



# moosend

## 10 Smart Marketing Automations used by Leading Ecommerce sites



**moosend**

# Who am I?

Lived and worked in 8 different cities in the U.S. and Europe.

Worked with Fortune 500 companies for the last 14 years.

*Head of Sales at Moosend.*

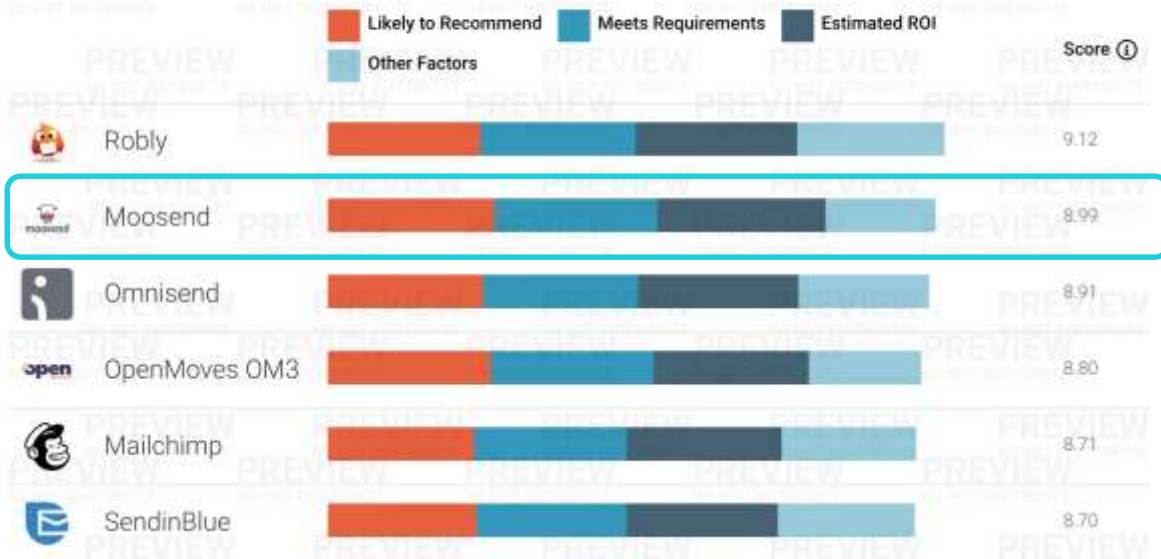


- **Moosend is the fastest-growing Marketing Automations and Email Marketing platform**, with industry-leading features.
- **Our #1 focus is Customer Success.** We serve customers from all industries around the globe.
- **Named 2<sup>nd</sup> best email marketing platform in the world for SMB's** by G2Crowd.



## Email Marketing Results Index: Small-Business

Results scores for email marketing are shown below. The chart highlights some of the factors which contribute to a product's overall Results score. Estimated return on investment, meets requirements, user adoption and likelihood to recommend data is shown in the table below.



