

# Send more, sell more.

Learn how email  
marketing drives  
sales for your  
ecommerce store.



**Small business owners running an online store are always faced with the challenge of reaching out to existing and potential buyers to drive more sales.**

Just because people are visiting your site, it's no guarantee that they're going to buy something. And once they leave your site, they may never come back.

So what can you do to make sure you have some way to encourage new and repeat sales?

With email marketing, you can reach out to your existing and potential customers, send relevant and compelling emails, and drive more sales.

Using an easy-to-use email marketing tool, that is integrated with your ecommerce store, allows you to automate your branded communication. You can quickly and efficiently reach out to all your customers (or smaller groups of customers), drive more sales, and increase your return on investment.

Find out how email marketing for ecommerce allows you to send out the right message to the right customer at the right time.

**Let's take a closer look at how email marketing allows you to get the most from your ecommerce store and drive sales.**

**Here's what you'll learn:**

- WHY EXISTING CONTACTS ARE IMPORTANT AND HOW TO COLLECT NEW ONES ..... 3**
- HOW TO SEGMENT YOUR CONTACT LISTS FOR BETTER TARGETING ..... 6**
- HOW TO CREATE AND SEND MORE TIMELY AND RELEVANT EMAILS ..... 8**
- DRIVE ECOMMERCE SALES WITH EMAIL MARKETING ..... 15**

# Why existing contacts are important and how to collect new ones

As an ecommerce business owner, your focus and priority will always be more and more sales. One way to give your sales a boost is to focus on your existing customers as a top priority.

Interestingly, Bain & Company has found that if you can increase your retention rates by just five percent, **you can increase profits anywhere from 25 to 95 percent.**

Your existing customers have already shown trust in your brand. Nurture that trust and build those relationships to drive more sales.

With email marketing, you can communicate regularly with your existing customers and contacts by sending relevant and personalized information and offers.

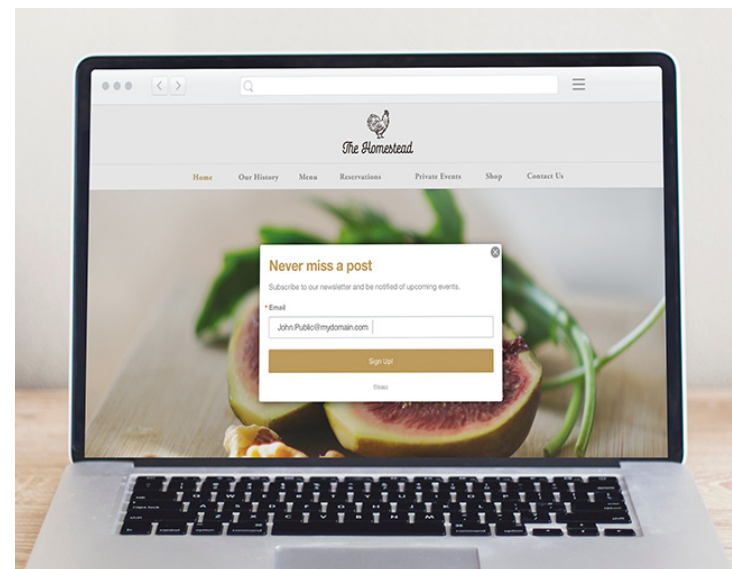
## Of course, you'll still want to collect new contacts.

The more people you add to your list, the greater the chances for a boost in brand awareness, engagement, customer interactions, and most importantly — sales.

Think about all the different platforms and places that customers interact with you. Are most of your customers on Facebook, Instagram, LinkedIn, or Twitter? Then think

of how you can use these platforms to collect new contacts. If you also have a brick and mortar store, you'll also want to collect new contacts onsite.

