Zoho
Marketing Automation

7 proven
Marketing Automation
recipes for your

Ecommerce business

Are you an ecommerce marketer scratching your head and wondering how to drive traffic to your store?

Do you find yourself in a fierce competitive space with high customer expectations and a low conversion rate? Then this guide is going to assist you in your marketing journey and help turn some heads in the direction of your online store.

But first, let's be clear: There is no single solution that will address all your challenges. But there is a secret weapon you can use in addition to your ecommerce marketing to drive traffic and increase your sales: marketing automation. Let's look at what that means!

Combined with marketing automation, ecommerce is a game-changer in the world of online business. As an ecommerce marketer, you're undoubtedly familiar with the challenges of reaching and retaining customers in an ever-evolving digital landscape. Worldwide ecommerce sales are projected to top $7 trillion in 2025. With ecommerce on course to become the primary mode of retail, and the rise of technologies that make buyers smarter, there's a huge potential for online sellers.

The ROI on email marketing in the ecommerce industry is $45 per $1 spent. While digital ad giants such as Google, Meta, and Amazon are growing faster, ecommerce marketers should think beyond the paid ad transactional loop to develop a sustainable and scalable growth model. Marketing automation helps online businesses find their true north in less time and build sales funnels full of ideal shoppers.

This comprehensive guide is tailored to help you harness the true potential of marketing automation and focuses on seven crucial types of automation that can revolutionize your online business.

Pro Tip: *Zoho Marketing Automation helps you set up email automation for your ecommerce store in under a minute. We also have a one-click integration setup with Shopify and Zoho Commerce.*

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Click or tap to jump to any section

Let's look at the different kinds of must-have email marketing automations for your ecommerce business.
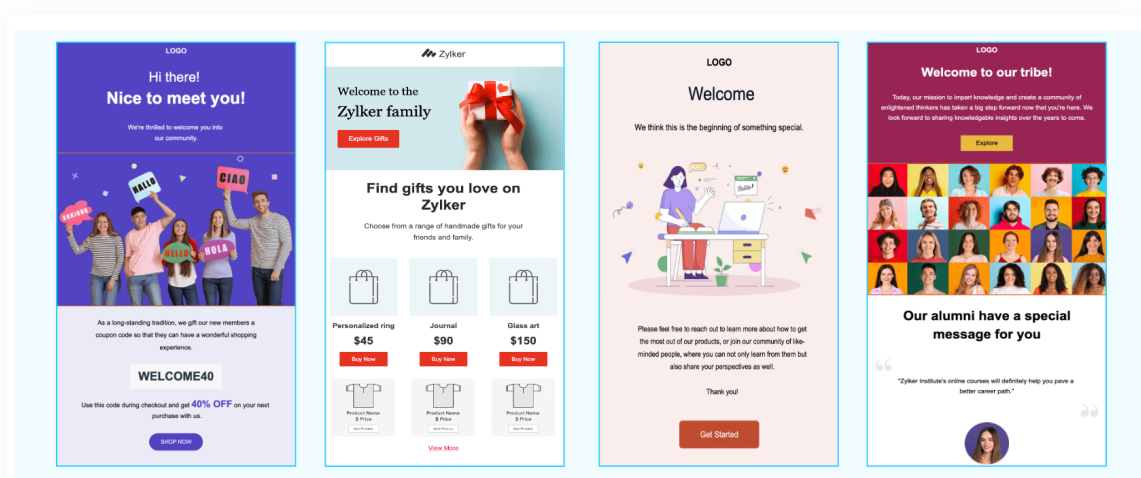
Welcome emails:
Crafting the perfect first impression

Let's start with welcome emails, which are how you can make a lasting first impression. As a marketer, you need to be familiar with the nuances of personalization and how to nurture each customer effectively from the beginning. It's important to understand that the welcome email isn't just a formality, but in fact a strategic tool for building a foundation of trust and engagement.

Welcome emails have the highest conversion rate *(51.94%)* among marketing emails and acts as your brand's virtual handshake, welcoming new customers to your world. Here's how you can craft the finest welcome emails:

➤ Think beyond a simple greeting; try to create a sense of inclusivity.

➤ Know your shoppers; understand what they're looking for on your website by analyzing traffic, web behaviour and tracking clicks.

➤ Segment your shoppers based on their first purchase by identifying the product purchased and then fine tuning your content.

➤ Add testimonials and reviews for social proof.

➤ Tailor your messages based on the customer's preferences, previous interactions, or demographics. Personalized welcome emails have 41% higher unique click rates.

➤ Recommend products or services based on each segment's interests.

