The 3 main email flows every serious eCommerce brand needs.

👋 Hey, I'm Hannah

Email Strategist and
Conversion Copywriter

I run a micro-agency helping
eCommerce brands grow their
revenue with email.

"Email marketing has a ROI of $42 for every $1 spent."

"Email marketing is SO powerful"

"Email is the only platform you own."

It all boils down to 1 thing:

Customer Experience

We're going to cover:

→ Welcome Sequence

→ Abandoned Cart Sequence

→ Post-Purchase Sequence

Welcome Sequence = weighty sequence

It's often your new subscriber's very first email touchpoint.

It sets the tone for your entire future email relationship

3 main purposes of a welcome sequence

01/ Connect with your subscribers

Spoiler alert: The people reading your emails are HUMAN.

That means:
- Write like you would to a friend
- No stuffy language or jargon
- Your email should come from a person — jennifer@greenfrog.com instead of 'GreenFrog'
- Don't Write In Proper Case
- Avoid boring subject lines
- Don't use 16 different CTAs

02/ Build trust

You want people to recognize you as the go-to brand in the industry. You want to inspire their loyalty.

Best way to do that?
- Customer success stories
- Testimonials
- Reviews

03/ Sell

By opting in, your new subscriber is showing interest in your brand.

They're practically ASKING you for updates and upcoming coupons. They're interested in knowing more – and open to spending with you.

A welcome sequence is where you can sell on autopilot.

Discounts

Beats me why brands do this. 🤷‍♀️

You sign up for their emails, and it's a discount fest.

Why?

Sample outline

1	2	3	4	5
Welcome! Thanks for joining us!	**Brand story**	**Differentiators**	**Social proof**	**Address my hesitations**
Make us feel good about their decision and prime us for what's to come.	Tell us a little bit about how you started. Bonus points if this email comes from the founder or CEO.	Tell us how you're different. Show us why you and not your competitor.	Show me I'm not alone, and that others have had success / are enjoying your products. Real reviews talk loud.	Talk about the elephant in the room and address any potential objections.

Abandoned Cart Sequence

By its very nature, this sequence is 'weird'. It makes you feel like someone is looking over your shoulder.

Let's unweirdify that.

But first, some stats:

69% of online carts are abandoned by users. 🤯

You want to optimize your abandoned cart flow to get back those sales

Because (and brace for another 'woah' statistic)

45% of cart abandonment emails are opened.

The most common reason your shoppers abandon cart is NOT what you think.

It's not distraction.

It's
'I can't decide'

And if you want to recover lost sales, you need to coach your shoppers through the indecision.

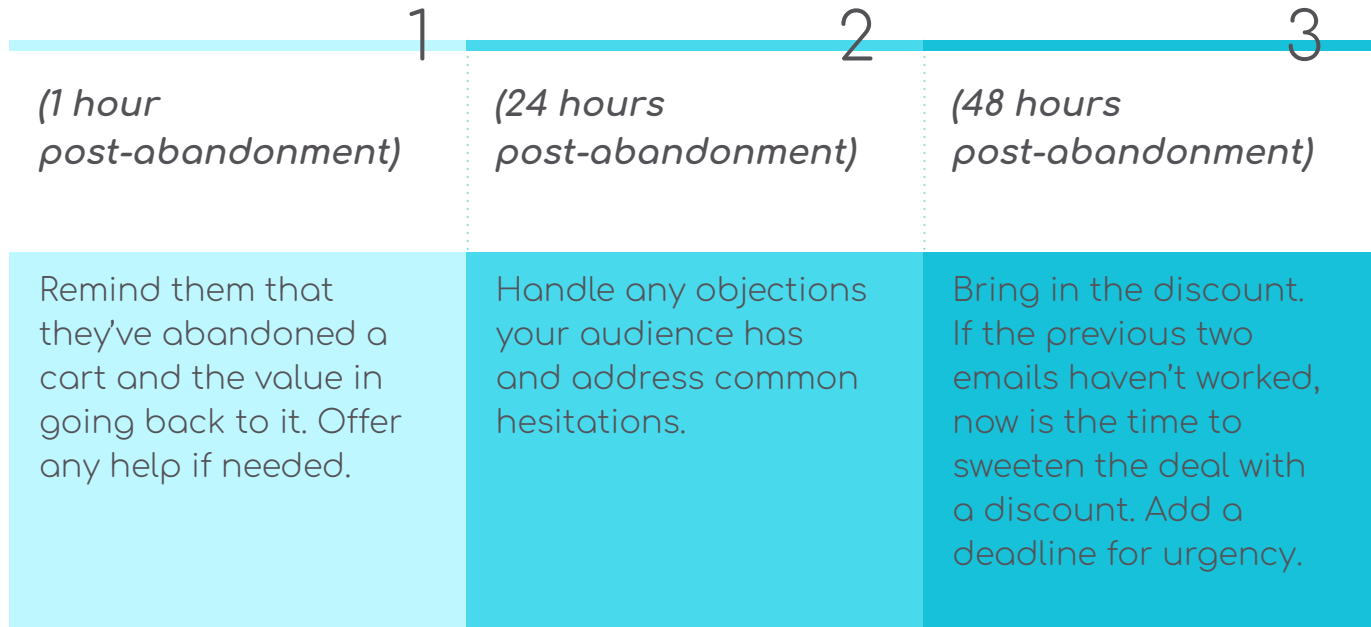Not slam them with a discount.