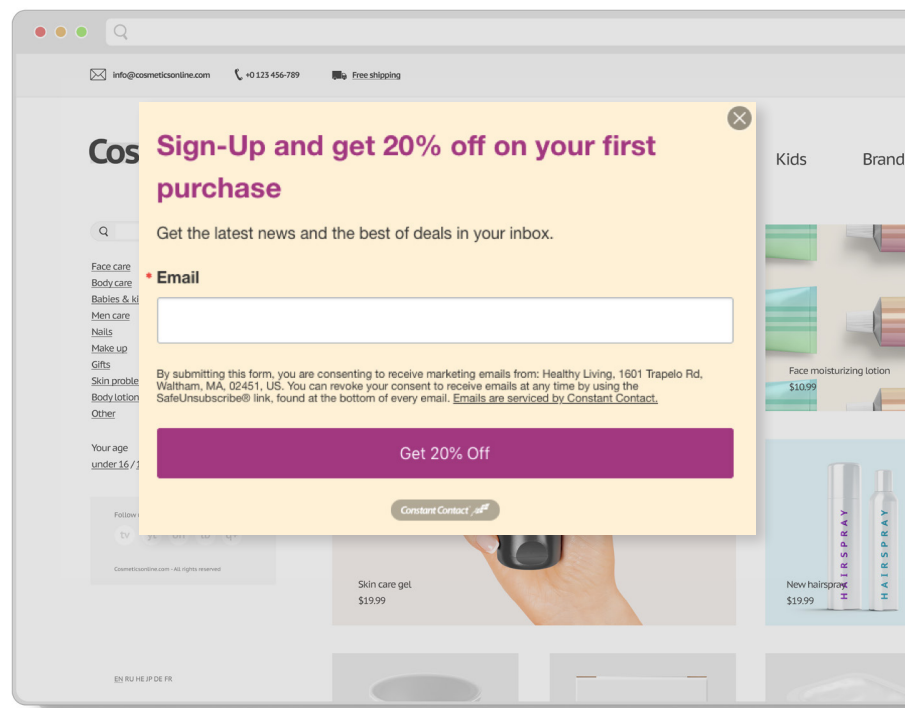
As more and more people join your email list, you can send out promotions, valuable information, offers, holiday deals, and more to drive sales and engagement for your ecommerce store.



## Here's how to increase your chances of collecting more contacts.

Simply offer an incentive to someone who joins your email list.

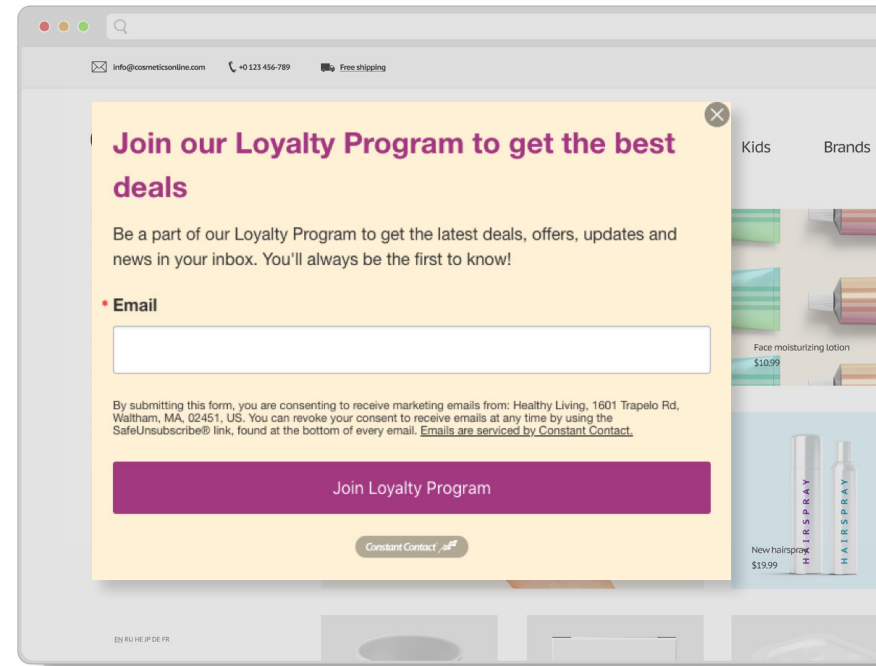
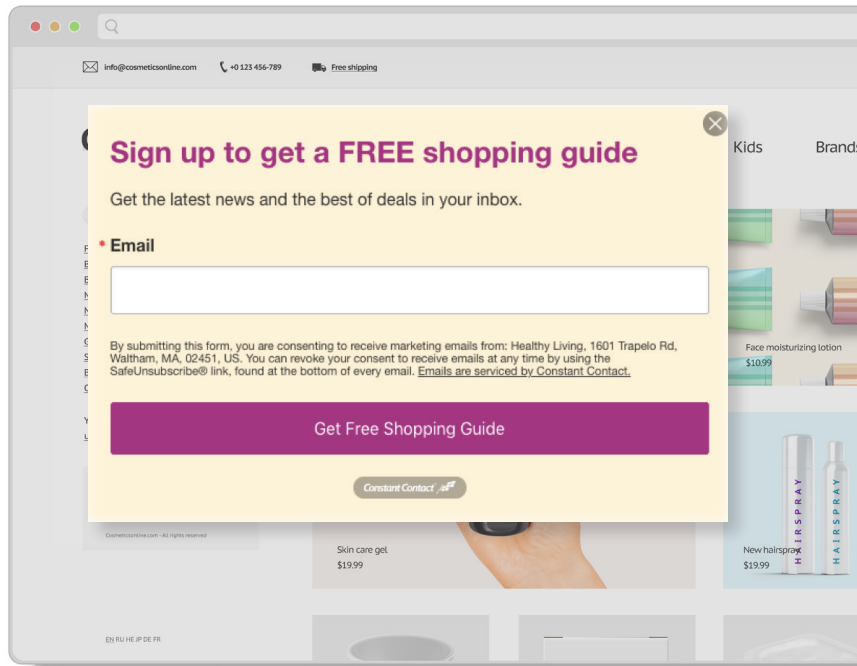
For example, you could use a pop-up sign-up form on your ecommerce store to offer someone a discount in exchange for their email address, something like 'Sign up and get 20% off on your first purchase.'



