



# 10 WAYS

TO IMPROVE YOUR  
**E-COMMERCE MARKETING**  
Quick assessment and best practices



# 10 Ways to Improve Your E-Commerce Marketing

## Quick assessment and best practices

Are you an e-commerce marketing maven? Or could you benefit from a little boost?

This evaluation highlights 10 components of a successful e-commerce marketing plan. The purpose of the evaluation is to help you think about some of the most important components of e-commerce marketing and ways to optimise them.

## 1. Grow Your List

### Establish a list-growth engine

Unfortunately, you will lose subscribers any time you send a message. Fortunately, you can counter this with a strong list-growth engine that delivers net increases in your subscriber base.

#### Assess your list-growth engine:

Grab a colleague who doesn't work on email. Ask him/her to go to your site and sign up for emails.

##### How long did it take them to find your sign-up?

- Straight away
- A few minutes
- Couldn't find it

##### Do the same thing with your sign-up in the purchase process.

- Straight away
- A few minutes
- Couldn't find it

Below is a great example of an effective sign-up, on philosophy's site. The sign-up is clearly visible and adds an incentive with their free gift offer.

The screenshot shows the philosophy website header with navigation links: sign in, create account, order status, find a store, customer care : 08444 068 108, and a shopping bag icon showing 0 item(s) for £00.00. Below the header is a navigation bar with links: about us, skin care, fragrance, bath & body, and gifts. A secondary navigation bar includes: free gift with email sign up, current offer, what's new, fan favourites, online exclusives, and award winners. A search bar is also present. The main content area features a prominent sign-up form on the left with the text "sign up for emails and receive a free gift offer" and input fields for "first name" and "email", followed by a "sign up" button. To the right of the sign-up form is a promotional banner for "free grace shower gel of your choice worth £19 with your next order of £50 or more until march 16". The banner includes an "or" separator between two product images, a "shop now" button, and a "promo code: amazing or pure". A "close" button is in the top right of the banner. At the bottom of the banner, it says "free delivery on all orders of £40 or more". A green arrow points to the sign-up form.

#### Key takeaways to improve list growth:

- Use a clear call to action that shows the value of your emails
- Place your sign-up above the fold on every page
- Consider using incentives to grab attention

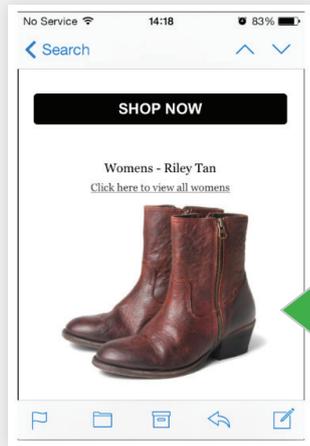
Bronto client impact:

**700%**  
lift in list growth

## 2. Make It Mobile

### Readable messages ... anytime, anywhere

Design once for multiple devices with responsive design. Emails and websites designed to be responsive will expand, contract and rearrange to fit any screen size. It allows your customers to navigate, browse and click to buy in a seamless experience regardless of the device they are using.



#### Rate yourself:

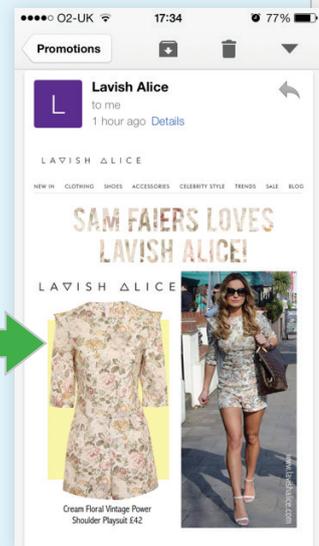
##### How do your messages look on a mobile device or tablet?

- Great! The call to action is big enough to click on, product images are clear, no rendering issues.

*Hudson shoes does a great job with its responsive messages. It's very easy to see the product and click through.*

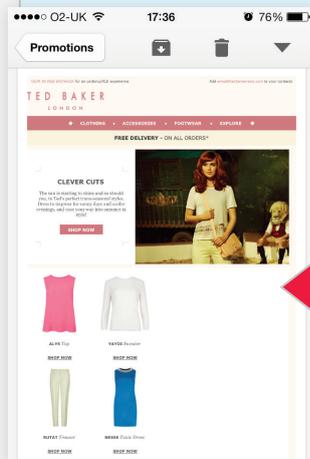
- Pretty good. It's readable, images are easy to read but the call to action may be hard to read and/or click.