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# Some Happy Moosenders



SEPHORA



VOGUE



TEDx

brandsGalaxy

ΚΩΤΣΟΒΟΛΟΣ

viva.gr Ηλεκτρονικός Υπηρεσίες

Praktiker



LA REDOUTE

insurancemarket

DEXIM  
The Style Company

Buldoza



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Toi&moi

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# Interesting Facts



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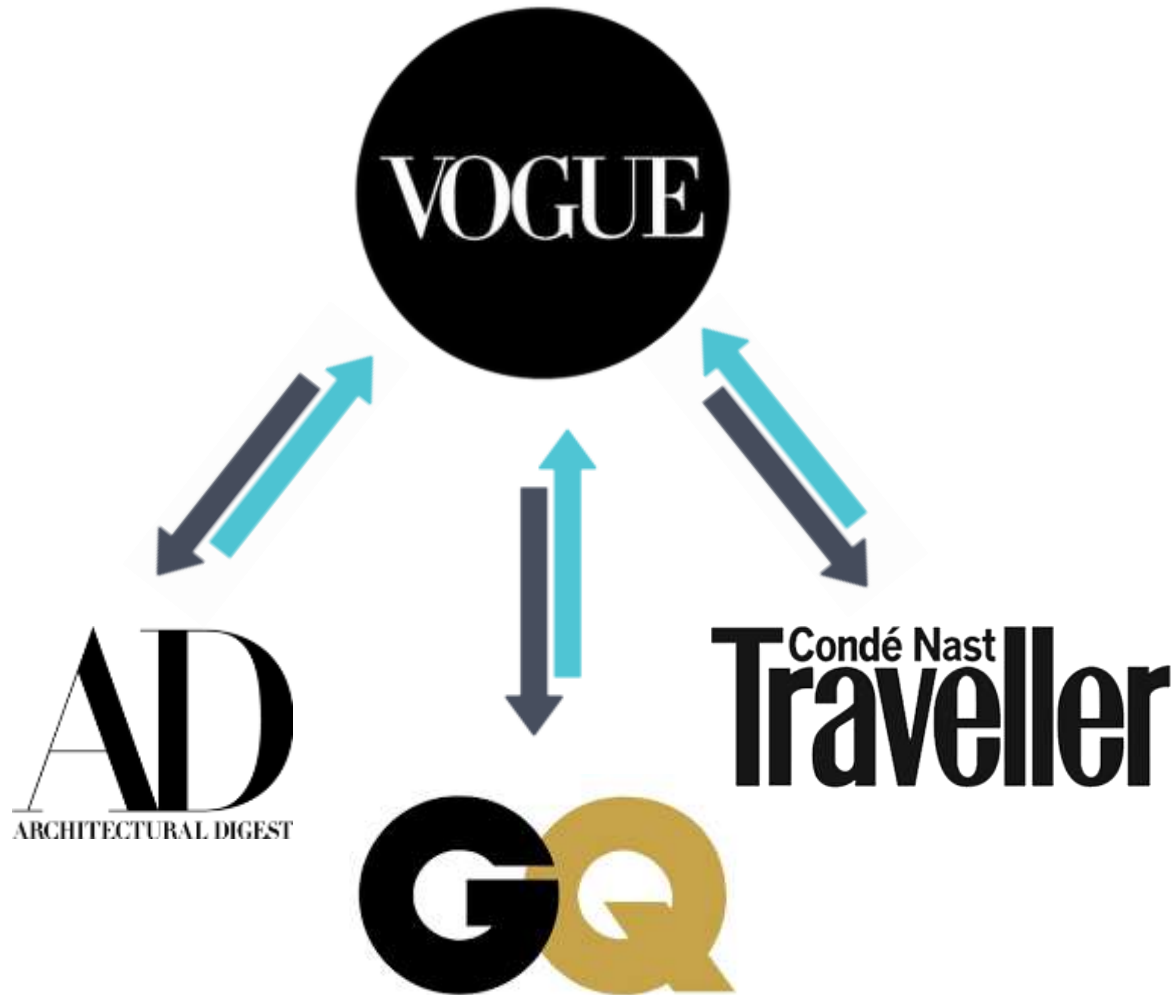
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- **Super-size your reach overnight** by leveraging your existing audiences.
- Don't have multiple brands? Tap into your separate audiences across channels so you can convert your Facebook and Instagram audiences via email, and vice-versa.
- **73% of consumers use multiple engagement channels** in their interactions with a single preferred retailer. - Quadwrangle



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# Define Your Pipeline Stages