Let's say you're a ecommerce marketer or a business owner who has recently set up your online store and you have a wave of shoppers who have just bought your product or service for the first time.Show them some love by crafting beautiful welcome emails. **Zoho Marketing Automation** can help you trigger these emails seamlessly as soon as a customer subscribes or makes their first purchase. You can highlight your lineup of product categories, throw in some promotions with discount codes, and share some friendly, personalized content using merge tags.

A well-crafted welcome email sets the tone for a positive customer experience and can go a long way on building trust and meaningful connections.
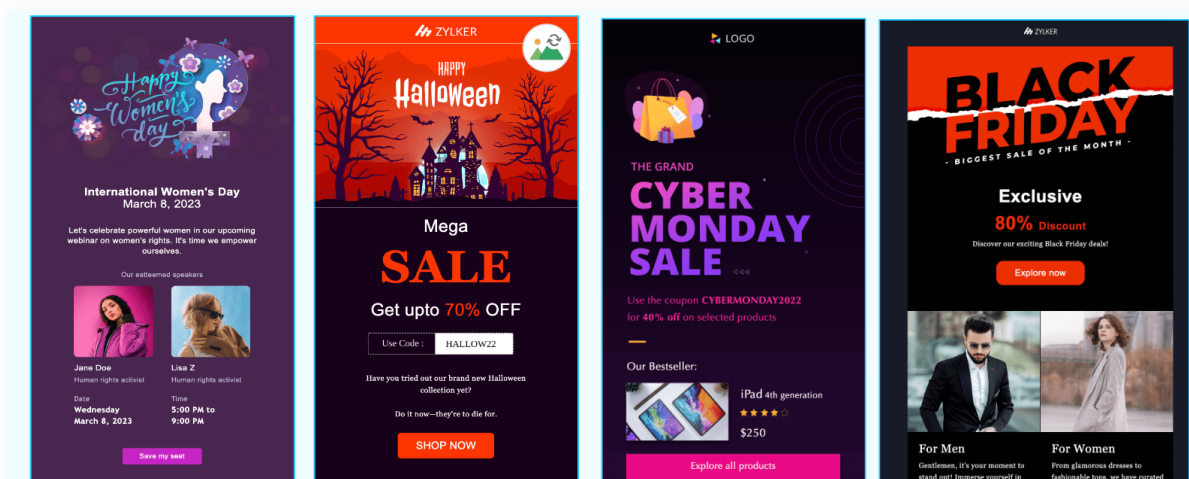
Seasonal campaigns:
Tapping into festive opportunities

61% of shoppers are open to buying from new brands during the holiday season. After all, who doesn't love a cozy discount offer during the holidays? Seasonal campaigns are one way you can tap into customers' sentiments and buying impulses during specific times of the year, such as holidays or special occasions. Ecommerce marketers need to thoroughly understand how to leverage seasonal trends to their advantage. Keep these things in mind:

» Figure out strategies to create a sense of urgency and FOMO (fear of missing out) without compromising on your brand's consistency.

» Resonate with customers' emotions by aligning your messaging with the occasion or festive spirit.

» Organize campaign content for all major holidays and important events or trends using a content calendar. Always plan your seasonal campaigns in advance.

» Schedule and execute your campaigns at optimal times using marketing automation.

Run seasonal marketing campaigns to capitalize on heightened consumer activity and drive sales and brand engagement. By aligning your brand with the current zeitgeist, you position yourself as being relevant and responsive to customer needs. It's not just about selling products; it's about becoming a part of your customers' seasonal traditions.

One way to tap into holiday spirit is to convey it through festive themed emails. If you're a marketer looking to add color to your seasonal campaigns, you can explore all the vibrant and free templates available within Zoho Marketing Automation. Create emails that build anticipation; announce sales or promotions with festive emails using a library of templates and prompt users to make quick purchasing decisions.

