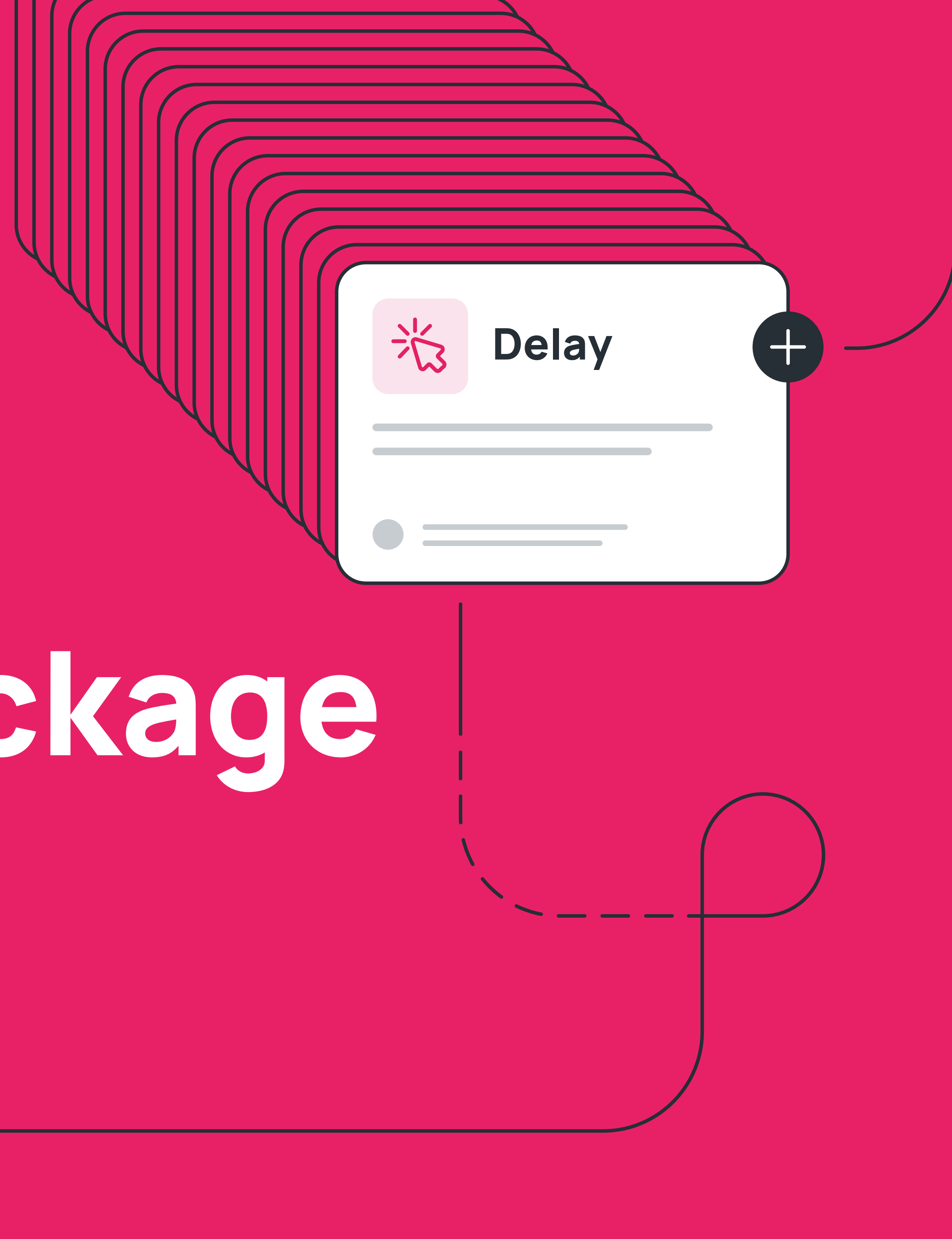




# E-commerce automation package structure

Created by Smaily ♥ 2022





# Welcome e-mail

What is it and when could it be sent?