## YOUR BRAND



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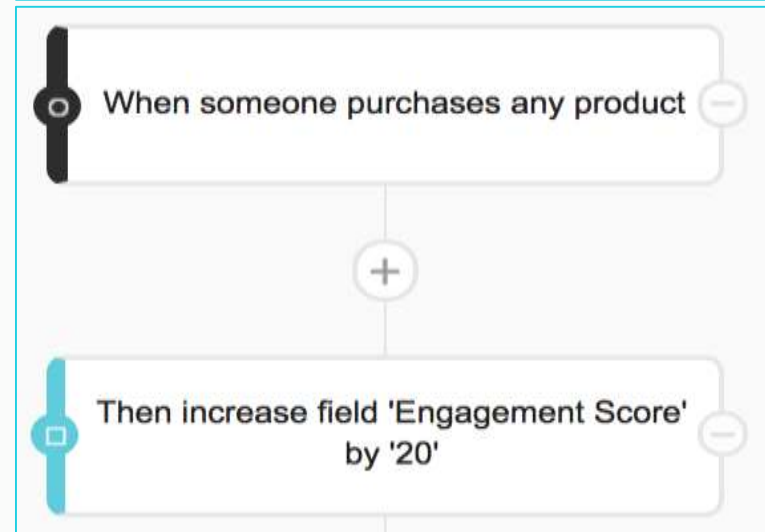
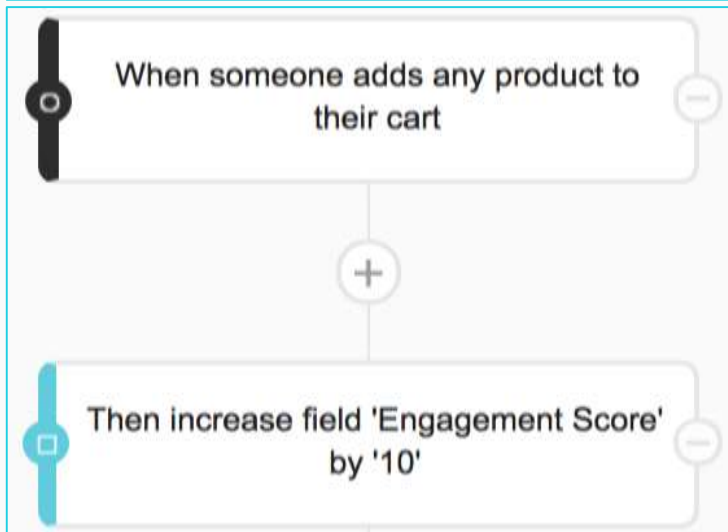
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# Discover Your Promoters



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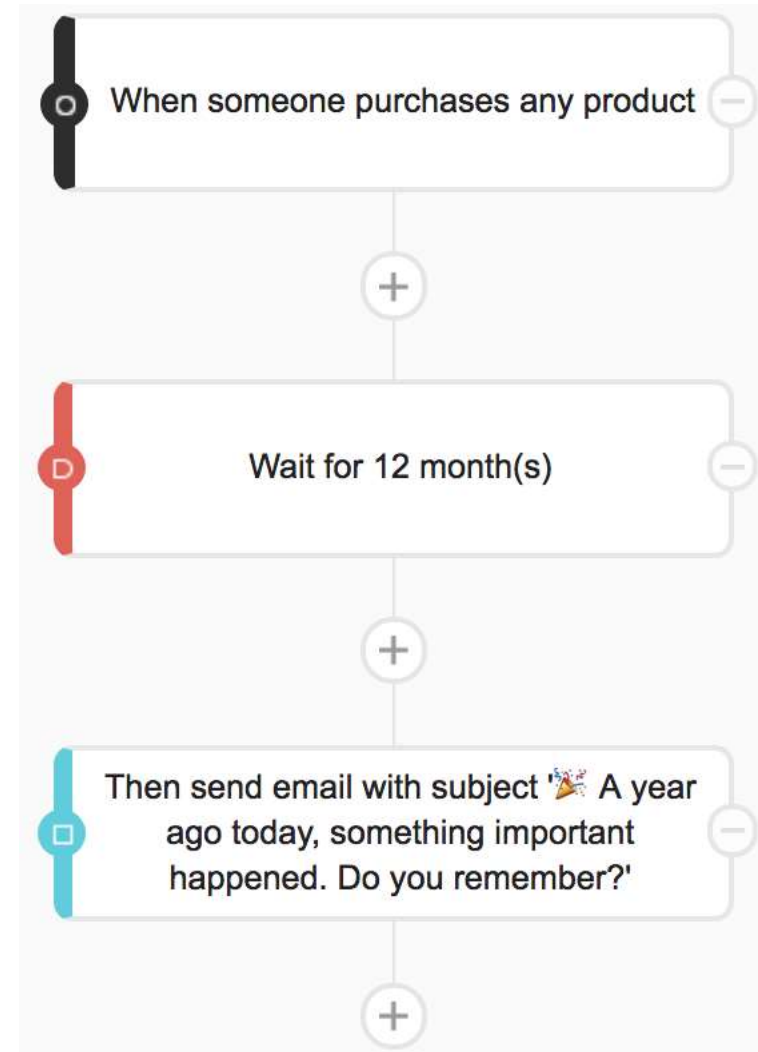
- Turn a **first-time purchaser into a repeat purchaser** by creating an incentive to come back.
- Habitual customers are **your biggest source of revenue**.
- 87% of **shoppers want brands to have loyalty programs**.