Purchase confirmation emails:
Beyond transactional messages

As an ecommerce marketer, you should ask yourself: How do I move beyond the transactional nature of purchase confirmations and transform them into revenue-generating opportunities? Confirmation emails often serve as a great opportunity to cross-sell and upsell.
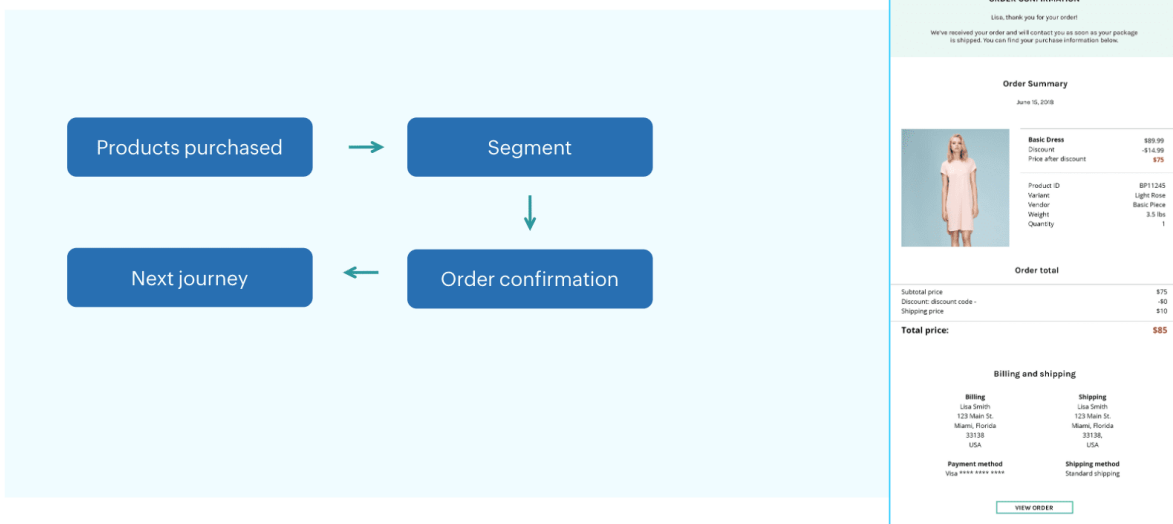
Though purchase confirmation emails are traditionally viewed as little more than transactional messages, they actually have one of the highest engagement rates, with an average open rate of 65%. Marketers should try enhancing confirmation emails via the following methods:

» Incorporate personalized product recommendations based on each customer's purchase history.

» Include exclusive discounts for future purchases to encourage repeat business.

» Use marketing automation to trigger these emails immediately after a purchase, striking while the customer's interest is still high.

Transforming order confirmation emails into marketing opportunities extends the customer journey beyond the transaction. By providing additional value, you not only increase the chances of repeat business but also strengthen the customer's perception of your brand as customer-centric and attentive to their needs.

Let's look at an example of upselling through purchase confirmation emails. Let's say you create a segment of customers who have bought a camera and include in their confirmation emails recommendations for related accessories, such as batteries, stands, or even extended warranty plans. By doing so, a certain subset of the customers who have engaged with your order confirmation emails will start on a new journey and do more business with you. This not only enhances the customer's experience by providing relevant information but also increases the average order value.
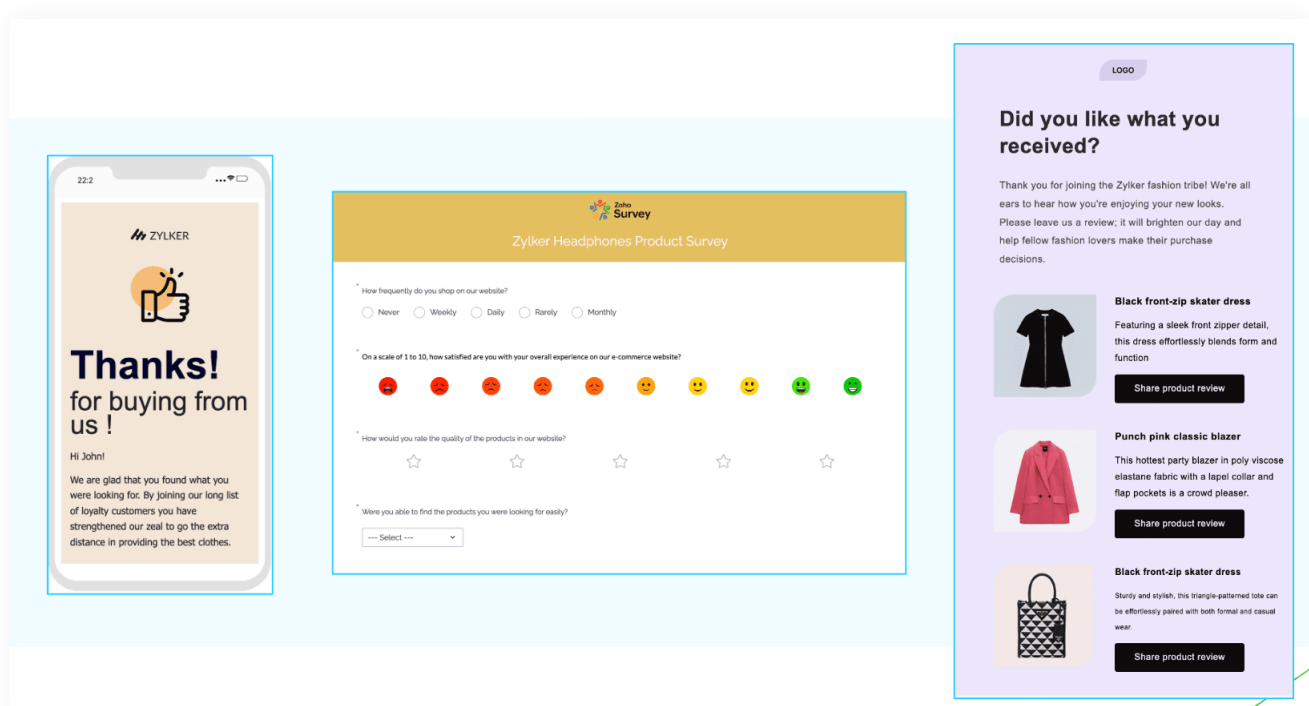
Product review campaigns:
Amplifying social proof