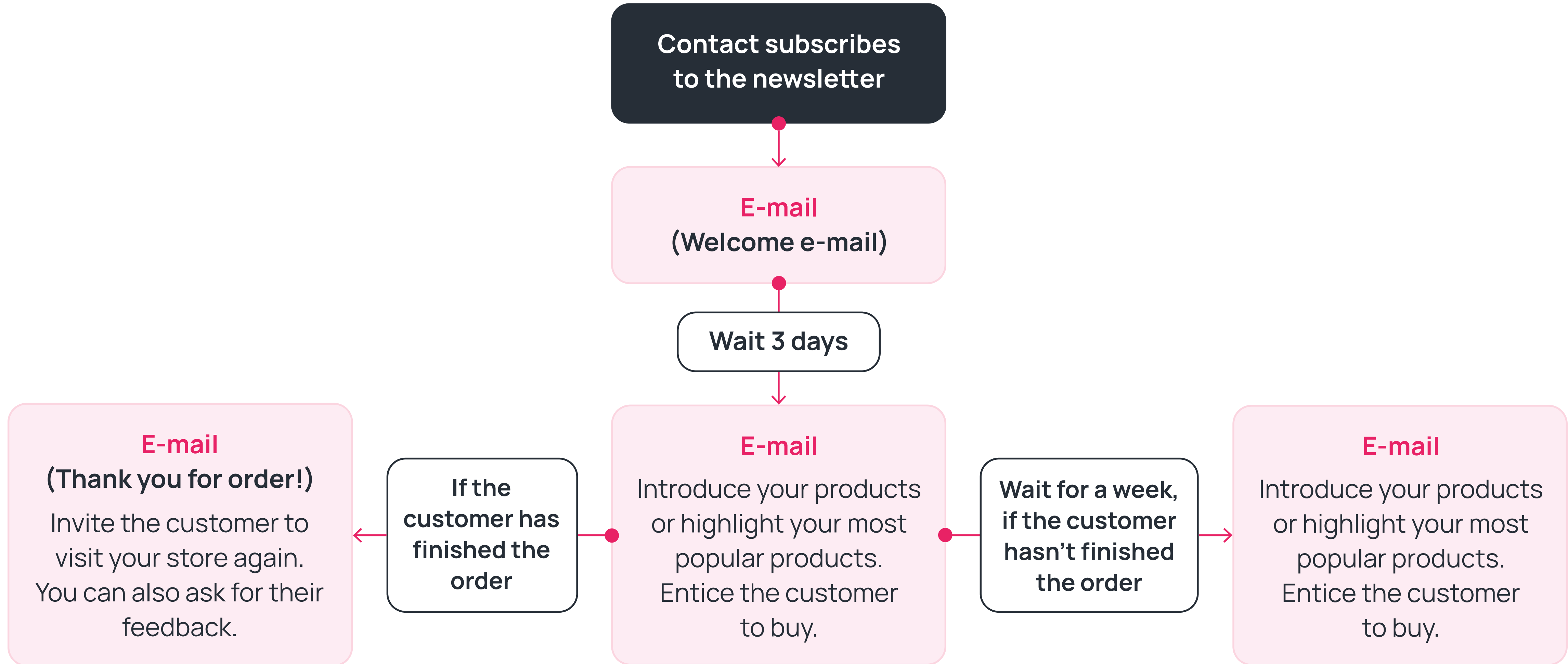
## What is it?

