

FASHION FORWARD:
5 ESSENTIAL PRINCIPLES
FOR EMAIL MARKETING
SUCCESS

Clara Toombs

19th October 2023



HELLO, I'M CLARA

- Passionate about helping businesses grow through email marketing
- Run my own email marketing consultancy and work with passionate Solopreneurs and Start-ups
- Also a Certified Executive Coach and Mentor
- Excited to be here!



MY JOURNEY



THE EXPEDIA GROUP

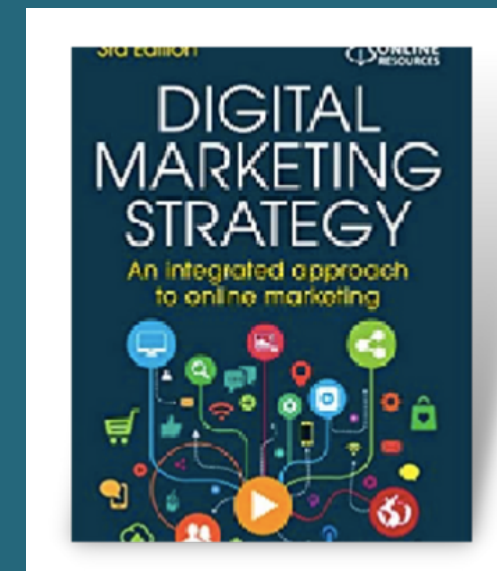
MONEY SUPERMARKET

**CLARA
TOOMBS**

CONSULTING

MONSOON ACCESSORIZE

PHOTOBOX



TODAY WE'LL BE GOING THROUGH

- 1 The opportunities & challenges for fashion brands
- 2 The 5 Principles
- 3 Case Studies from the real world

