

TOP 3 EMAIL MARKETING MISTAKES FOR ECOMMERCE



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When it comes to digital marketing, there are few channels that are as versatile as email. Whether you're taking a cold audience and dispensing information, or nurturing a warm audience, email communication gives you a level of access to a group of consumers that no other channel can provide.

When it comes to eCommerce, email marketing is every bit as important as it is in other industries. When you're shepherding customers down the funnel from lead to buyer, emails play a major role. That's why certain mistakes made with email marketing can be more glaring than in other areas — because of the impact email can have on success as an online retail business. Here are three of the biggest mistakes you can make with email marketing for eCommerce.

1. NOT FOLLOWING UP ON LEADS FROM OTHER SOURCES

Most eCommerce businesses use a variety of channels to bring in new leads. Whether it comes in the form of online billboards, social media, or Google PPC campaigns, any time you capture an email address without incorporating it into a sophisticated email follow-up strategy, you run the risk of wasting your marketing budget.

The online marketplace is intensely competitive. If you get a consumer to click on a campaign, it's safe to assume that they also clicked on several others. If you're not in their inbox promoting your brand, your products, and the reasons why your store is the one they should explore in more depth, you can bet that your competitors are.

2. NOT USING EMAIL TOUCHPOINTS IN THE BUYER JOURNEY

This same logic goes for after you get a prospective buyer to look at what you're offering in your eCommerce store. Every day, millions of carts go abandoned across the internet. If you're not sending follow-ups, reminders to finish a purchase, information about ongoing deals and offers, and more, you could be missing out on revenue.

Email marketing for eCommerce is unique, in that more touchpoints are nearly always more effective than less. In other industries, this isn't the case, but when brands are communicating deals, offers, reminders, and news, it's difficult to send too many emails, and not sending enough can mean the loss of prospective business.

3. **IGNORING EMAIL AFTER THE PURCHASE**

Contrary to popular belief, the sales funnel continues long after the sale. In fact, a well-executed marketing strategy should only end when a customer unsubscribes from your brand's communications. You have three areas of opportunity after the sale that email can be integral in supporting:

- Opportunity 1: You can upsell the customer.
 - Example: Advertise a product subscription program that saves the customer money.
- Opportunity 2: You can drive customer loyalty.
 - Example: Send the customer a coupon to use on their next purchase.
- Opportunity 3: You can get feedback on your products.
 - Example: Send out customer surveys in exchange for a discount.

A well-crafted purchase follow-up often fulfills more than one of these opportunities at once, the mark of a highly effective email marketing campaign.

Email marketing can have a major impact, but it needs a well-planned strategy to get off the ground. That's something we're ready, willing, and able to assist your eCommerce business with as soon as possible. To learn more, contact 1SEO Digital Agency today!

