

5 Blueprints

FOR BUILDING SMARTER EMAILS



marketing cloud



Subscribers are raising the bar on relevance.

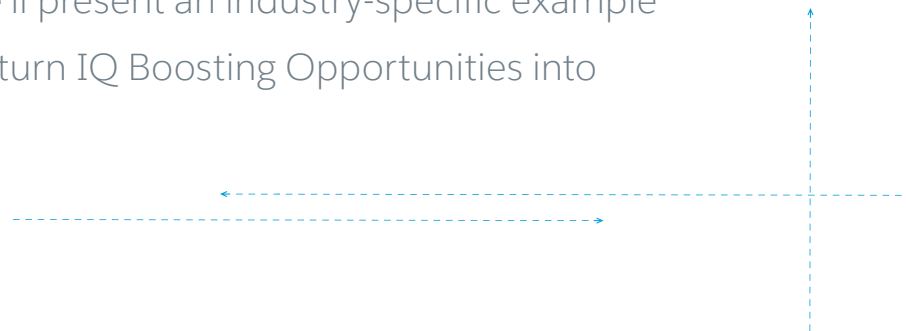
They're tired of being treated the same as everyone else and they're tuning out "one size fits all" messaging. They want brands to prove they're paying attention by delivering the right content at the right time. In short, they expect smarter emails.

Marketers have all the tools available to them to live up to these expectations. But taking an intellectually challenged email and transforming it into a genius message with heroic timing is a daunting task. The answer is to evolve your emails in several manageable steps rather than attempting to leap tall buildings in a single bound.

In this guide, we'll walk you through how to step up the effectiveness of five different kinds of emails:

- 1 WELCOME EMAILS
- 2 PROMOTIONAL EMAILS
- 3 EVENT REGISTRATION EMAILS
- 4 TRANSACTIONAL EMAILS
- 5 CART ABANDONMENT EMAILS

For each type of message, we'll present an industry-specific example that will demonstrate how to turn IQ Boosting Opportunities into effective action.



1

WELCOME EMAILS

These emails are triggered when a person signs up to receive emails from your brand. Usually, they form your subscribers' first impression of your email program – and sometimes the first impression of your brand.

The Unenlightened Email:

This basic, image-heavy welcome email confirms the signup, perhaps sets some expectations around the content of future emails, and thanks the subscriber for subscribing. It offers no clear call-to-action beyond waiting for the next email to arrive.

IQ Boost Opportunities:

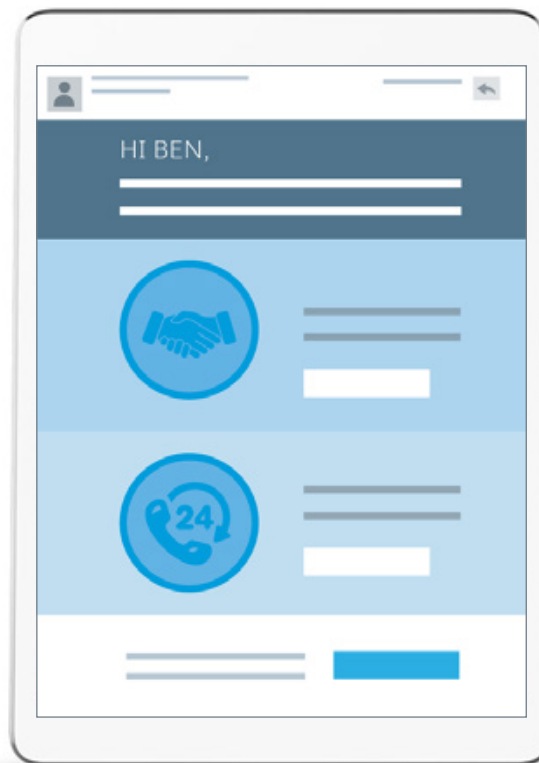
- + Expand into a welcome email series
- + Use defensive design such as HTML text and alt text – particularly on the first email in the series
- + Drive high-value actions that improve subscriber lifetime value, such as incentivising the first purchase or collecting additional profile information
- + Include messaging that's informed by the source through which the subscriber was acquired
- + Include personalised content based on profile
- + Repeat messaging to drive high-value action if subscriber didn't respond the first time

For instance, if you're a **financial services company**, your welcome email series might look like this:

- 1 The first email in the series uses solid defensive design, welcomes the new subscriber, and asks them about their financial goals, which will be used to inform future messaging.



- 2 The second email in the series promotes your mobile app if the subscriber signed up via your Facebook page, or promotes your Facebook page if the subscriber signed up via your mobile app.