CHALLENGES OF EMAIL MARKETING FOR FASHION BRANDS



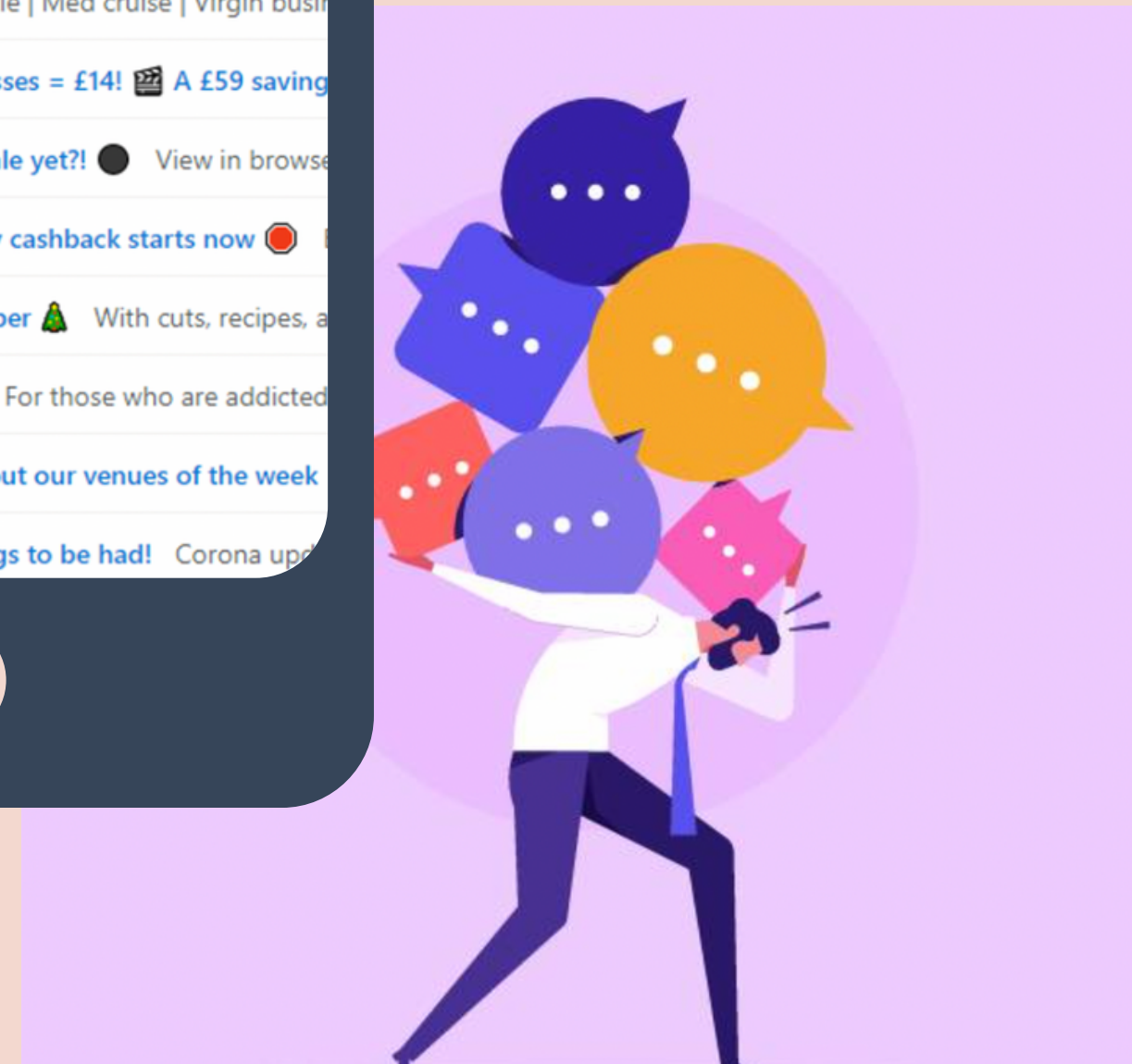