Did you know that 95% of customers read online reviews before buying a product? Customer reviews have a massive impact on purchase decisions. The reviews and testimonials your buyers leave on your products and services serve as social proof and improve your brand's credibility. Here's how you can maximize the chances of obtaining it:

➢ Time your review campaigns right and make sure buyers have enough time to use your product.

➢ Try incentivizing reviews with discounts, giveaways, free shipping, or whatever works for your business.

➢ Automate emails requesting reviews after customers receive their purchases.

➢ Highlight the best positive reviews on your website and marketing collateral.

If a highly positive review is gold, then a negative review is a gold mine, because negative reviews can help you determine what exactly your buyers expect from your brand. Listen to your customers, understand how they need to be served, and build trust.
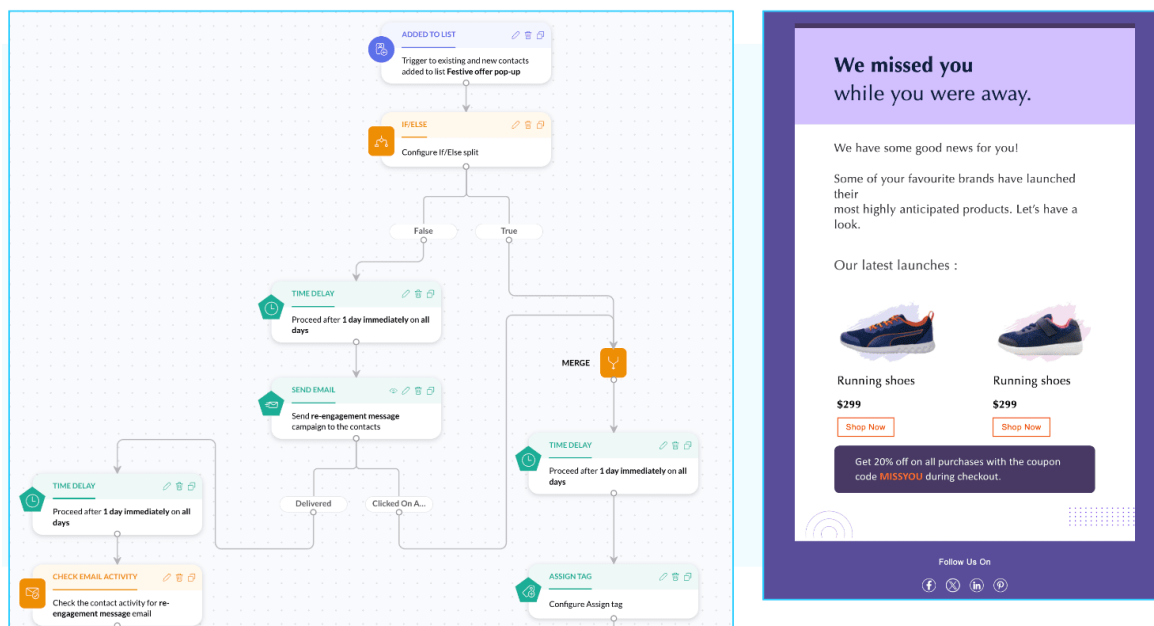

Zoho Marketing Automation provides ready-to-use product review campaign templates you can use straight away or build on to send out surveys. Make it easy for your users to share their reviews online with just a click of a button from the emails themselves. These minor efforts will help you maximize the value you derive from both positive and negative reviews, while enabling your customers to provide reviews in just a few simple steps.

Re-engagement campaigns:
Renewing lost interest

Retaining customers is by far more cost-effective than acquiring new ones. But how can you turn disengaged customers into passionate repeat buyers? By tailoring messages to inactive buyers, reminding them of your brand's value, and re-igniting their interest. Since 24% of disengaged subscribers read re-engagement emails, that's plenty of reason to try out these methods:

➤ Identify your inactive customers by studying their interactions and purchase behaviors.

➤ Segment inactive customers based on the duration of their dormancy.

