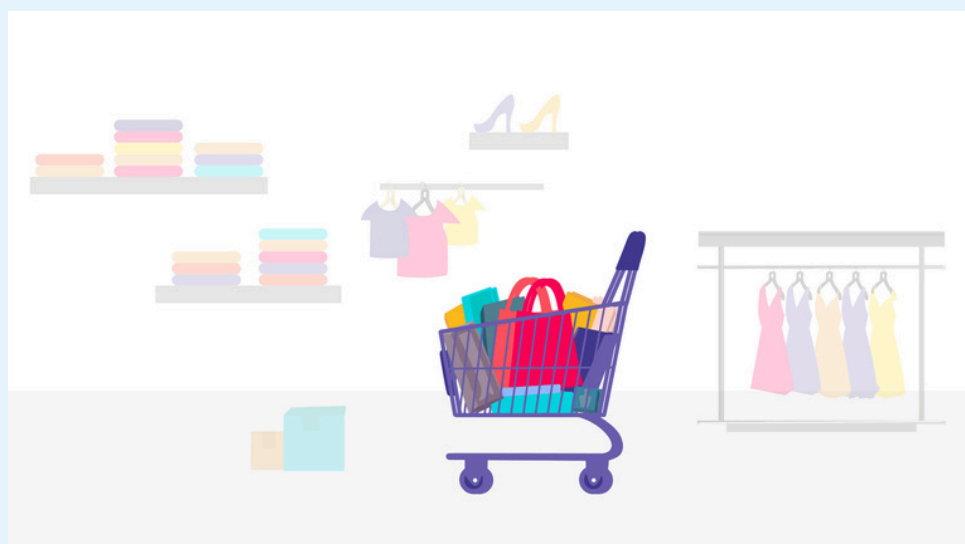
Cart abandonment is no surprise for any ecommerce marketer because it is a well-known fact that prospects and customers can be indecisive at times and leave the shopping cart after adding items. Whatever the reason for the abandonment, the solution for this problem is abandoned cart recovery emails.

Win back these customers using abandoned cart recovery automation workflows and leave no customer behind. Send targeted reminder emails about the items in their cart and eventually persuade them to complete the purchase.

Here are a few key points to keep in mind before you start creating cart abandonment emails:

- Have a subject line that is to the point. Never have a subject line that might be misleading.
- Stay focused with your email content. It should be about cart abandonment and nothing else.
- Make sure that you have CTAs (calls-to-action) in the content that takes prospects directly to the cart where they can complete their purchase.

[This study shows the importance of abandoned cart emails](#) and how crucial they are in recovering purchases and making conversions.



List segmentation based on purchase activity

In addition to targeting important customers, email marketing tools like Zoho Campaigns can also help you create [dynamic list segments](#). This means that you split up your contact list based upon conditions you specify (demographics, survey results, engagement levels, and more) so you can send more relevant emails to your subscribers.

Trying to figure out the best way to segment your lists can be time-consuming. A quick, reliable approach is to track the purchase behavior of your customers. Creating dynamic segments based on customer purchase activity makes it much easier to send highly relevant email content, including:

- Similar product recommendations
- Product updates
- Related articles
- Targeted discounts

The more relevant your email content is, the more likely your customers will engage, further establishing a positive relationship between you and them.

While this is useful for you to identify your best customers, it will also be beneficial for you to reconnect with the customers who are less engaging. Irrespective of why their engagement dipped, there is always a chance to bring them back and re-engage them. Creating a segment of these contacts can help you follow up with them in a more genuine way and eventually win them back.

Another crucial point to keep in mind is that re-engagement is a good way to weed out inactive contacts, which in turn helps you maintain a clean mailing list. This ensures your email deliverability does not take a hit due to low engagement rates.



Conclusion

Email marketing requires a lot of learning and strategy, but, at the same time, it presents a lot of opportunities to interact and engage with your prospects and customers rather than just sending them emails.

The best email marketing strategy usually involves crafting emails based on your relationship with prospects and customers. This simple tip should help you achieve great results in your marketing endeavours. All you need is to make a steady and conscious effort to understand your prospects and customers while staying determined to achieve your goals.

Let your results do the talking!



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