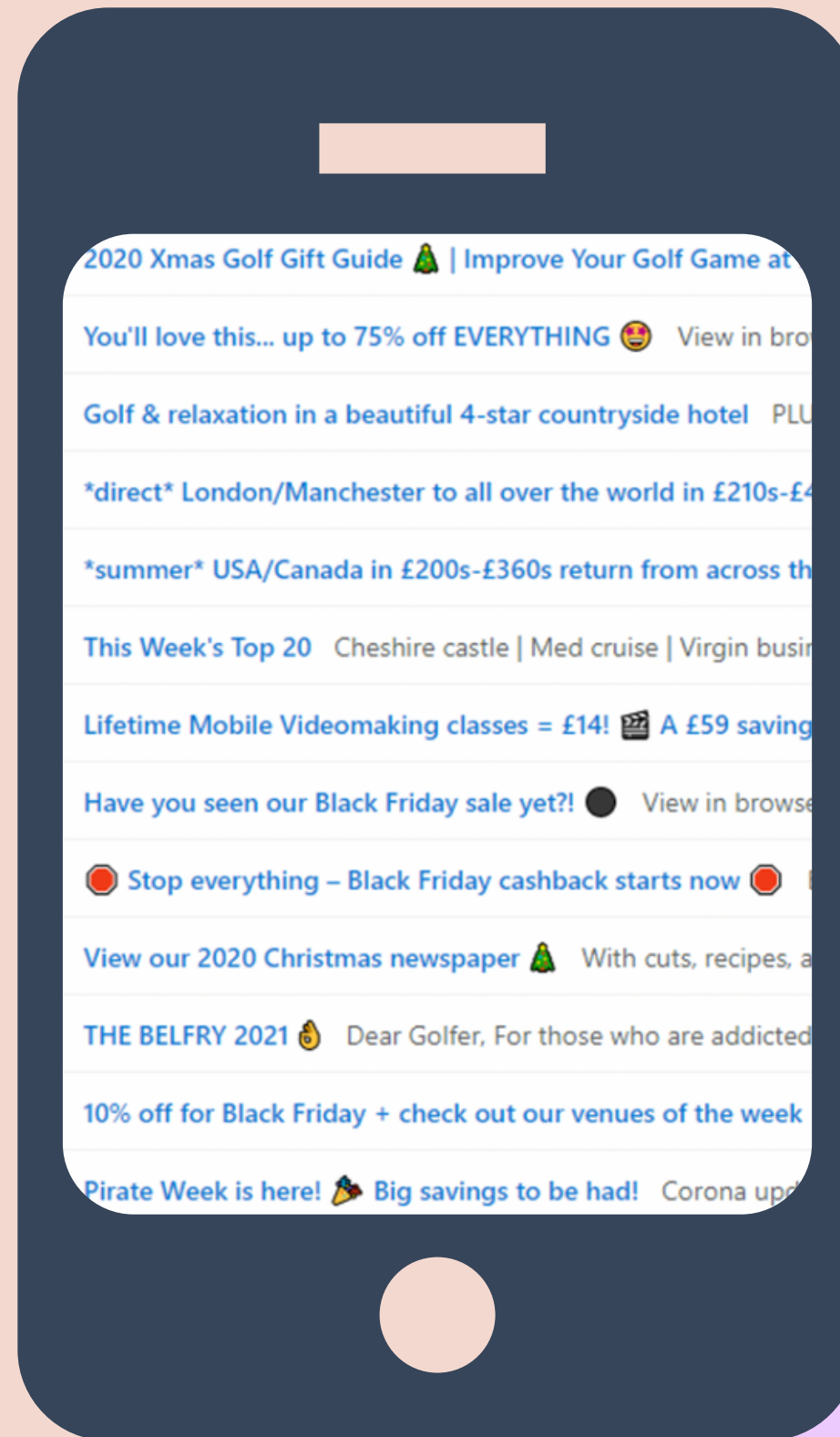
KEY CHALLENGES