➤ Curate a sequence of personalized re-engagement emails that recognize the customer's absence, highlight new products or features they might be interested in, and offer incentives for a return visit.

➤ Automate the whole re-engagement process and cover more ground with greater efficiency.

➤ Keep your re-engagement list clean by removing non-responsive shoppers; this helps you avoid being marked as spam.

For example, let's say you have a set of inactive shoppers on your list who haven't purchased from your brand for a while. As a marketer, you can always win these shoppers back with targeted re-engagement emails that encourage them to check out your latest offerings. You can time these emails based on how long it's been since your shoppers last responded to any of your communications.

As an ecommerce marketer, your success lies in triggering the right emotions in your customers and reminding them of the challenges you helped resolve for them in the past. Acknowledge the customer's absence, express interest in renewing your connection with them, and finally make them an offer they can't refuse. This personalized approach serves to reignite their interest and bring them back into the active customer fold.

Purchase follow-up campaigns:
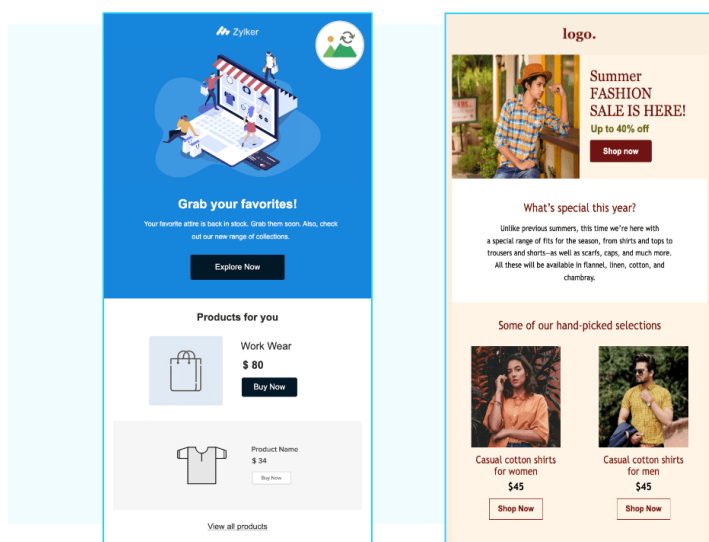## Turning customers into advocates

Now let's focus on turning one-time shoppers into repeat buyers. With an open rate of **40.5%,** post-purchase emails can help your brand retain your most active customers and drive loyalty. The goal is to provide information about the purchase, strengthen your bond with your shoppers right after their initial purchase, and strengthen their loyalty to your brand. Keep these in mind while drafting your purchase follow-up emails:

➤ Acknowledge their purchases, express gratitude, and offer further assistance if needed.

➤ The optimal number of follow up emails is two or three. You can time them for right after the purchase, at the time of delivery, and few days after.

➤ Ask customers for their feedback through surveys, and maybe offer some exclusive discounts for their next purchase.

➤ Design and deploy an automated loyalty program to reward repeat buying and foster a sense of exclusivity.

Don't forget that purchase follow-up campaigns increase the lifetime value of your customers. It all comes down to how happy your customers are with their purchases and the services you offer. Happy customers become your brand advocates who recommend your products to their friends and family. This positive customer experience will also help generate genuinely positive reviews and feedback for your business.

Pro Tip: *Offer how-to information or tutorials to buyers to make the most out of your product. Understand what your shoppers already know and try to fill in any gaps. You can also add complimentary product suggestions to supplement the usage of the product they initially bought.*

Post-purchase emails have a **40.5%** open rate.

For instance, if your brand sells hair dryers, send customers a how-to email along with a styling guide for using hair cream. This way, your shopper gets as much value as possible from the purchase (the hair dryer) and comes back to your store for related products (the hair cream). Zoho Marketing Automation can generate AI-backed product recommendations based on your shoppers' purchase histories and dynamically suggest the most suitable products in your emails.
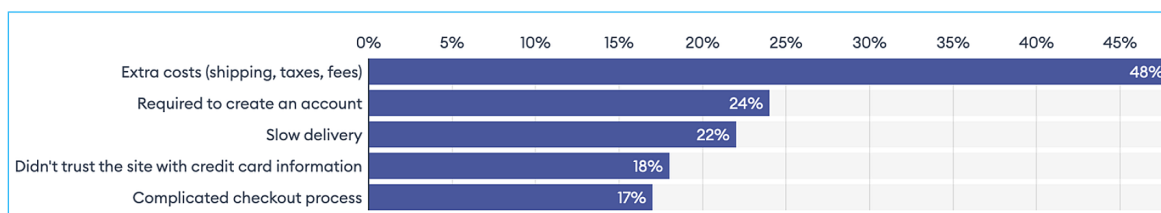
Cart abandonment campaigns:
Recovering lost sales