Integrating your ecommerce store with Constant Contact allows you to create sign-up forms to convert website visitors into email contacts, set up text-to-join for mobile users, and run Facebook Lead Ads to collect new contacts automatically.

Lead with an incentive, and then give details of what they should expect by being on your list. Let them know if they'll get updates on new products, monthly newsletters, offers and discounts, or other information.

Here are some other examples of incentives you could offer in exchange for contact information:



Giving an incentive increases the chances of someone signing up, and then you have more chances to keep them coming back to your online store for more and more.

Now let's take a look at how you can send more targeted emails using segmentation to group contacts by similar characteristics.

#### REMEMBER:

- ▶ Focus on existing customers to drive repeat business
- ▶ Use all platforms and places you interact with customers to collect new contacts
- ▶ Offer an incentive to increase your chances of someone signing up



Constant Contact makes it easy to create Facebook Lead Ads to capture new signups. Contact information gets added right to your account.

# How to segment your contact lists for better targeting

Your goal with email marketing should be to create more relatable, personalized, and compelling messages that drive more sales. It's easier to do that when you can be more precise about who you're talking to.

When you segment your contacts into specific lists you can send more targeted messages that are relevant to the people on those lists.

## How do you start segmenting your lists?

Segmentation goes beyond your general interest or 'all contacts' list. It's where you get more specific.

One way to segment your contacts is based on how long they've been a customer (tenure)

- **Prospects:** people who have never previously purchased your products
- **New:** people who have just bought a product for the first time
- **Loyal:** people who regularly buy your products
- **Best:** people who have a purchase total greater than the average customer purchases

You can further segment your customers based on their buying behavior

- **Repeat:** people with a number of purchases greater than one
- **One-time:** people who have purchased your products just once
- **Lapsed:** people who have not purchased anything after 120 days

These segments are just the beginning. As you get to know your customers and their interests, you can create more narrowly defined segments. Then you can showcase and sell the right products to the right customers at the right time.



Easily [integrate your Shopify account with Constant Contact](#) to automatically create these lists and segment your contacts.