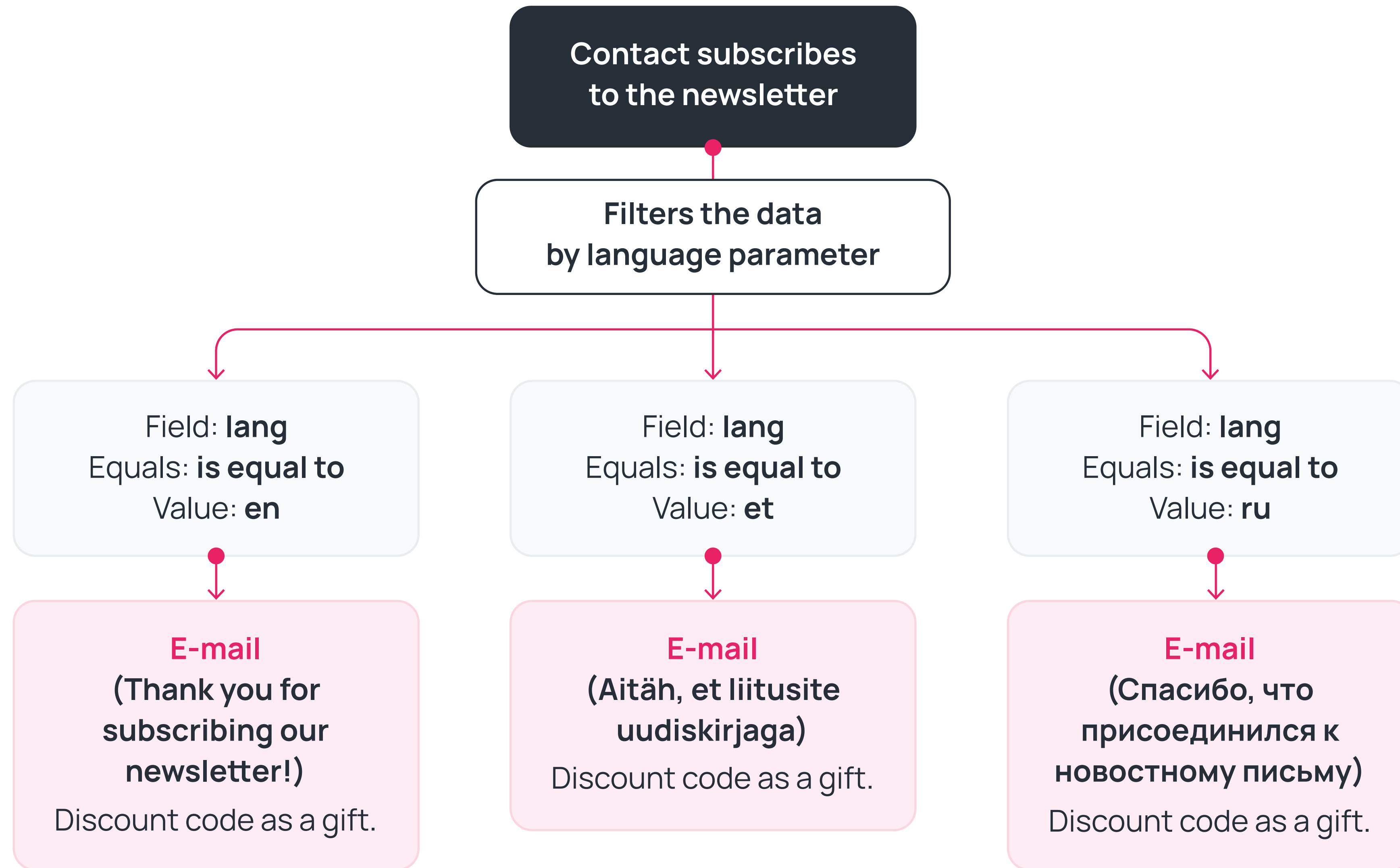
### Welcome a new client

Welcoming email is often the first letter a customer receives from you, so make it as memorable as possible. First, think about the customer and what you can offer them. Among other things, you can highlight all the aspects that make your brand unique and tell your brand's story, thus creating an emotional connection with the customer. Add social media buttons to the footer of the letter so that the client can use them to keep up with your activities. You can also use a welcome letter to find out how the client would like to communicate with you: how often to receive letters, what topics are of interest to them, etc. A discount code is usually offered in the welcome letter of e-shops. Do everything you can to ensure that the letter provides value to the customer.

## When could it be sent?

Sent to everyone who subscribes to the newsletter and as soon as the form is filled out. Read the tutorial about how to create the appropriate automation here:  
<https://smaily.com/help/user-manual/automations/welcome-email-automation-workflow/>





# Account creation letter

What is it and when could it be sent?

## What is it?

### **Inform the customer about creating an account online**

A notification email is for informing the customer about a new account. Make sure to congratulate the client and tell them the benefits of having an account. It is also a good practice to display the account username in the email, making it easy for the customer to search for this information later. To offer the customer as much convenience as possible, add a CTA button to the letter, which the customer can use to access his account immediately.