Competition in the fashion world is fierce!



KEY CHALLENGES

Inboxes are crowded



CHALLENGES OF EMAIL MARKETING FOR FASHION BRANDS

We are constantly in "sale" mode



**BLACK
FRIDAY**



BUT

THE OPPORTUNITIES ARE HUGE

**REVENUE IS SHOWING A GLOBAL ANNUAL
GROWTH RATE OF 9.4%**

**AND IS SET TO RISE TO \$1.94 TRILLION
DOLLARS IN 2027**

**EMAIL IS ONE OF THE MOST COST
EFFECTIVE AND HIGHEST ROI CHANNELS**

**WHY DOES EMAIL MARKETING WORK
FOR THE FASHION INDUSTRY?**

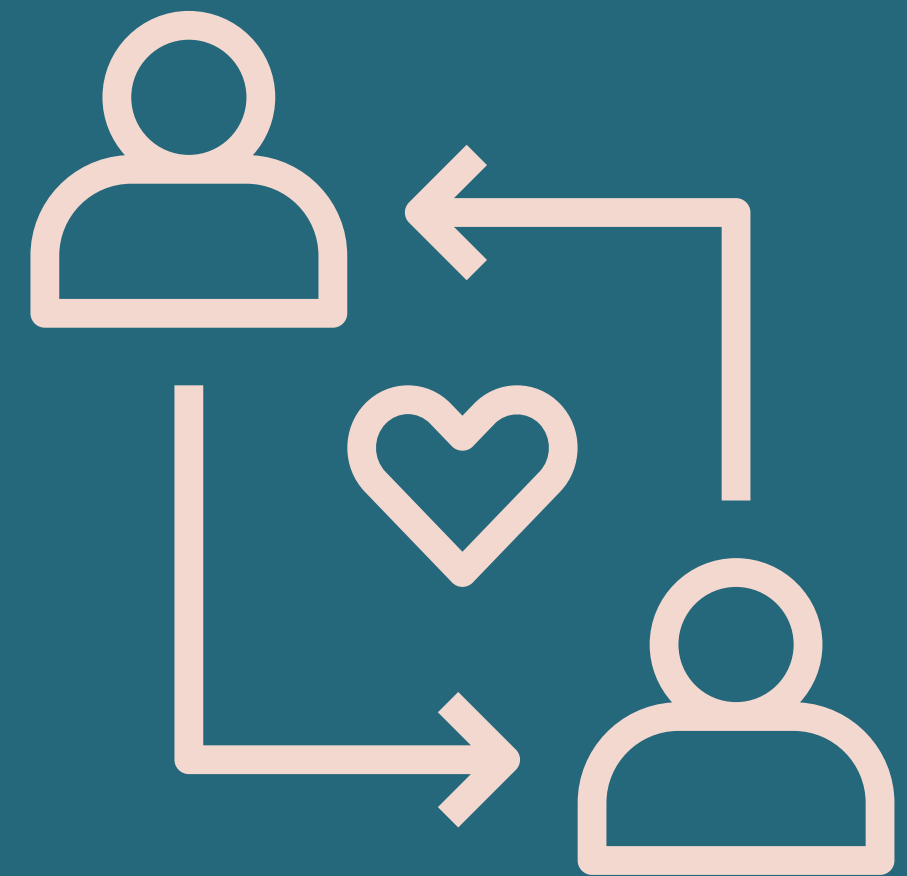
- **IT'S FAST**
- **PERSONALISATION
OPPORTUNITIES**
- **BUILDS RELATIONSHIPS**

PLUS

- Building Loyalty & Brand Awareness
- Higher Engagement Rates
- Tracking Purchasing Behaviour
- And visual assets work so well in email

FUNDAMENTALLY, EMAIL MARKETING IS ALL ABOUT

Building relationships
and a connection with your
audience



HOW EMAIL MARKETING DRIVES SALES AND BUILDS RELATIONSHIPS IN FASHION RETAIL

THE 5 PRINCIPLES



PRINCIPLE 1: UNDERSTAND YOUR AUDIENCE

We must know who we are sending emails to, so we can determine relevancy & so much more



PRINCIPLE 2: LEVERAGE YOUR DATA INSIGHTS

What do you already know?



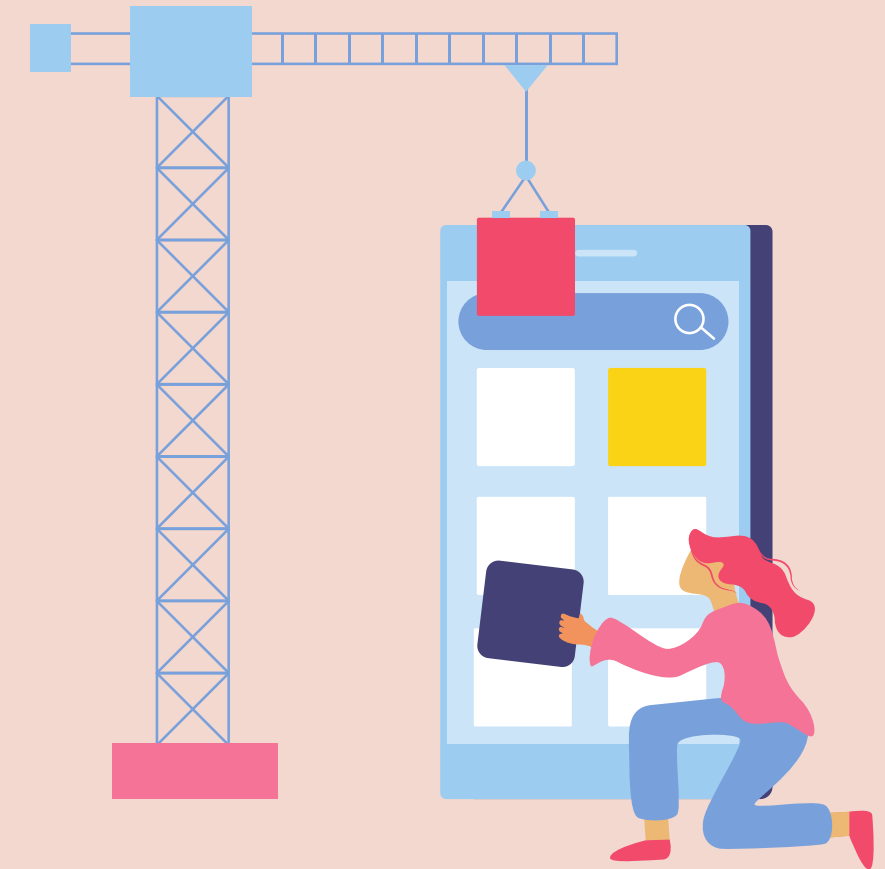
PRINCIPLE 3: 'TAILORED' STRATEGIES BASED ON DATA INSIGHTS

Customer needs change, so it's important
not to be complacent



PRICIPLE 4: THE CONTENT BALANCE

Are your content pillars still relevant and do you have the right balance?