Say, for example, you own a pet shop that offers treats for dogs, cats, and birds. You can create distinct segments for:

- Dog owners
- Persian
- Labrador
- Birds owners
- Cat owners
- Parakeet

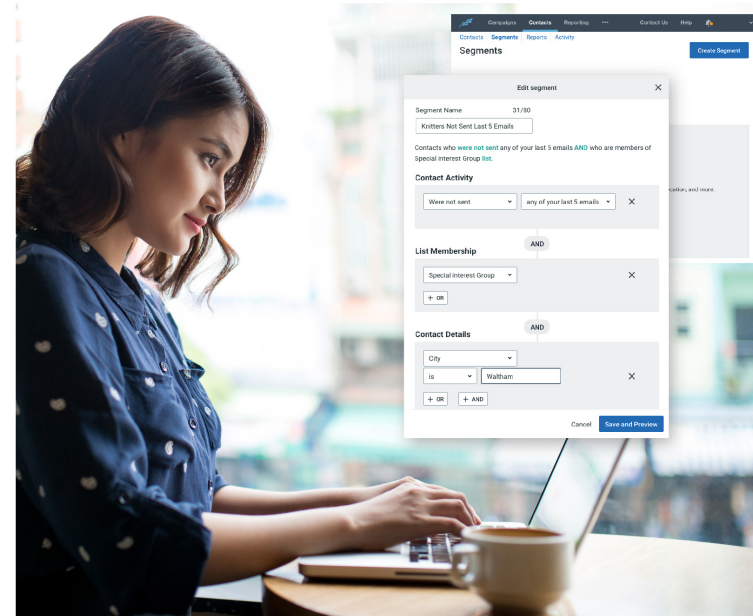
You see how you can keep diving deeper to further segment your audience.

Of course, as you gain more knowledge of your customers, you can also segment by contact details or demographic information such as location, gender, marital status, and more.

Think about the ways you could segment your contacts.

- Are there groups that have a specific tenure?
- Are there groups that have similar behaviors?
- Are there groups that have common interests?
- What contact details would be valuable to group your contacts by?

Once you have your segments in place, you can think about specific email campaigns you can create for different groups.



**Constant Contact's segmentation tools enable you to send the right messages to the right people at the right time.**

# How to create and send more timely and relevant emails

Timely and relevant means sending the right message to the right person at the right time. You can achieve this goal by using segmentation and automation together.

Automation gives you the freedom to market your ecommerce business while you take care of all the other things you need to do to keep your business running. You create an email, or a series of emails, once, then specific actions, like joining a list or clicking a link, trigger the email(s) to send automatically with timing you set.

Let's walk through a few email examples for different segments.



## SEGMENTATION BY TENURE

Here's an example of how you could and should send timely and relevant emails to new contacts or 'prospects' to drive sales and awareness for your business.

Say a new contact signs up for your email list to get a 20 percent discount you promised, follow up with a two-email Welcome series.

*Immediately send the first email to do three things:*

1. Fulfill the promise
2. Welcome them
3. Set expectations about how frequently they'll hear from you and what they'll hear about.

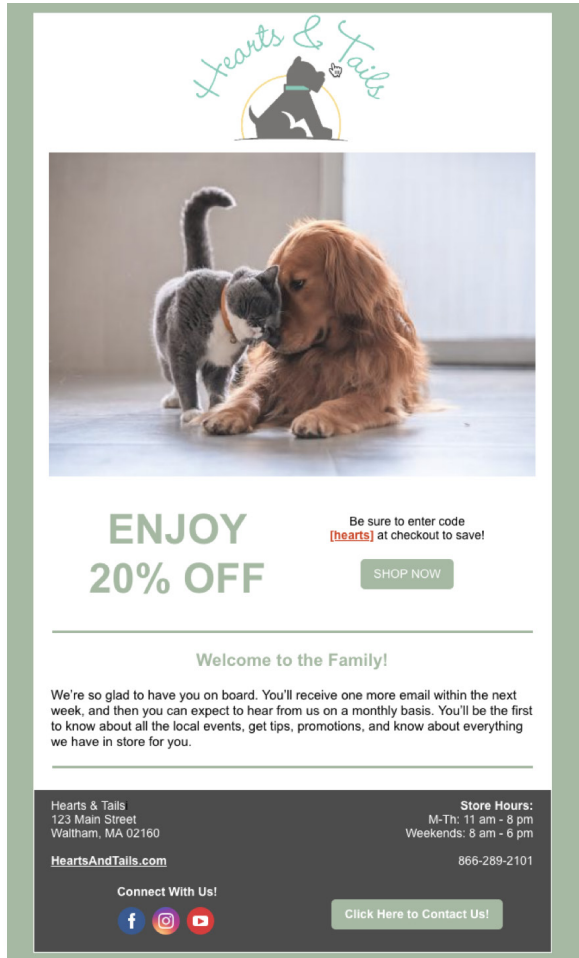
Within the next few days, send a second email that invites customers to connect with your brand on your social media channels. This gives your business another opportunity to stay top of mind and engage with your contacts.