Whether we like it or not, shopping stories are often anti-climactic. No matter how successful your business might be, there will always be shoppers who abruptly leave their cart full of products and never look back.
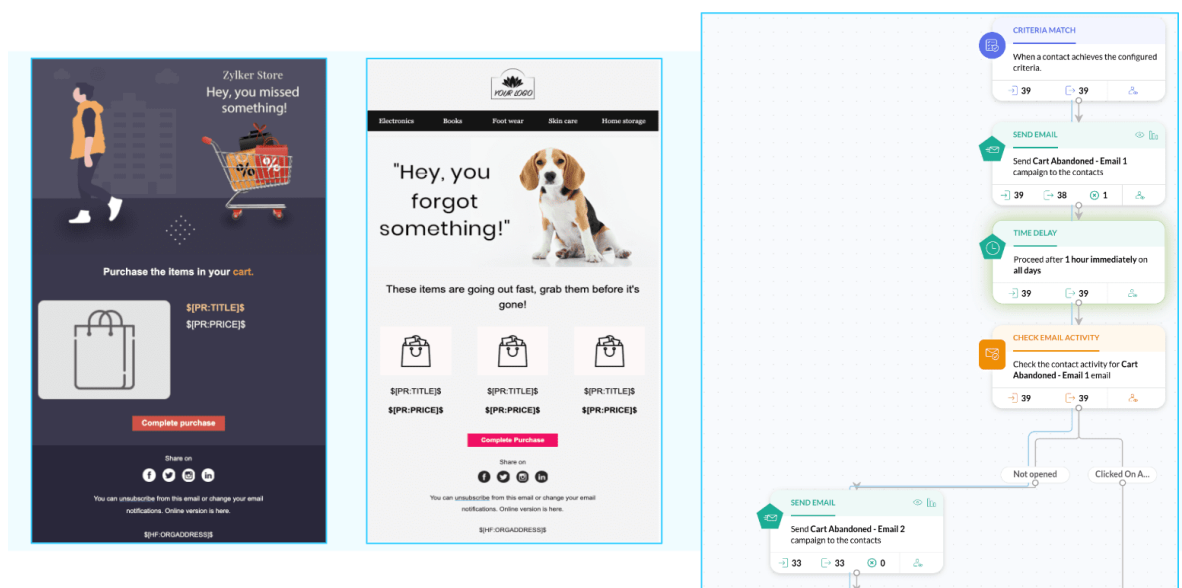
First, let's understand what usually triggers cart abandonment:

	0%	5%	10%	15%	20%	25%	30%	35%	40%	45%	
Extra costs (shipping, taxes, fees)											48%
Required to create an account						24%					
Slow delivery					22%						
Didn't trust the site with credit card information				18%							
Complicated checkout process				17%							

Now that you know what the leading causes of cart abandonment are, take action and design a cart abandonment email strategy using the following tips:

➤ Curate compelling recovery emails that strike the right balance between urgency and value.

➤ Time your emails perfectly; you don't want to come off as pushy. The ideal number of emails is two to three.

➤ In the first email, remind them about the items left in their cart within an hour.

➤ Dynamic content, social proof, and high-quality visual content can help improve your brand's appeal.

- ⯈ Wait at least 24 hours before sending the second email, which should include a strong (but not too strong) sense of urgency. One common tactic is to add pressure by limiting the deal on offer to a certain timeframe.

- ⯈ After 48 hours, send an email offering a limited-time discount or a free shipping code. These persuasive elements will help encourage users to finish their purchases.

- ⯈ Be cautious about region-specific transactional email laws, as cart abandonment emails may fall under them.