4 CONTINUED. USER GENERATED CONTENT

- 82% of consumers claim that user generated reviews are extremely valuable
- 70% of consumers base their purchasing decision on reviews & ratings from others



PRINCIPLE 5: SET NEW GOALS FOR YOUR SEGMENTS

Benchmark each segment based on current performance.

Goals for each segment:

One-timers - that purchase 1x per year

Goal: increase spend to 2x or 3x times per year

Sale shoppers

Goal: increase average transactional value by 10%

High returners

Goal: reduce return rate by 15%



**WHAT CAN YOU PUT IN PLACE TO DELIVER ON THESE
PRINCIPLES?**

1. CAPTIVATING SUBJECT LINES

We have become immune to the standard subject lines now, it washes over us and we scroll past emails with **'Up to 50% off....'**

Offer-led subject lines work but should not be relied upon

1. SUBJECT LINES - DON'T BE AFRAID TO EXPERIMENT

How to drive curiosity

8. Manicube: **"*Don't Open This Email*"**
9. GrubHub: **"Last Day To See What This Mystery Email Is All About"**
10. Refinery29: **"10 bizarre money habits making Millennials richer"**
11. Digital Marketer: **"Check out my new 'man cave' [PIGS]"**
12. Digital Marketer: **"Is this the hottest career in marketing?"**
13. Thrillist: **"What They Eat In Prison"**
14. Eat This Not That: **"9 Disgusting Facts about Thanksgiving"**
15. Chubbies: **"Hologram Shorts?!"**
16. The Hustle: **"A faster donkey"**
17. Mary Fernandez: **"? a surprise gift for you! {unwrap}"**

Vanity appealing subject lines

30. Guess: **"Don't wear last year's styles."**
31. Fabletics: **"Your Butt Will Look Great in These Workout Pants"**
32. Jeremy Gitomer: **"How Have You Progressed Since the Third Grade?"**
33. Rapha: **"Gift inspiration for the discerning cyclist"**
34. La Mer: **"Age-defying beauty tricks"**
35. Pop Physique: **"Get Ready. Keep the Pie Off Your Thighs Returns."**
36. Rapha: **"As worn in the World Tour"**
37. Sephora: **"Products the celebs are wearing"**

Source: Optinmonster

1. SUBJECT LINES - DON'T BE AFRAID TO EXPERIMENT

Catchy subject lines

- 48. Syed from OptinMonster: “**✓ 63-Point Checklist for Creating the Ultimate Optin Form**”
- 49. Syed from OptinMonster: “**Grow your email list 10X ⚡ faster with these 30 content upgrade ideas**”
- 50. [Ramit Sethi](#): “**How to email a busy person (including a word-for-word script)**”
- 51. Digital Marketer: “**Steal these email templates...**”
- 52. Digital Marketer: “**A Native Ad in 60 Minutes or Less**”
- 53. Digital Marketer: “**212 [blog post ideas](#)**”