 <p><b>Loyalty sequence - part 1</b> Use this workflow in conjunction with "Loyalty sequence - part 2" to reward loyal customers...</p> <p>Select</p>	 <p><b>Loyalty sequence - part 2</b> Use this workflow in conjunction with "Loyalty sequence - part 1" to reward loyal customers...</p> <p>Select</p>
 <p><b>New customer thank you email</b> Your customers will appreciate a warm thank you. This workflow will help you segment...</p> <p>Select</p>	 <p><b>Onboarding email sequence</b> Help your subscribers find their way in your sales funnel by sending them the right...</p> <p>Select</p>

# Celebrate Your Anniversary

- **Every customer has a relationship with your brand** – be it good, bad or ugly.
- **It's your job to shape the relationship** by going above and beyond.
- **Surprises go a long way.** Show them you care by highlighting events that no one else thinks of.



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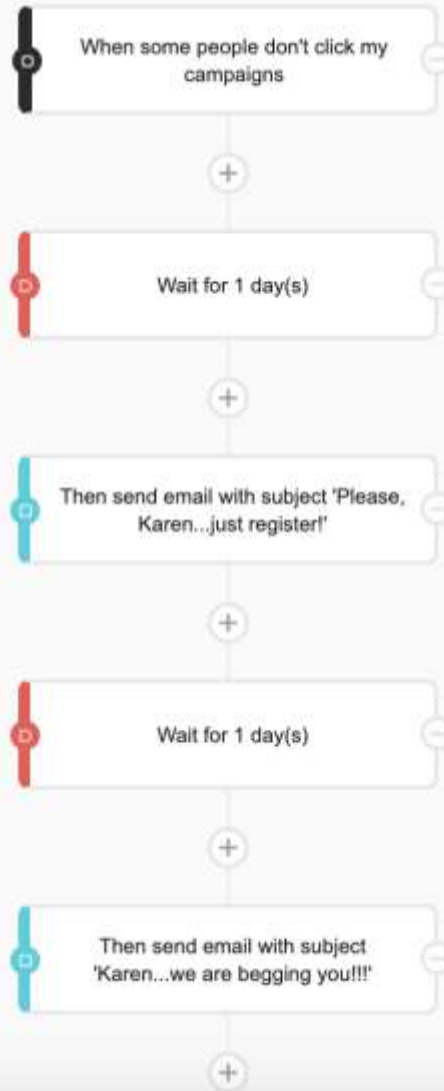
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# Follow Up to Drive Conversions



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- **Guarantee your customers come back** to your for re-orders.
- Reminders create **brand loyalty** and insure your customers don't use an alternative supplier.
- **Add a countdown timer** to create a sense of urgency.