Additionally, when people follow, like, share, comment, or tag you on social media channels their connections notice you too, exposing your business to new prospects.




Here's an example of what the two-email Welcome Series emails, Welcome and an Invitation to Connect, look like:

EMAIL 1 - WELCOME EMAIL



The email layout features the 'Hearts & Tails' logo at the top, which includes a silhouette of a dog and a cat. Below the logo is a photograph of a grey and white kitten nuzzling a golden retriever puppy. The main promotional text reads 'ENJOY 20% OFF' in large green letters. To the right of this text, a smaller line says 'Be sure to enter code [hearts] at checkout to save!' with a green 'SHOP NOW' button below it. A horizontal line separates this from the 'Welcome to the Family!' section, which contains a paragraph of welcome text. At the bottom, there is a dark grey footer containing store information, contact details, and social media icons with a 'Click Here to Contact Us!' button.

Hearts & Tails



**ENJOY  
20% OFF**

Be sure to enter code **[hearts]** at checkout to save!

SHOP NOW

Welcome to the Family!

We're so glad to have you on board. You'll receive one more email within the next week, and then you can expect to hear from us on a monthly basis. You'll be the first to know about all the local events, get tips, promotions, and know about everything we have in store for you.

Hearts & Tails  
123 Main Street  
Waltham, MA 02160

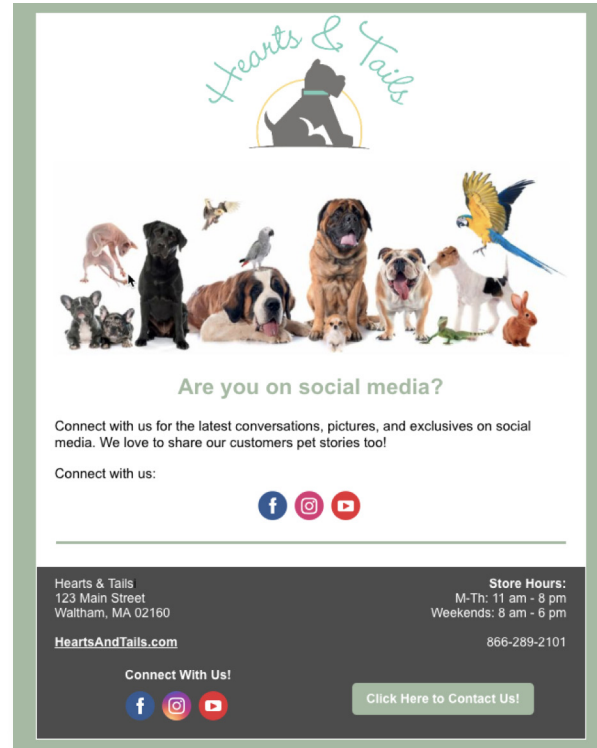
Store Hours:  
M-Th: 11 am - 8 pm  
Weekends: 8 am - 6 pm

HeartsAndTails.com 866-289-2101

Connect With Us!


Click Here to Contact Us!

EMAIL 2 - INVITATION TO CONNECT



The email layout features the 'Hearts & Tails' logo at the top. Below the logo is a photograph of a diverse group of pets, including a dog, a cat, a bird, and a rabbit. The main heading is 'Are you on social media?' in green. Below this is a paragraph encouraging social media connection. A 'Connect with us:' section follows, featuring icons for Facebook, Instagram, and YouTube. A horizontal line separates this from the footer, which contains store information, contact details, and social media icons with a 'Click Here to Contact Us!' button.

Hearts & Tails



**Are you on social media?**

Connect with us for the latest conversations, pictures, and exclusives on social media. We love to share our customers pet stories too!

Connect with us:

Facebook Instagram YouTube

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123 Main Street  
Waltham, MA 02160

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HeartsAndTails.com 866-289-2101

Connect With Us!