Customer pain points subject lines

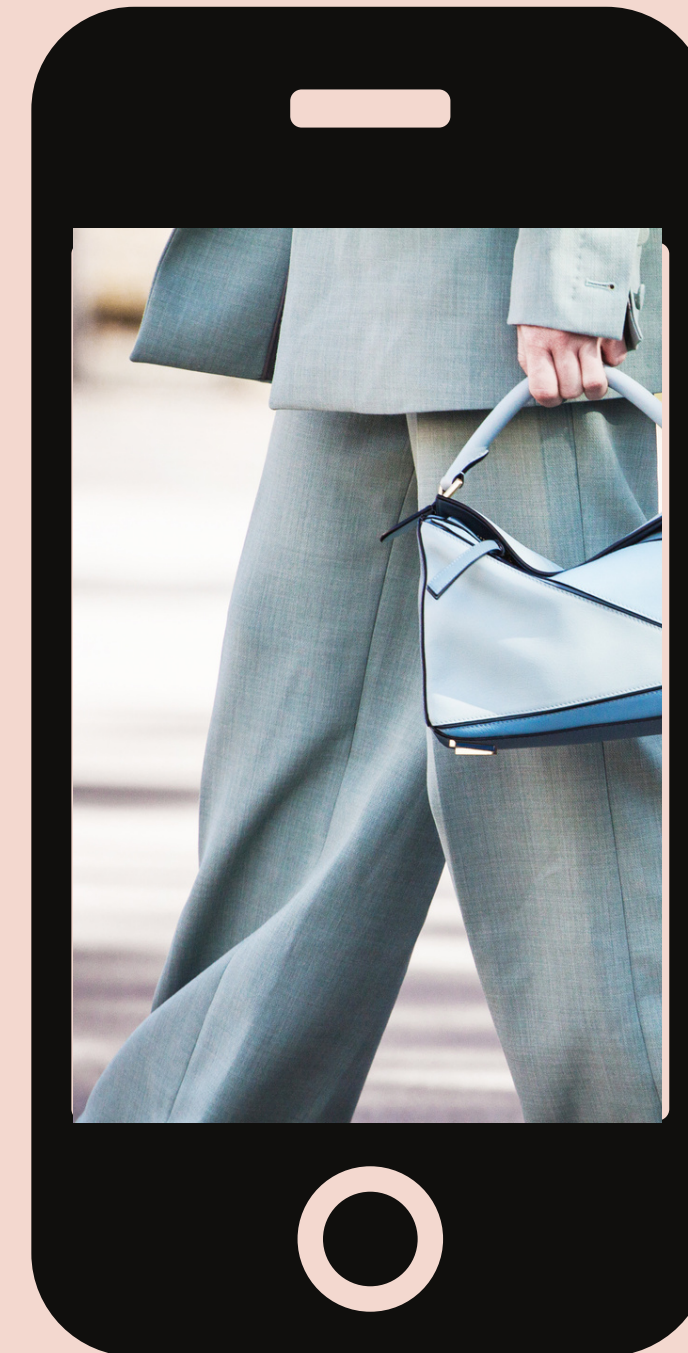
- 54. Pizza Hut: “**Feed your guests without breaking the bank**”
- 55. IKEA: “**Where do all these toys go?**”
- 56. IKEA: “**Get more kitchen space with these easy fixes**”
- 57. HP: “**Stop wasting money on ink**”
- 58. Sephora: “**Your beauty issues, solved**”
- 59. Uber: “**Since we can't all win the lottery...**”
- 60. Thrillist: “**How to Survive Your Next Overnight Flight**”
- 61. Guess: “**Wanted: Cute and affordable fashions**”
- 62. Evernote: “**Stop wasting time on mindless work**”
- 63. Duolingo: “**Learn a language with only 5 minutes per day**”

2. DESIGN MOBILE FIRST

Ensure that your emails are mobile optimised, sounds so obvious but so many brands still don't do this .e.g

- Single column layout
- Aim for bigger
- Left align your copy
- Add space
- Optimise for load times (reduce heavy gifs)
- Alt text

Source: Mailmondo



3. GET PERSONAL WITH YOUR AUDIENCE

Email personalisation is much more than just including a name in the subject line

Clara – you don't even have to wrap these gifts! - Give an experience they'll never forget