*Lavish Alice isn't using responsive messages but they are using images and a call to action that is large enough for the viewer to see.*



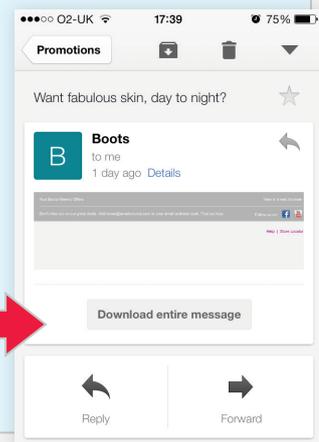
- Needs help. Can't read the text or find the call to action.

*Ted Baker makes it difficult to see the product, read the copy and click through to an image.*



- Red alert! Doesn't render at all; either the message appears as all white or it can't be navigated.

*Boots has a great message ... once you download it. For someone on the move, this could be enough of a barrier to force him/her to skip/delete the message.*



#### Key takeaways to improve responsive design:

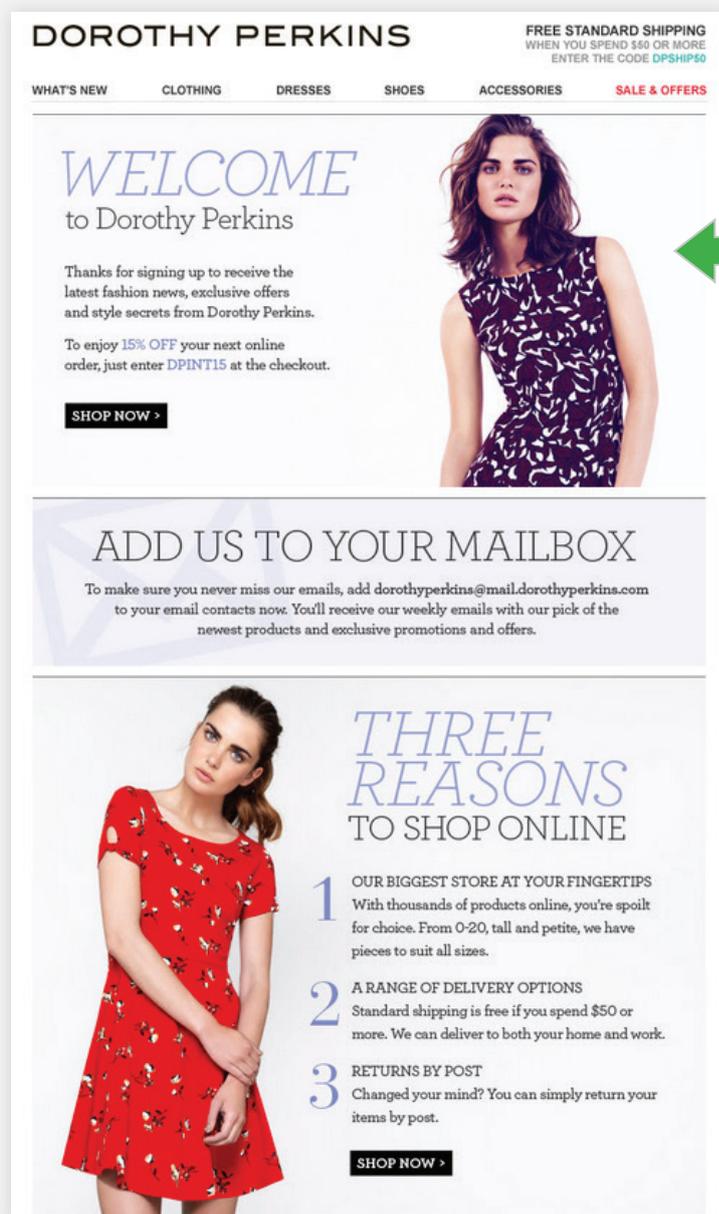
- Clear call to action, big enough to click
- Clear images and readable text

Bronto client impact:  
**120%** lift in mobile conversions

# 3. Make a Great First Impression

## Welcome messages

Your welcome messages set expectations with your audience, making them some of the most important messages to get right. They typically have high engagement and conversion rates, so make your first impression count! How does yours compare?



Here's a welcome message from Dorothy Perkins that makes a great first impression, incorporating all the must-haves for an effective welcome message.

Bronto client impact:  
**33%** lift in total revenue

### Key takeaways for a great welcome message:

- Visible logo
- Easy navigation
- Clever one-liner to draw interest
- Call to action back to the site
- Eye candy
- Sets clear expectations
- Unique value add
- Incentive

## 4. Give Your Campaign a Boost

### Family and friends messages

Can you spot the difference?