- 3 The third email in the series promotes your services. If provided, the subscriber's financial goals determine the services that are promoted. Otherwise, a full array of services are promoted, with the click behaviour indicating implied preferences regarding interests.

- 4 If the subscriber didn't respond to the first email about financial goals, the fourth email repeats that call-to-action, while also offering the opportunity to chat or speak with an advisor.

2

PROMOTIONAL EMAILS

Touting great deals, great products, and great content, these emails represent of the vast majority of the emails most marketers send, especially B2C marketers.

The Unenlightened Email:

This broadcast promotional email uses desktop-centric design and presents the same content to every subscriber.

IQ Boost Opportunities:

- ⊕ Migrate to a responsive email template so content is easy to read and interact with on smartphones, desktops, and everything in between
- ⊕ Use personalisation to include account details
- ⊕ Include personalised recommendations using predictive intelligence
- ⊕ Use dynamic content to include local information

For instance, if you're a **travel or hospitality company**, your promotional email might:



- Highlight loyalty program status, points available, and redemption opportunities—and if the subscriber is not a member, point out that they're not earning points for their activity.
- Include personalised recommendations based on past trips, recent browsing, and the travel behaviour of other subscribers with similar interests that live in the area.
- Use dynamic content to include parking, dining, and shopping information about the subscriber's preferred airport or the airport that they're using next if currently on a trip.
- Use responsive design, which caters to frequent travellers.

3

EVENT REGISTRATION EMAILS

These emails confirm a person's registration for an event and gives them important logistical information about attending.

The Unenlightened Email:

This single email confirms their registration, provides basic information about the venue and program, and links to the event website for additional details.

IQ Boost Opportunities:

- + Add a pre-event email series
- + Add at-event messaging
- + Add post-event messaging
- + Combine with an event mobile app and location- and time-based push and email messaging
- + Include live content for real-time information
- + Include dynamic content based on behaviour

For instance, if you're a **media or B2B company**, your event email series might look like this:

1



The registration confirmation email lets you know you're set to attend and recommends hotels—if not included—and provides travel recommendations.

2

The first pre-event email would promote key presentations and, if necessary, would let attendees know how to reserve their spot in sessions.

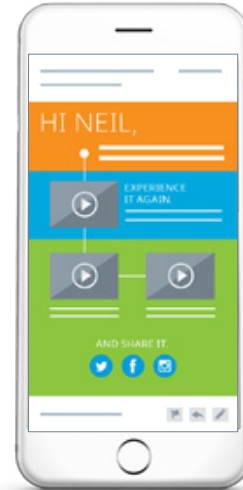
3

The second pre-event email would focus on the entertainment or charity efforts around the event and might talk about attire and include a current five-day weather forecast using live content.

4

The first at-event email would focus on where and how to check in and when and where the event kicks off—including a live clock that counts down until the start time. It might also promote the hashtag for the event and your company's Twitter, Instagram, and Facebook pages.

5



Daily at-event emails would highlight key sessions for the day and review what happened the previous day, perhaps showcasing tweets and other social media posts by attendees.

6

The first post-event email would use dynamic content to provide links to video recordings, slide decks, and other content for the sessions each attendee attended.

7

The second post-event email would thank attendees for coming, ask them to be sure to rate the sessions they attended, and provide them with the dates for next year's event.

4

TRANSACTIONAL EMAILS

Whether from an online or offline purchase, this email provides a receipt for the items bought.

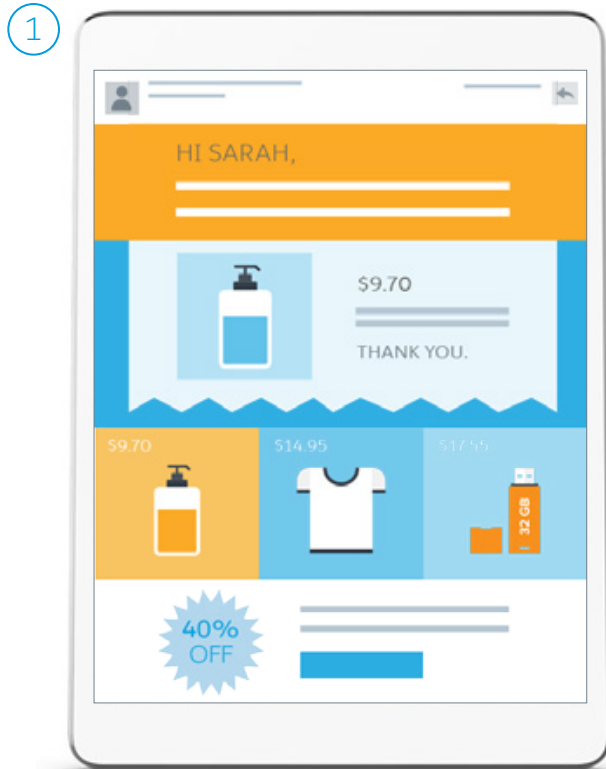
The Unenlightened Email:

This simple receipt email is mostly text-based and contains little information besides the purchase and shipping details. The e-receipt version is largely a scan or replica of the paper-based store receipt.