**PERSONALISED EMAILS DELIVER 6X
HIGHER REVENUE PER EMAIL BUT....**

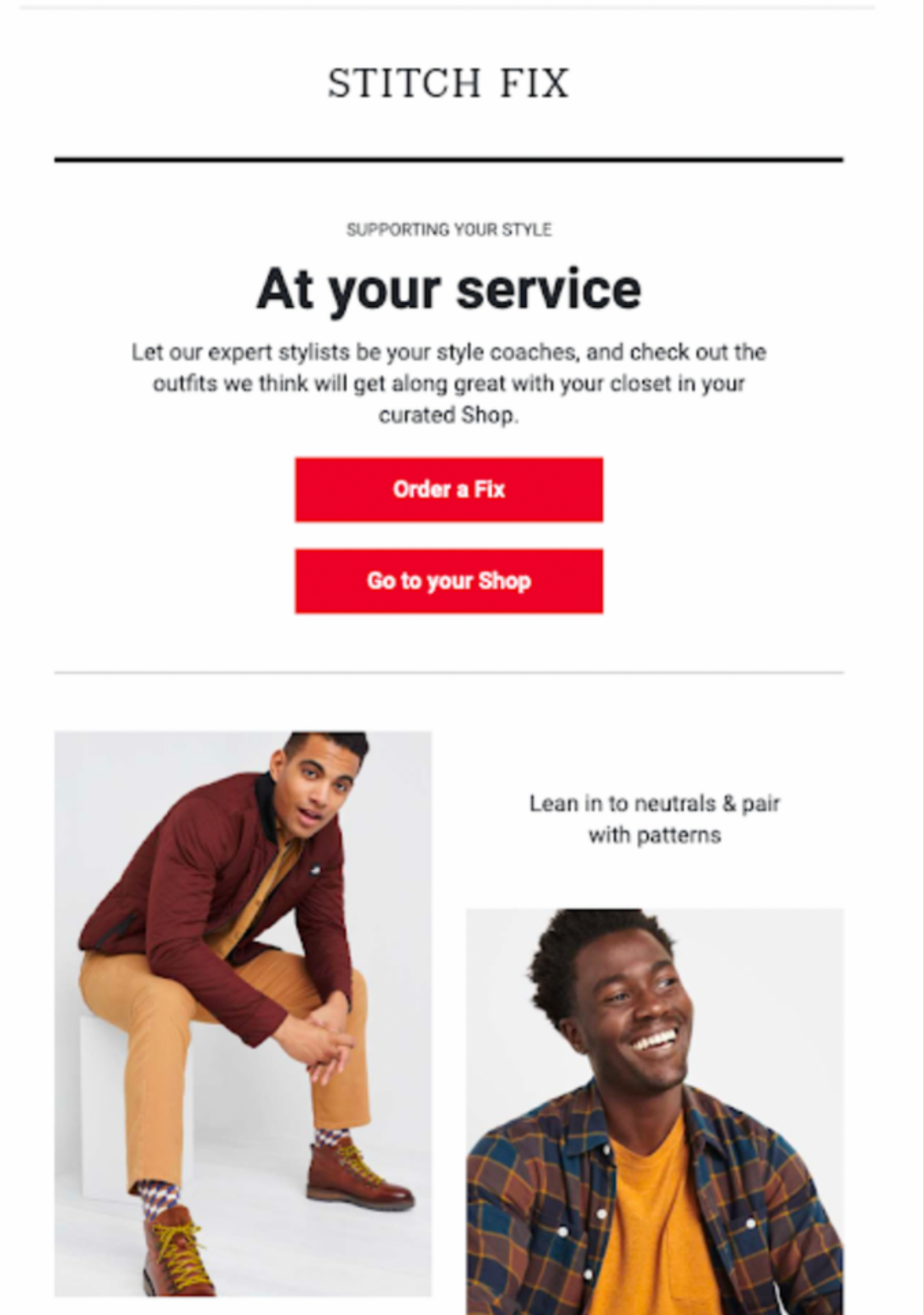


70% OF BRANDS FAIL TO PERSONALISE THEIR EMAIL MARKETING



4. BE VISUAL WITH CLEAR CALLS TO ACTION

Include clear calls to action that inspire the desired action you want your subscriber to take



5. STORY TELLING

OLIVER BONAS

NEW IN HOMEWARE SALE FIND A STORE

Welcome



Hi, I'm Olly,

Thanks for joining us, it's good to have you here. I opened our first store in 1993 and over two decades on, we've expanded to over 80 stores across the UK and Ireland.

Oliver Bonas is run by an amazing team who share my passion for bringing new ideas to life. We have fun and follow our company values of

Work Hard, Play Hard and Be Kind.

Handwritten signature of Olly.