## When could it be sent?

Sent to those who create an account on the website/e-shop. The email is sent out the same day, as soon as possible after the account is created.

# Welcoming and registering a regular store customer

What is it and when could it be sent?



## What is it?

### **Inform the customer about creating an account in the store**

If the customer creates an account in the store, sending them a notification letter is a good tradition. In the email, say for whom the account was created. If it's a notification about the loyalty card, say what bonuses are provided by owning the card.

## When could it be sent?

This letter is sent when the customer makes a loyalty card or creates an account in a physical store. The letter will be sent out the same or the next day.



# Abandoned cart

What is it and when could it be sent?

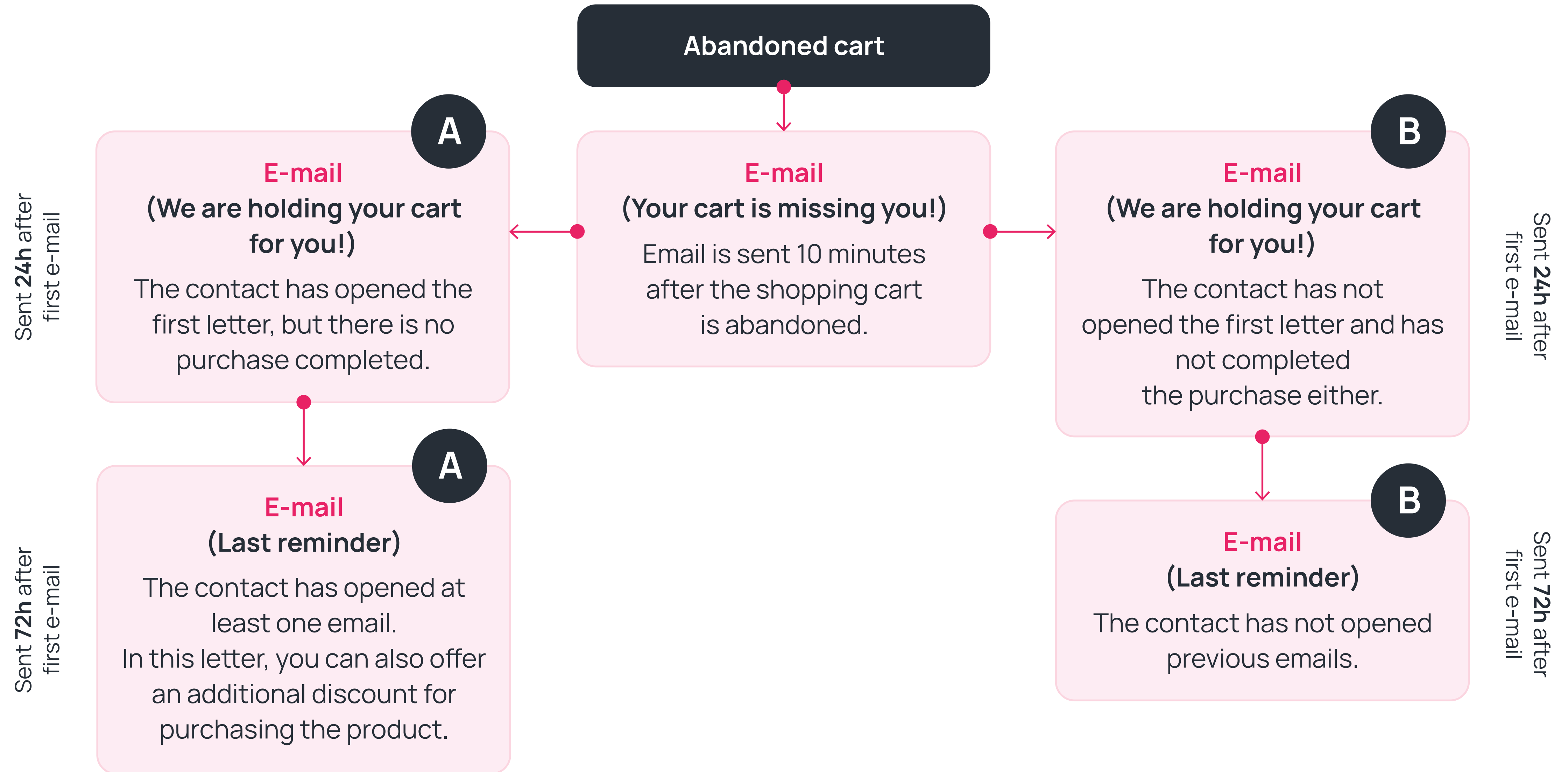
## What is it?