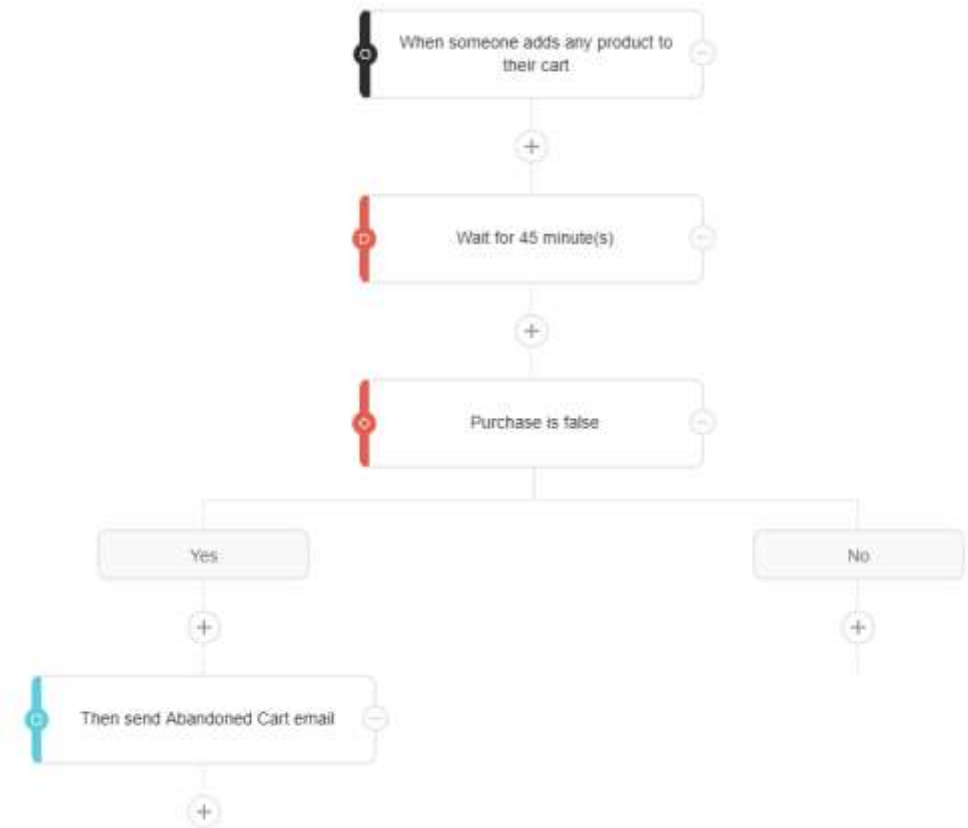


# Upsell Your Abandoned Carts



## SEPHORA

- **69% of users abandon their shopping cart** to create an effective customer's journey.
- **Almost 50% re-engage** upon receiving the abandoned cart email.
- Adding multiple touch points to your abandoned cart + product recommendations as well **maximizes your lost revenue**.



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- **When customers view high-priced items**, send a notification to the sales team.
- Answer any questions, **remove barriers from the purchase** and even gather more customer data.
- **Convert the customer** on a phone call or by writing a super-personalized email - especially for them.

# SONY



- **Survey all customers to determine your NPS score** and identify opportunities to improve.
- **Ask your highest promoters to leave you a review** on a social site.
- **Let the reviews work for you** to convince future customers.



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# Summary



- **Grow** your audience
- **Define** customer stages
- **Celebrate** customers
- **Engagement Scoring**
- **Loyalty program** emails
- **Follow Up** on inactives
- **Repeat Purchase** reminders
- **Abandon cart + Product Recommendations**
- **Internal Notifications**
- **Social Proof** Requests

The screenshot shows the Moosend 'New Campaign' interface. The top navigation bar includes the Moosend logo, 'New Campaign', a search bar, '9,703,859 credits', and 'Logged in as Moosend'. The sidebar on the left contains navigation icons for Dashboard, Campaigns, Mailing lists, Automations, Reports, Integrations, and Billing. The main content area displays five campaign templates, each with an icon, a title, a description, and a 'Select' button:

- Abandoned cart**: Remind potential buyers about incomplete purchases.
- Anniversary**: Surprise the subscriber with a personalized campaign for birthday, time they are on your list or any...
- Change in custom field**: Use any custom field value as a criterion to further personalize the email the subscribers receive.
- Happy birthday email**: Do you have a special discount coupon for your audience? Use this workflow to send a gift to the...

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# Thank You!



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