Founder & MD

[Our story](#)

[Start shopping](#)

5. STORY TELLING

Other examples include:

Styling interview with a fashion icon

How to be eco conscious when buying clothes

6. BE NEWSWORTHY

- SCARCITY
- NEW COLLECTION LAUNCH
- HOT OFF THE PRESS
- EARLY BIRD OFFERS
- SNEAK PREVIEWS

CONTINUE TO EXPERIMENT

A/B TESTING



CASE STUDIES:
EMAIL MARKETING SUCCESS STORIES IN FASHION
INDUSTRY

BRAVA FABRICS STRATEGY

Why Brava Fabrics says email is their most profitable marketing channel

Industry: Fashion and apparel Platform: Shopify



76%

Increased email
revenue YoY

60% of email revenue
from automations

101% increase in
online sales growth

BRAVA FABRICS STRATEGY

1. Back in Stock email - high performing automated email
2. Review follow up email - personalised flows based on product reviews
3. Using Klaviyo to benchmark their performance

Email marketing already makes up 25% of their revenue - it's the most profitable channel



Sorry Ivan

We are sorry to hear that your Brava experience was not as great as we expected. We have taken your comments into account and have shared them with the team in charge.

Our Customer Service Team will get back to you as soon as possible to hear more about the issue and collect more of your feedback.

Meanwhile, we would like to offer you a 30% discount in case you wish to give us a second chance in the future:

WEARESORRY-PREVIEW

Thanks again for helping us to improve. We're delighted to be on this journey with you.

Have a nice day,

Alexandra from the Brava Team

[SEE NEW ARRIVALS](#)

How The Couture Club increased revenue by 325% and drove loyalty during Black Friday

Industry: Apparel and accessories Platform: Shopify



325%

Growth in email revenue during Black Friday

£10k

From a single SMS campaign

2.1 average orders per customer

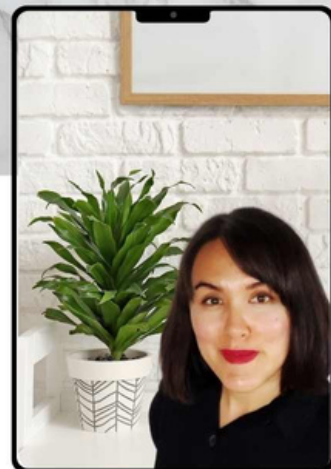
"Our average customer spends £150 a year with us. But a customer subscribed to our loyalty program spends £350—an extra £200 a year."

CONCLUSION

1. HOW EMAIL MARKETING DRIVES SALES AND BUILDS RELATIONSHIPS IN FASHION RETAIL: 5 PRINCIPLES
2. WHAT YOU CAN PUT IN PLACE
3. CASE STUDIES - THE OPPORTUNITIES ARE HUGE

EMAIL MARKETING TIPS

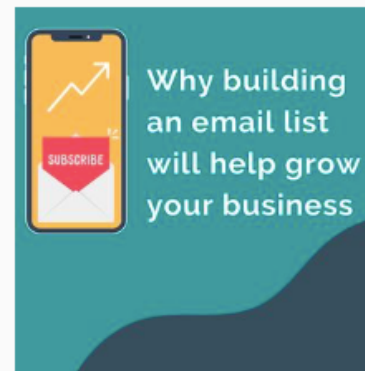
10 powerful ways TO GROW YOUR EMAIL LIST



A step-by-step guide
to grow your email list

BY CLARA TOOMBS

Visit www.claratoombs.co.uk and you'll get to access my guide on how to grow an email list.



Why building an email list will hel...



How often should I send emails?



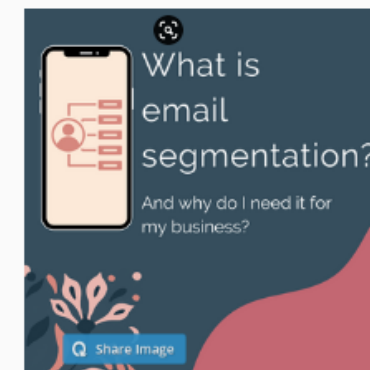
What is email automation?



5 email content ideas for service-...



5 email content ideas for product-...



What is email segmentation?

THANK YOU FOR LISTENING

Take the quiz for a chance to win a complimentary 30 minute Email Roadmap session with me



 hello@claratoombsconsulting.co.uk

 www.claratoombsconsulting.co.uk

  [@claratoombsconsulting](https://www.instagram.com/claratoombsconsulting)

Take The Email Marketing
Assessment Scorecard