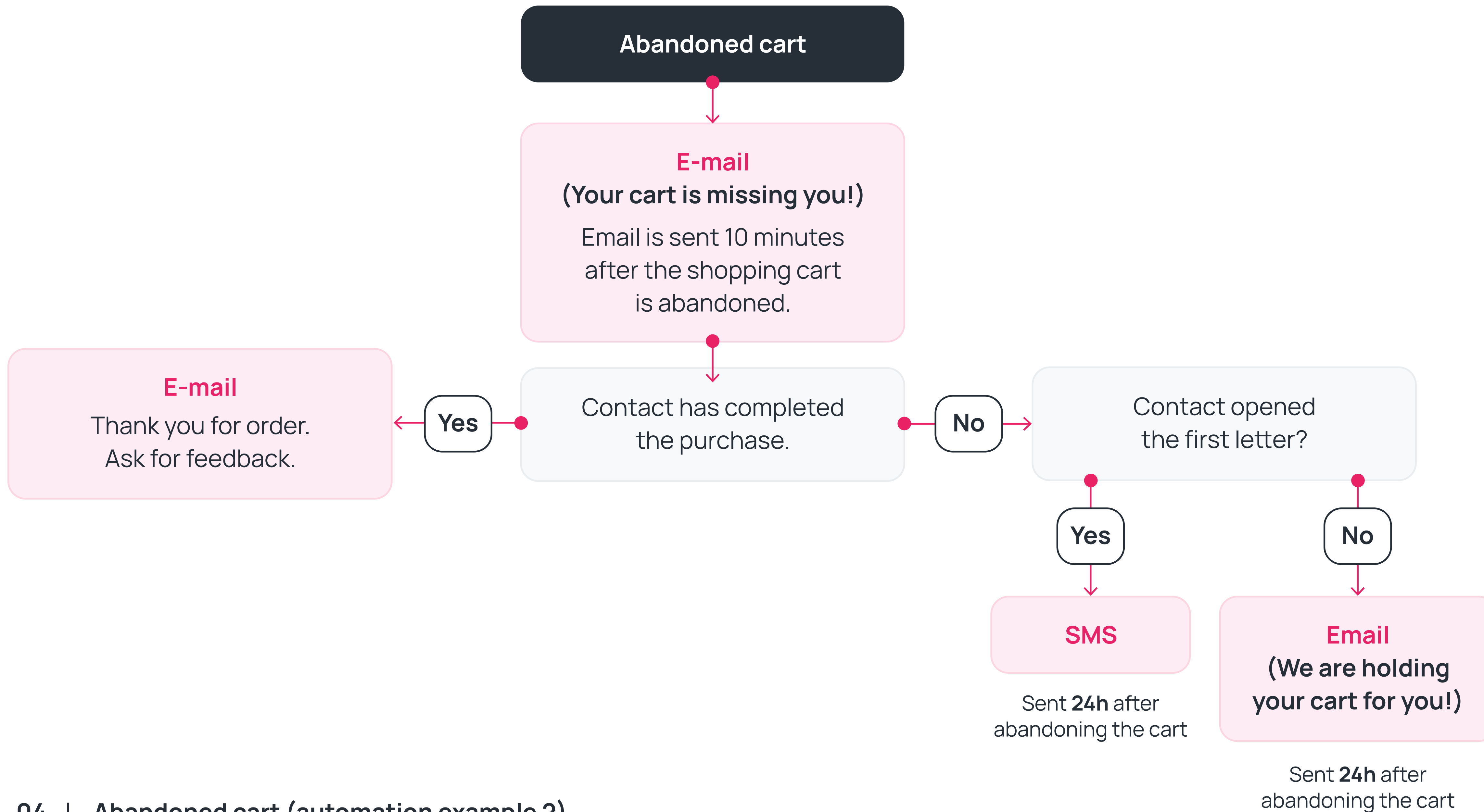
### **Abandoned cart automation**

Leaving products in the cart is normal behavior, which does not mean the customer does not want to buy those things. Very often, something interrupts us. Therefore, activating the abandoned cart automation reminds the customer of the products that have not yet become theirs. Be sure to use dynamic content in the email, i.e., the name, image, and price of abandoned products. Don't forget to add a CTA button so the client can quickly return to the cart to pay.

## When could it be sent?

Send out as a series of letters. If possible, as an SMS. The first email could go out within 10 minutes of abandoning the shopping cart. The third letter should be sent within 72 hours to those who have not responded to the previous emails.





# Cross-selling and upselling

What is it and when could it be sent?

## What is it?

### Setting up cross-sell and upsell automations

Sometimes the number of products offered in your web-store can be overwhelming for the customer. Sometimes customers don't have enough time to do a thorough search. Automating cross-selling or up-selling can help struggling shoppers find what they're looking for. Use this automation option to introduce some of your other products or services. You can do this by personally selecting some of your best or best-selling items or by using the automatic product recommendations feature. This way, you can make recommendations based on the purchase history of a specific user and similar customers.

## When could it be sent?

Cross-selling: If the customer has purchased a specific product, after some time, an offer is made either for a similar product group or additional products are offered that are related to a particular purchase (for example, in the case of a vacuum cleaner, dust bags are also provided). Upsell letters are also sent to customers who have made a purchase. Offer them a new/improved version of the type of service or product they bought based on their previous purchase (for example, offer a Family service instead of an individual Spotify license).



# Sales based on the product usage cycle

What is it and when could it be sent?



## What is it?

### **Cyclical sales automation**

If your brand sells products that customers buy again after a certain period of time, a notification email can make them happy. To do this, set up an automatic email that reminds the customer to place a new order for their previously purchased goods - for example, prescription drugs, pet food, beauty products, or other products within a specific time frame. If your customer wants to use the product regularly, they will appreciate your email.