Click Here to Contact Us!

## SEGMENTATION BY BUYING BEHAVIOR

Let's say a new customer purchases a product for the first time. You could set up an onboarding series of emails to help that customer get the most from your product. The better their experience with your product or service the more likely your customer will shop with you again and spread the word about your business.

### *Use a series of three emails:*


1. Thanks/Getting started email to say thank you for the purchase and to give the customer helpful information about getting started with the product.
2. Educational information email to provide more tips about getting the most from your product.
3. Ask for feedback email to encourage customers to write a review or share their experience with you directly.




Constant Contact integrates with ecommerce platforms like Shopify, WooCommerce, and BigCommerce. Easily send abandoned cart emails, add product images, manage email lists, send emails based on the purchase or browsing history, and other features that make your emails more timely and relevant to drive sales.

Here's an example of what an onboarding series could look like:

EMAIL 1 - THANKS/GETTING STARTED





**Keep Your Bike in Tip-Top Shape!**

**Greetings!**  
 Welcome to the Cycling Club! Thanks for joining us.  
 In preparation for your first meet up, let's make sure your bike is in tip-top shape.  
 Your bike is an investment. Here are a few things to keep in mind about your bike's care:

1. Keep your tires properly inflated for a great ride. Check your tires for the appropriate pressure.
2. Keep your chain lubricated. Remember, less is more. Use just a few drops once a month.
3. Have your bike serviced by a professional at least once a year.

If you have questions on your bike or want to schedule your next service. Please click the link below to contact us.

[Contact Us](#)


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Southside Cycling  
 123 Main Street  
 Washington, MA 02160


SouthsideCycling.com

Store Hours:  
 Monday - Thursday: 11 am - 8 pm  
 Weekends: 8 am - 6 pm

866.289.2101




EMAIL 2 - EDUCATIONAL INFORMATION



**10 Things Every Cyclist Should Know**

**Greetings!**  
 As you're ramping up for your first Cycling Club meetup, here's a great video to get you up to speed and ready for all of the fun you'll have in the Cycling Club.



[Watch the Video](#)


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EMAIL 3 - ASK FOR FEEDBACK





**Tell us what you think!**

**Greetings!**  
 We hope you're enjoying the Cycling Club. We want to ensure your experience is great!  
 Please take three minutes to share your feedback with us. Let us know how we can improve the club.

[Complete the Survey](#)


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## SEGMENTATION BY INTERESTS

Another effective way to keep your email messages timely and relevant is to use click segmentation.

### What's click segmentation?

It's a way to automatically segment your contacts into a particular list, based on interest expressed by someone clicking on a link in your email.

For example, if your ecommerce store sells handmade jewelry and you're about to add a new line of bracelets, you could send out an email to gauge interest from those on your list. When they click on the link in your email, they'll get added to your "new bracelet line" list and you can have a series of emails with follow-up information ready to go.

### What should go in those follow-up emails?

*Try using a three-part email series:*


1. The first email gives reasons why you designed the new bracelets
2. The second email focuses on a unique aspect of the bracelets
3. The third email invokes the fear of missing out, or FOMO, on these bracelets




**With Constant Contact's Resend to Non-openers feature, you can automatically resend an email to anyone who didn't open it the first time you sent it.**

## Here's what these emails could look like:

### GAUGE INTEREST





### A new bracelet is on the way!

Hello!

I've been hard at work on a new bracelet design. You're going to love it!

I'm not ready to show it to the public yet, but I thought you might be interested in getting an early look.

Just click the link below and I'll send you some follow-up information.


Thanks!

Jenna - xoxo


Get a sneak peek!

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555-467-2285 | [jenna@jennasjewelry.com](mailto:jenna@jennasjewelry.com) | [JennasJewelry.com](http://JennasJewelry.com)



### EMAIL 1 - GIVE REASONS WHY



### Here's why you'll love this new bracelet...

Hello!

I'm so excited to share this new bracelet design with you.


Here's what I think you'll love:

- You'll have two finishes to choose from: silver and gold.
- You can wear it to dress up or dress down your outfit.
- You're sure to get lots of compliments.

Enjoy the sneak peek!