IQ Boost Opportunities:

- ⊕ Include images of the products purchased
- ⊕ Include recommendations of related products or accessories
- ⊕ Include seasonal messaging
- ⊕ Include social sharing calls-to-action
- ⊕ Add post-purchase emails

For instance, if you're a **retailer**, your transactional email series might look like this:



1

- The receipt email would include product names and images for easy reference.
- It would include product and accessory recommendations powered by predictive intelligence, using data on the customer's past purchases and the collective buying patterns of all of your customers.
- It would also include seasonal promotions and information, such as alerts about the upcoming Black Friday sale, links to gift guides, and notification of holiday shipping deadlines.

2

The receipt email would be followed by one or more post-purchase emails that provide installation instructions or assistance, care instructions, warranty or product registration details, or other appropriate messaging.

3

After the customer has had a while to enjoy their purchase, you would send a product review request. That email would also give the customer the opportunity to share their purchase satisfaction with their social networks.

5

CART ABANDONMENT EMAIL

Online shoppers abandoning their carts is a natural part of the buying process, but it's also a high-value behaviour that's worthy of a response.



The Unenlightened Email:

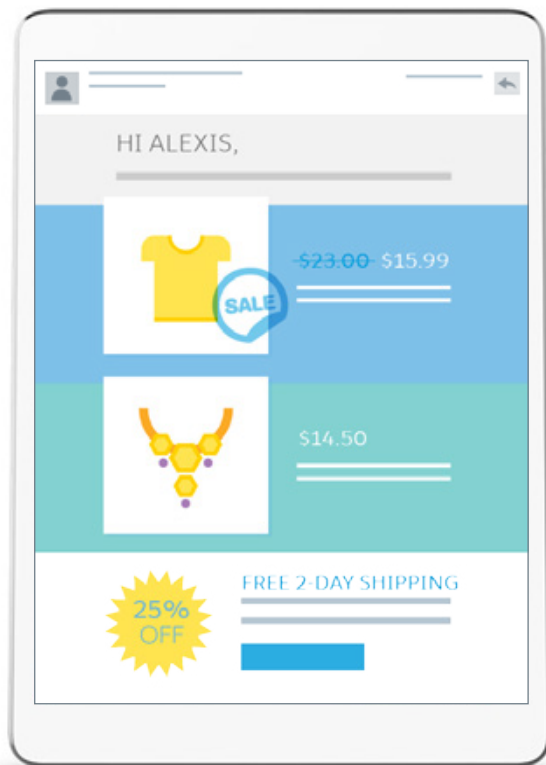
This basic cart abandonment email arrives a couple of days after a cart is abandoned and simply notifies the subscriber that they've left something in their shopping cart, without saying what.

IQ Boost Opportunities:

- + Determine the natural rate of return to abandoned carts and send your email shortly after
- + Include the names and images of the specific products left in the cart
- + Include recommendations of alternative products
- + Promote current sales, free shipping offers, and seasonal information
- + Highlight your payment options, return policies, price-matching guarantee
- + Include customer service phone number and live chat service, if offered
- + Highlight reviews of the product
- + Send a series of cart abandonment emails, if the value of the cart justifies it

For instance, if you're a **retailer**, your cart abandonment email series might look like this:

1



The first message in the series would include the names and images of the products in the abandoned cart and be delivered shortly after the time period that most of your cart abandoners tend to return to their carts without prompting.

This message would also highlight current sales and seasonal shipping deadlines and – depending on the price and types of products abandoned – include payment options and customer service information.

2

If the value of the cart warrants it, the second message in the series would focus on alternative product, much like a browse abandonment email would. It might highlight products in the same category that are cheaper, have features, are best-sellers, or are more highly rated. Or it could suggest products that shoppers tend to browse, buy instead of, or buy along with the products in the subscriber's cart.

3

If the value of the cart continues to warrant it, the third message in the series would again highlight the products in the subscriber's cart along with some alternative product suggestions that are informed by the subscriber's response to the second email in the series.

CONCLUSION

We have focused on five common types of emails in this report, but this approach of incremental improvement can be applied to any email that your program sends. Salesforce Marketing Cloud can help you identify opportunities for enhancements and come up with a plan of action.

Craft your own personal blueprints for smarter emails.



VIEW A DEMO