## When could it be sent?

Offer products that are purchased regularly. The time of sending the letter depends on the time of use of your product. For example, if you sell daily nutritional supplements that usually last a customer for six weeks, automate a replenishment email five weeks after the customer's last purchase.

# Email inviting the customer to the store

What is it and when could it be sent?

## What is it?

### **Invite the customer back to the shop**

A recall letter can be sent to regular customers who have visited the store regularly but disappeared for some reason. The letter's content can be a discount code for revisiting the store and thanking the customer for an excellent long-term relationship.

## When could it be sent?

These letters are sent to those who have not been active for a while.

# Re-engagement and reactivation emails

What is it and when could it be sent?

## What is it?

### **Client re-engagement emails, also called win-back emails**

Automatic re-engagement emails are sent to subscribers who have not interacted with their messages within a pre-determined time. Sometimes the customer may change their preferred brand or not use their mailbox anymore. The goal is to keep only active customers on your list. It is good to ask the less active ones if they still want to receive the letter. You can send them a discount code to win them back. You can also inform about new or most popular products.

## When could it be sent?

The letter is sent to those who have not opened any letter for a specific, previously determined time. This number of days is up to you (the company), but it is recommended that you send a re-engagement letter no earlier than after 180 inactive days.

# Company birthday offers

What is it and when could it be sent?

# What is it?

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## **Store's birthday campaign**

Some viral campaigns are those when the store announces its birthday and makes a special price for specific products. The letter can be beautifully prepared in advance and timed for just the right moment.

# Customer's birthday offer

What is it and when could it be sent?



## What is it?

### Customer's birthday greeting

Everyone likes to have their special day remembered. In order for the e-mail to offer value to the customer, give the customer a special price for their favorite product on their birthday.

## When could it be sent?

Set up automation for a customer's birthday. You can find the tutorial here: <https://smaily.com/help/user-manual/automations/birthday-automation-workflows/>

# E-mails related to the client's order

What is it and when could it be sent?