You may have noticed the addition of the words "friends and family" in the second message.

Take a regular promotion and add the words 'friends and family'. It seems to be more exclusive, more powerful and deepens your customer's connection to you. High reward for little effort! To maintain the feeling of exclusivity, you don't want to do this all the time. But, if you're never running friends & family campaigns, you are missing out.

### Partnerships

If you sell dresses, why not partner up with an accessories company that aligns with your look? This will make you more relevant to your audience. They were wondering what to wear with the dress anyway, and it gives you a chance to reach a wider audience! Feature the partner in one of your emails by promoting their brand. Have them do the same. This not only exposes you to a new audience, but it can also help drive site traffic and list growth.

### Key takeaways for low-effort, high-return messages

- Uses a promotion you were already planning on doing
- Needs very little setup/implementation
- Can be tested to prove ROI

Bronto client impact:

# 60%

lift in revenue over average messages

# 5. Seasonal Calendar

For many retailers, Christmas and Boxing Day sales generate high percentage of the revenue for the year. But that may not be the case for you, and that's ok. Maybe "back to school" or Valentine's Day is your biggest time of year. Whatever the case may be, you need to be prepared.

## Ask yourself:

Do you know what time of year you drive the most revenue?  Yes  No

Have you set up a planning calendar for your busy season?  Yes  No

Make sure you figure out what time of year you drive the most revenue and then create a calendar to plan out your messaging for that period.

Given that each message takes a week (5 days) to create, and that you agree on the cadence above this is a sample schedule.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Customer promo 1	Schedule VIP promo 1	Start development of customer info 1 VIP promo 1	Start development of VIP info 2			
	Start development of customer promo 2 Schedule customer info 1	Schedule VIP info 2 Customer info 1	VIP info 2		Schedule customer promo 2	
Customer promo 2	Start development of segmented promo	Start development of customer info 2			Schedule segmented promo Start development of customer segmented 1	
	Schedule customer info 2 Segmented promo	Customer info 2	Start development of customer event email 1	Schedule customer segmented promo 1	Customer segmented promo 1	
		Schedule customer event email 1	Customer event email 1			

## Key takeaways for a seasonal calendar

- Decide the number of messages to send and their timing
- Prepare for increased sending (start early!)
- Check with your product/logistics/customer service teams to make sure they can handle increased traffic
- Retarget those who don't purchase right away

Bronto client impact:

**340%**

lift in year over year revenue

## 6. Basket Abandonment

Basket abandonment is a constant challenge for e-commerce marketers. But, the good news is that basket abandonment messages often have a very high success rate. Are you taking advantage of them?

### Evaluate your abandoned basket emails:

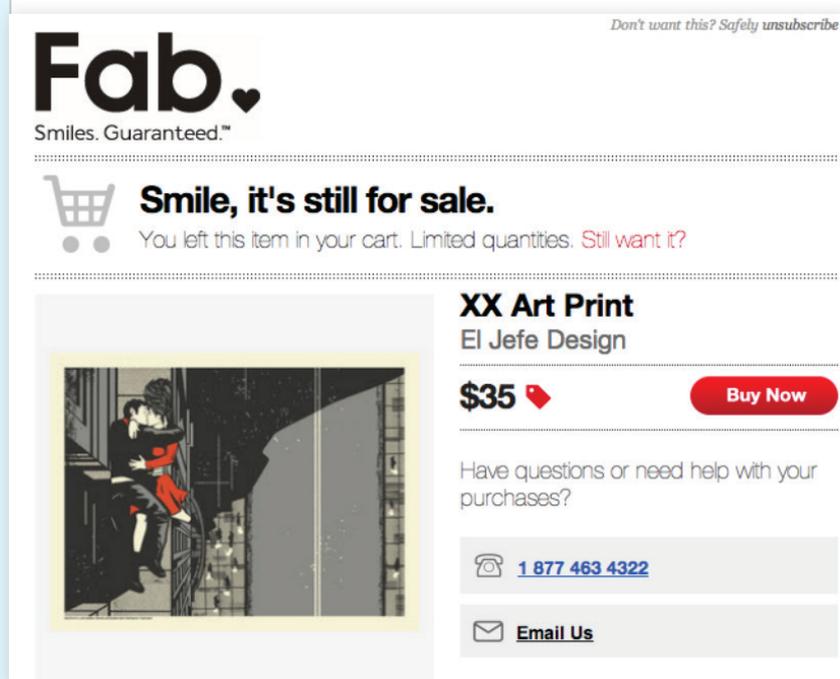
Do you send an abandoned basket reminder?  Yes  No