Jenna - xoxo


P.S. These aren't available for purchase just yet. I'll notify you via email when you can pre-order.



Coming soon: Vertigo Spiral Bracelet

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555-467-2285 | [jenna@jennasjewelry.com](mailto:jenna@jennasjewelry.com) | [JennasJewelry.com](http://JennasJewelry.com)



### EMAIL 2 - HIGHLIGHT UNIQUE ASPECT



Hello!

People have been asking about the inspiration for the Vertigo Spiral bracelet, so I figured I'd share.

At the risk of showing my true geekiness, I a HUGE Alfred Hitchcock fan. My favorite movie: Vertigo.

I was chatting with a friend who had never seen it and I was reminded of the movie poster for the film by Saul Bass (I told you I was a geek!) that always stuck with me when I first saw the classic many years ago.

The conversation inspired a movie night with my friend and the movie and its poster inspired the new bracelet design.

Well, now you know. :)

Jenna - xoxo

P.S. Stay tuned, next week you'll be able to pre-order one of these limited-edition bracelets.

### The movie poster that inspired this creation.





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555-467-2285 | [jenna@jennasjewelry.com](mailto:jenna@jennasjewelry.com) | [JennasJewelry.com](http://JennasJewelry.com)



### EMAIL 3 - INVOKE FOMO





### Vertical Spiral Bracelet

Hello!

It's time! You can now order your own Vertigo Spiral bracelet.

It'll be available in limited quantities: 50 silver, 50 gold.

Production begins next week and pre-orders ship in three weeks.


Get yours now before they're gone!

Jenna - xoxo

Pre-order now!

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555-467-2285 | [jenna@jennasjewelry.com](mailto:jenna@jennasjewelry.com) | [JennasJewelry.com](http://JennasJewelry.com)



## SEGMENTATION BY CONTACT DETAILS

Let's say you wanted to offer a coupon for 20 percent off. But you wanted that offer to feel more personalized to the contacts receiving it.

With Constant Contact's Dynamic Content feature you could send one email that would show different content for different people, based on the information you have from them.

For example, if a pet store knew the type of animal owned by a customer, they could use dynamic content to send one email with the coupon but make the offer feel more relevant by showing a picture of the type of animal owned by each customer.

## Timely and relevant emails drive more sales

The more timely and relevant your emails feel to the contacts receiving them, the more likely you are to drive sales.

Use the examples above to generate more sales for your ecommerce business by segmenting your contacts by tenure, buying behavior, interests, and contact details.

## DYNAMIC CONTENT SHOW RELEVANT CONTENT FOR DIFFERENT CUSTOMERS

The image illustrates a dynamic content email for a pet store named "Hearts & Tails". The email layout is shown in a preview window. At the top is the store's logo, which features a black silhouette of a dog sitting inside a heart shape, with the words "Hearts & Tails" written in a cursive font above it. Below the logo is a horizontal row of four images: two budgies (one blue and one yellow) perched on a branch, a black dog sitting, and a grey kitten. The bottom section of the email contains a promotional offer: "ENJOY 20% OFF" in large green letters. To the right of this offer is a smaller text prompt: "Be sure to enter code [hearts] at checkout to save!" and a green "SHOP NOW" button. Below the offer, there is a dark grey footer area containing the store's address: "Hearts & Tails, 123 Main Street, Waltham, MA 02160" and the website "HeartsAndTails.com". To the right of the address are the store hours: "Store Hours: M-Th: 11 am - 8 pm, Weekends: 8 am - 6 pm" and the phone number "866-289-2101". At the bottom left of the footer are social media icons for Facebook, Instagram, and YouTube, with the text "Connect With Us!". At the bottom right of the footer is a green button that says "Click Here to Contact Us!".

# Drive ecommerce sales with email marketing

Email marketing allows you to drive more sales for your online store by sending the right messages to the right people at the right time.

*To get the best results, remember:*

- Focus on generating repeat business from your existing customers while adding new contacts to your email list.
- Segment your contacts into smaller groups to send more timely and relevant offers.
- Create specific campaigns for your segments to drive more sales.

Ready to drive more sales with email marketing? [Constant Contact's email marketing tools for ecommerce](#) make it easier to get the right message to the right people at the right time.