Here's how:

You need to

1. Meet hesitations
2. Address concerns
3. Offer help

And only once you've taken them past the indecision, can you sweeten the deal with a discount.

Here's how it plays out:

Sample outline

	1	2	3
	(1 hour post-abandonment)	*(24 hours post-abandonment)*	*(48 hours post-abandonment)*
	Remind them that they've abandoned a cart and the value in going back to it. Offer any help if needed.	Handle any objections your audience has and address common hesitations.	Bring in the discount. If the previous two emails haven't worked, now is the time to sweeten the deal with a discount. Add a deadline for urgency.

^^For all 3 emails, you want to liberally add in the social proof. Humans are driven by what others like THEM have done.

Post-purchase sequence

Here's where you nurture that bond.

It's not here to generate immediate sales.
It's a forward thinking sequence.

People OPEN order confirmations and shipping updates.

Use this opportunity carefully.

Wasting it on a plain 'your order has shipped', is a waste of space.

Yes, traditional post-purchase emails are yawn-inducing. Here's where you can stand out. 😉

Here's how you can make the most of each one:

01/ Order confirmation.

Stat: Order confirmation emails have an open rate of (a whopping) 60%. 😲

The KEY thing here is to make customers feel good about their purchase.

It's normal to have some buyers remorse.
You want to eradicate that. Show them they've done the right thing.

Warm and encouraging messaging can set the tone for future purchases.

02/ Before it ships email.

Here's a great opportunity to cross-sell or up-sell.

This emails offers customers the opportunity to add something to their order before shipping.

Based on their order, the relevant recommendations should be shown to them.

03/ Shipping confirmation.

As soon as an order has shipped, you want to:

- let your customers know
- provide a tracking number

AND use this email to get them excited for their products to arrive.

04/ How to use it

Here's where you build connection by showing that it's not all about the 'purchase'

Offer:
- care instructions
- tutorials on how to use it
- usage guidance

05/ Review Request

Customer reviews are GOLD and you want to get as many as you can.

Timing: Depends on the product type. (Example: For home decor, you'd wait a week or two. If you're selling a protein shake, you can send it a couple days later.)

Above all: MAKE IT EASY.

Easy instructions. One link.

....Customer experience above all

With each email, offer support and assistance.

Let customers know that you're easy to reach and that you're happy to help.

And that covers it all

Welcome sequence = Connect / Build trust / Sell

Abandoned cart sequence = Win back sales

Post purchase sequence = Nurture the bond

Questions?

Happy to answer. 😊

W: www.hannahlipschutz.com
E: hannah@hannahlipschutz.com