If you're looking to revive your abandoned carts, Zoho Marketing Automation has templates for you. All you need to do is select the cart abandonment template, customize it with your branding, and send it to shoppers who have abandoned their carts. It's easy to set up and can have a powerful impact on your audience.
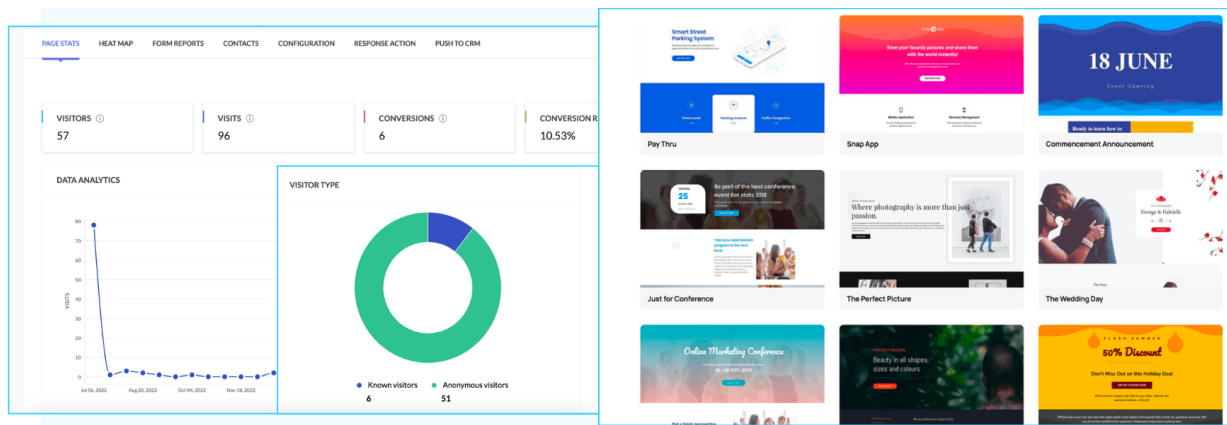
Cart abandonment is a common phenomenon in the ecommerce domain. Cart abandonment emails sent one hour after a customer leaves are the most effective, **converting 6.33%** of visitors. By approaching this issue carefully with strategic automation, you can recover potentially lost revenue and provide customers with that extra nudge to finish their purchases.

Bonus tips
Use landing pages to increase conversions

Constantly battling to push leads through the funnel? Try strategically placing conversion-optimized landing pages tailored for specific sets of products or occasions.

For example, create a landing page for "Gift ideas under $50" during holiday seasons to provide a focused and immersive experience for budget-conscious buyers. Zoho Marketing Automation, provides detailed landing page-specific analytics that help you track visitors and conversions using heatmaps and configure automatic response actions to convert leads faster.
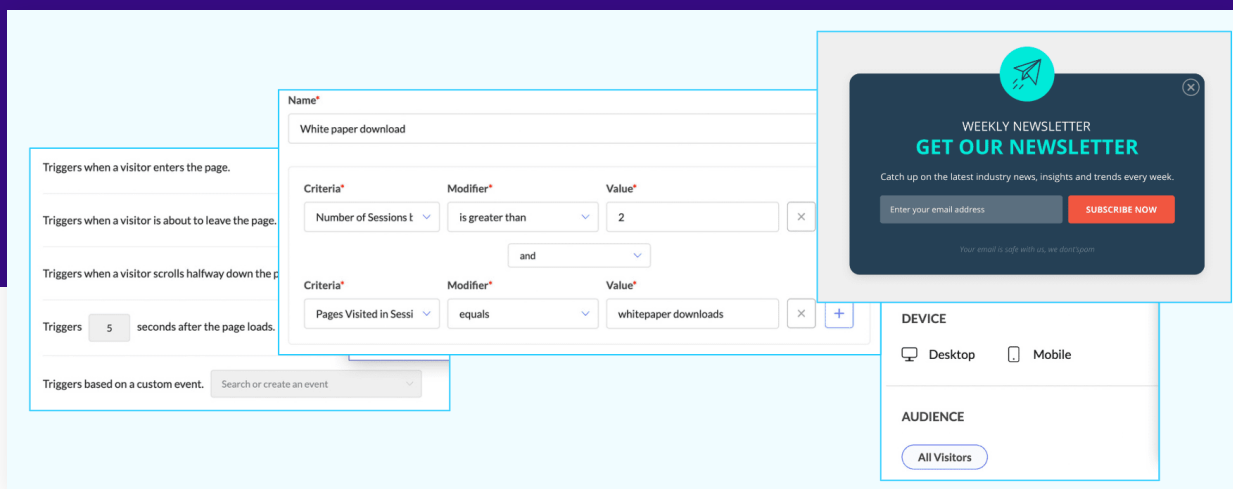
Using Zoho Marketing Automation, ecommerce marketers can do the following:

➢ Send limited-time offers by designing landing pages that highlight exclusive, time-sensitive promotions.

➢ Display countdown timers and create FOMO to compel buyers to take immediate action.

➢ Direct traffic from emails, SMS messages, or social campaigns toward purpose-built landing pages and provide a cohesive shopping experience.

Pop-up forms to the rescue

A perfectly timed non-intrusive pop-up can work wonders when it comes to driving more business. Do some trial and error by placing exit-intent pop-ups right before a shopper leaves your website. Offer exciting discounts or limited-time promotions as a last-ditch effort to retain potential buyers.