# What is it?

## Order confirmation

This automated email is like a receipt summarizing the customer's order details. A typical confirmation includes product information, shipping details, and billing information. Thus, the customer has confidence that everything is in order and all they have to do is wait for the goods to arrive.

## Shipping confirmation

This e-mail informs the customer that the goods have been assembled and handed over to the courier company. If possible, add a tracking link to the letter.

## Package arriving soon

This e-mail is not mandatory, but it can be used to create additional confidence for the customer. In addition, it is good to add it if there is no option to track the package's journey or if the package takes a long time to arrive.

# When could it be sent?

## Order confirmation

The letter will be sent out immediately after placing the order.

## Confirmation of shipment of goods

As the name suggests, a shipping confirmation is sent when the goods begin their journey to the customer.

## Package arriving soon

The letter is sent when the expected goods start to arrive close to the customer's place of order.

# Thank you emails after purchase

What is it and when could it be sent?

## What is it?

### **Thank you for the purchase**

The thank you letter is more emotional than the purchase confirmation email with technical content. It may include, among other things, valuable tips about the purchased product. The email aims to increase the customer's loyalty and make them feel good.

## When could it be sent?

The letter is sent out when the customer has received the order.

# Satisfaction survey after a purchase

What is it and when could it be sent?

## What is it?

### **Customer satisfaction survey after purchase**

The customer feels the most joy about their purchase when they buy and receive it. Therefore, right after the delivery of the goods, it is good to ask how the customer was satisfied with the purchase. You can also ask for a recommendation to display the customer's feedback on your website to others.

## When could it be sent?

One of the follow-up letters sent to the customer after order confirmation.

# Updating customer data

What is it and when could it be sent?



## What is it?

### Updating customer data

It is reasonable to check and update the customer's data once in a while. This helps you avoid accidentally sending a newsletter to the wrong email address or recommending the wrong "nearest store". Set up an email directing the client to update their profile so that all the necessary information is up-to-date.

## When could it be sent?

Sent to the customer once every two years.

# Products back in stock (notification)

What is it and when could it be sent?

## What is it?

### **Inventory automation email**

If a product of interest in your e-store is currently out of stock (or cannot be purchased), you can add a “Notify me when the product is back in stock” button to the product. Implementing such an option in your e-shop invites customers to give their email addresses to receive a notification when the product is back in stock. This option is an excellent solution for both the client and the company. The company does not lose potential customers and continues to earn income, while the customer gets the goods they want, knowing they can trust this e-store.

## When could it be sent?

Sent as soon as the item is back in stock. Requires integration with warehouse system.

# Loyalty program emails

What is it and when could it be sent?

## What is it?

### Loyalty Program Emails

Loyal customers are the most valuable to keep, so make them more special newsletters. Send them offers based on their purchase history and include recommendations that might interest the customer. Be sure to include special offers only for loyal customers to express gratitude and make the customer proud of their uniqueness.

## When could it be sent?

There is no golden rule for when and how often to send loyalty program emails. It depends on the products or services sold in your store and the company's decision. For example, if it is a frequently visited grocery store, such offers can be sent to regular customers once a week. To explain the frequency of these letters, analyze the purpose of the goods you sell and people's consumption habits. Doing so, always keep in mind that you do not burden customers with unnecessary letters.

# Invitation and registration e-mails

What is it and when could it be sent?

## What is it?

### **General event invitation and registration email series**

You can organize an event for which you need to register in advance for entry, or you can also hold various webinars. Send an invitation promoting an event to your mailing list or a specific segment. To consider the number of participants, create a registration form and set up a series of related e-mails. Reminder e-mails and repeat invitations will certainly contribute to the success of your event. After the event, it is nice to thank the participants with a thank you e-mail, in which you can also ask for feedback.

## When could it be sent?

You can send out the event invitation when you have already determined the main composition of the event. The confirmation e-mail should be sent immediately after registration. A repeat invitation's necessity and timing depend on how much time is left until the event, how many have already registered, and what the event type is. It is especially recommended to send a repeat invitation for physical events, while it's not so important for online events. Be sure to always keep in mind that those who are invited can take into account the time and date of the event well in advance.