Do you send a single reminder or a series?  Single  Series

How soon after abandonment does your first message go out?  1 hr  2-23 hrs  1 day  
 more than 1 day later

Do you link back to the product(s) abandoned?  Yes  No

*Need an example of a great message? Look at Fab's abandonment email.*



### Key takeaways for abandoned basket messages:

- Include customer support
- If possible, have pictures of the product and link directly to it
- Keep the message simple with a strong call to action back to the basket

Bronto client impact:

**46%**  
conversion rates

**Pro tip:** Already have a message set up?  
Try turning it into a drip campaign!

# 7. Customer Retention

Let's hope you've acquired loads of new customers. What are you doing to keep them coming back?



## How do we get buyers to become loyal customers? Targeted and automated post-purchase messaging!

### Evaluate your retention:

Do you send transactional messages?  Yes  No

Do you send targeted messages right after purchase?  Yes  No

Do you send lapsed purchaser messages?  Yes  No

Above are three ways to get people back in the fold, but that only scratches the surface ... What else could you do to get buyers coming back?

### Key takeaways for customer retention

- Optimised transactional messages
- Thank you message
- Informational message on product
- Review request
- Reorder reminder
- Refer a friend scheme
- Lapsed purchaser messages

# 8. Time to Segment

Segmenting your data gives you opportunities you may not have known you had



Bronto client impact:

**220%** lift in conversion rates

## Imagine this scenario

Let's say you've figured out which customers are:

- Big spenders
- Mums
- Lapsed purchasers

Now let's say that you put this together as a segment and realize that it's 30% of your total audience.

This would give you the opportunity to create a custom message for this group. In this case, let's say it's a VIP discount message for children's clothes.

CHILDSPLAY CLOTHING  
LUXURY BRANDS FOR LITTLE PEOPLE

NEWSLETTER

*Vip Only*

**30% OFF**

WINTER 2013

USE THIS CODE:

**"VIP30"**

SHOP NOW ▶

The graphic features a photograph of a young boy and girl standing together. The boy is wearing a grey t-shirt with 'LEARN GRADY CROSS COUNTRY' printed on it. The girl is wearing a white lace-trimmed top and a white skirt.

## Ask yourself:

What two or three data points will help you identify and target a segment that shows an opportunity?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 9. Mine Your Data!

Now that you have an arsenal of effective tactics, let's dive deeper into your data evaluation. Maybe you've never done it or perhaps it has been a while. When is the last time you mined your data?

Answers to crucial questions like these can be revealed through data mining:

- How much revenue did email earn for you last year?
- What is your average Open, Click and Conversion rate?
- What were your wins and fails?

Have those basics down?  
Time to take a harder look at your data:

- Did you meet your revenue goals? Why/Why not?
- What was the highest performing month?
- What is your current average order value (AOV)?
- What is your current revenue per email (RPE)?
- What is the current return on investment (ROI) of your email program?
- How many new contacts signed up to receive marketing messages last year?
- What is your net list growth every month (All new contacts - contact loss)?
- Did you meet your list growth goals for the year?
- What was the most successful message of the year? What caused that?
- How many hours a week do you spend on creating messages?
- How long is your current approval process?

Bronto client impact:

# Seeing true email-generated revenue for the first time

# 10. Plan, Plan, Plan!

## Create an action plan for the future

You should now have a good understanding of your data and baseline metrics, so it will be much easier to create goals.

Next, identify the strategies that will help you attain these goals. Then break down your strategies into measurable tasks, assigning timelines to ensure you hit your target.

Bronto client impact:  
**60%** increase in revenue  
year over year

### Key takeaways for a Successful Email Marketing Action Plan:

- Defined goals with deadlines and check-ins
- Goals broken down into actionable tasks with a realistic timeline for completion
- Tasks assigned to the appropriate team member
- Resources for all tasks identified
- Tracking of completed goals

## About Bronto

Bronto Software provides a cloud-based marketing platform for organizations to drive revenue through their email, mobile and social campaigns. The leading self-service email marketing provider to the Internet Retailer Top 1000, Bronto is used by top brands worldwide, including Armani Exchange, Samsonite, Hostelworld, Direct Golf and Moda en Pelle. The Bronto Marketing Platform is deeply integrated with commerce platforms including Magento, Demandware, NetSuite and MarketLive. The company is headquartered in Durham, North Carolina with offices in London and Sydney. For more information, visit [bronto.co.uk](http://bronto.co.uk).