Furthermore, you can use pop-up forms to garner potential buyers—if not immediate buyers—whom you can target with exclusive offers through emails or SMS messages using data you've collected.
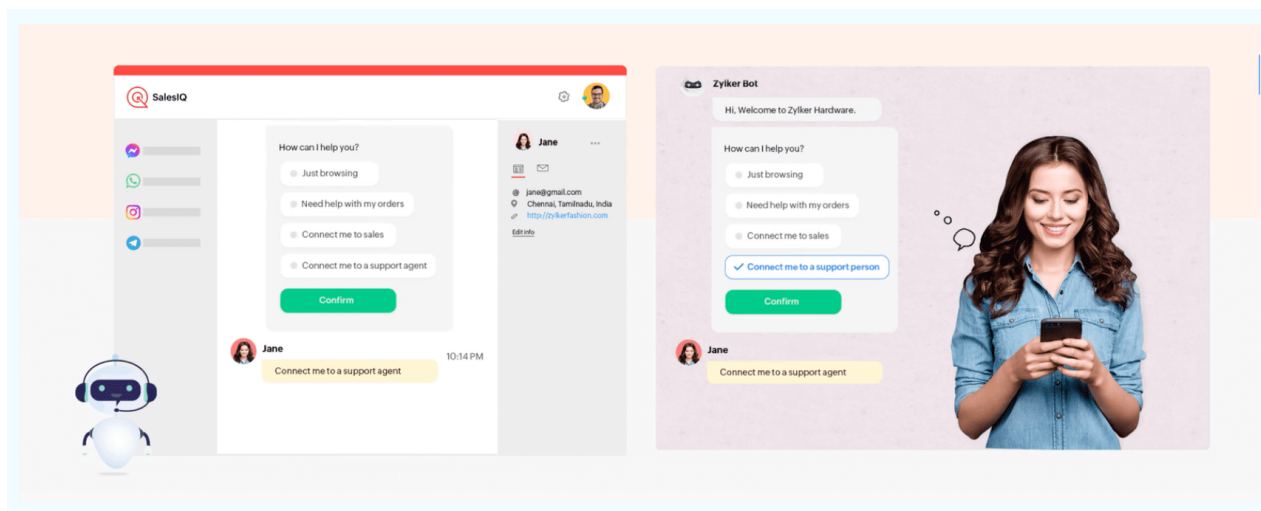

Make sure to tailor your pop-ups based on shoppers' online behavior to identify the most relevant offers and improve your chances for conversion. For example, showing a limited-time discount on sneakers when the shopper is browsing through the shoe category can prompt immediate interest. You can trigger pop-ups based on different criteria and tailor the content of those pop-ups to your shoppers' online behavior and preferences.

User interaction with **AI-powered chatbots**

By 2025, AI-powered virtual assistants are expected to handle at least 10% of operational tasks, so let's embrace the possibilities of what a good AI chatbot can bring to your business.

Imagine going to a store and having a salesperson tagging along the whole time. Annoying right? Similarly, shoppers in the digital commerce space are looking for minimal human intervention and maximum value for their purchase. By addressing frequently asked questions and guiding users through the product selection process, chatbots ensure a seamless experience. A valuable AI-powered chatbot strategy can deliver the following:

➤ Personalized product recommendations

➤ Effortless query handling

➤ Instant customer support

➤ A library of resources with product specifications and payment and shipping details

➤ 24/7 support

There are a lot of anonymous visitors who peruse your online store without engaging with your brand. A smart chatbot like SalesIQ can help you pro-actively engage in a conversation with your visitors, identify what exactly they're looking for, and turn those anonymous visitors into repeat buyers.

Additionally, these chatbots can analyze buyer preferences and browsing history to recommend relevant products. Cart assistance chatbots can play a crucial role in preventing cart abandonment.

Conclusion

As an ecommerce marketer or online business owner, you now possess the strategic insights and practical knowledge you need to navigate the online retail space effectively. By exploring these seven must-have ecommerce marketing automations and combining them with your business mastery, you can drive sustained revenue growth for your business.

In the wise words of renowned entrepreneur and Shark Tank star, Mark Cuban, "It's not about money or connections; it's the willingness to out-work and out-learn everyone when it comes to your business. And if it fails, you learn from what happened and do a better job next time."

The future of your ecommerce business lies in your hands—or carts, to be more precise. Put this practical knowledge into motion and optimize your campaigns for greater success. We hope that you achieve success by mastering these data-driven ecommerce marketing automations. We wish you the best on your journey towards sustained growth, customer loyalty, and industry leadership!

Zoho Marketing Automation

Want to run automation that works like magic for your store?

Talk to our experts.

With pre-defined, ecommerce-specific templates to choose from, you can get your automation up and running in minutes.

Here's an **amazing story** about how Zoho Marketing Automation helped a consumer electronics retailer in their online marketing journey.

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