



Email Marketing Inspiration book for E-Commerce

A practical guide to help you convert your audience and take your e-commerce brand to the next level



Code

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Introduction

At Code we are huge believers in automated email marketing.

Why? Because it's one of the most successful tools available to e-commerce brands. And not just in theory: at Code, we see what emails can do for our clients' online stores on a daily basis, and it is beautiful. Our core business as an agency is to build and scale Shopify stores, and for the scaling up part email marketing is definitely our most successful tool.

On average, e-commerce brands attribute around 25% of their revenue to email marketing. At Code, we have a number of clients performing *way* better than that, with up to 50% of their revenue coming from email marketing.

How do we achieve this for our clients? That's exactly what we are going to share with you in this e-book. We will start with **the five email flows every self-respecting online business should have**; follow up with a handful of **inspiring flows that you can adapt to your own business**; and round off singing the praises of our preferred email automation software, Klaviyo. So if you're looking for a successful email strategy for your brand, look no further!

Throughout the book you will find **lots of examples from our own clients**. One of them in particular deserves a shoutout here: most of our email strategies were first tested out on Fascino Coffee, an online coffee business that has been with us for quite some time now. The way its owner, Lieke, communicates with customers via email is a prime example of how powerful marketing can be when a brand is a natural extension of its founder. If there is one best practice we would recommend to any brand, it is this!

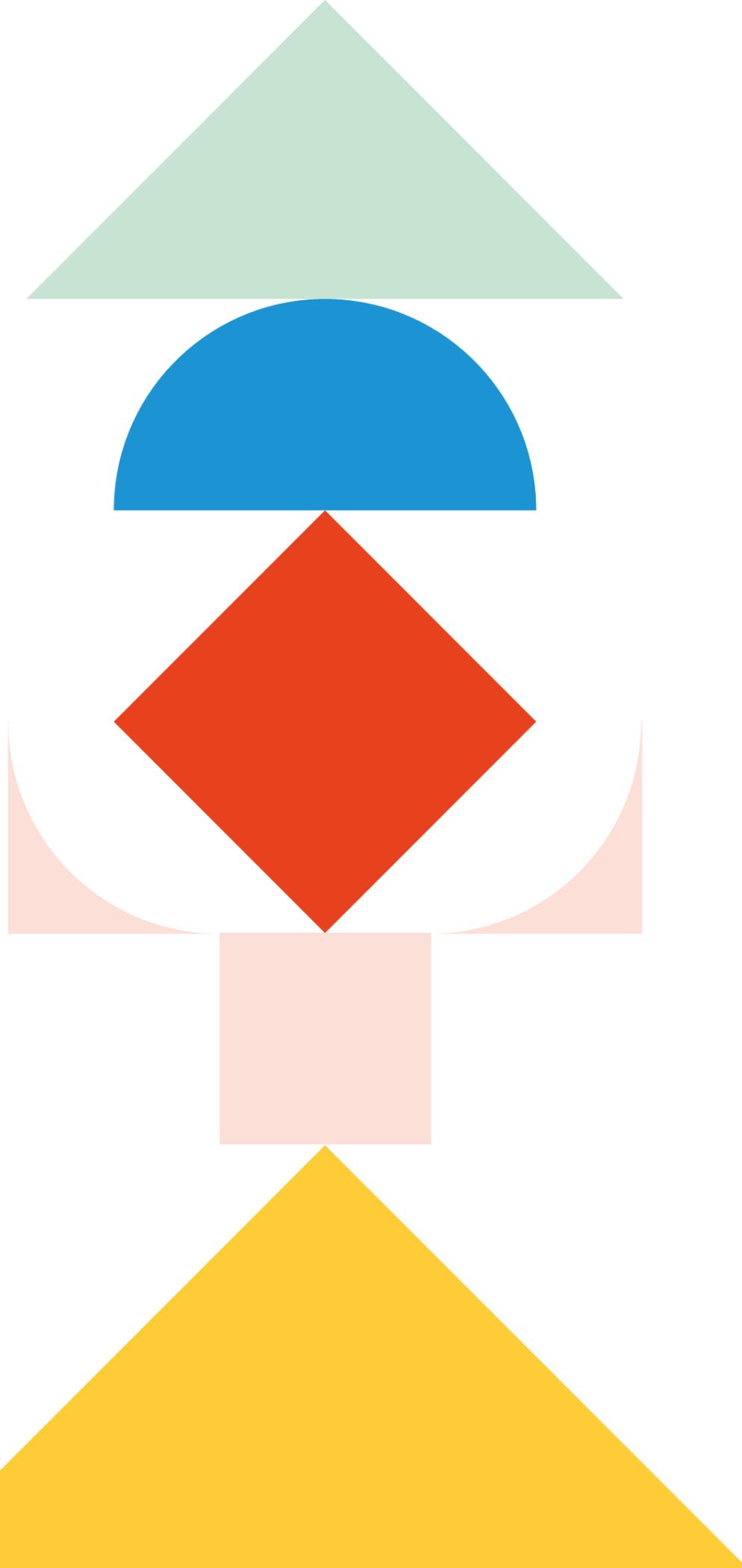
What you will also find in the next pages: the best email hacks discovered by Midge, our head Email Marketing. Nifty little tricks and adjustments that are easy to implement but pay off big time. Midge collected these over two years of daily tweaking, split testing and finetuning, and now you can have them for free.

You're welcome ;)



Chapter 1

5 Must-have Email Marketing flows



5 Must-have Email Marketing flows

Automated email marketing continues to be the best-converting type of marketing - even though some technology experts predict a future takeover by new tools like Facebook Messenger. At Code, we take such prophecies with a grain of salt. Yes, everybody is on Facebook... but even more people use email.

What is more, email marketing is *owned* marketing: instead of being dependent on a tech moloch's fickle algorithms (and even more fickle terms of service), with email marketing *you* are in control. This makes email marketing constant, predictable, and more often than not a lot cheaper than other marketing channels. It also gives you a lot of flexibility in terms of visuals and layout, which allows you to present a consistent brand image.

But what campaigns and flows work best for your brand? Easy: the five mentioned in this chapter. For every brand that we help set up their email marketing, these are the five flows we start with.

Welcome series

A welcome series is a couple of emails you can send to anyone who subscribed to your newsletter, with the goal of turning them into customers. Welcome emails typically have a much higher open-rate than other marketing emails, so be sure to make good use of it!

At Code we usually go for a series of four emails, as in the welcome flow we designed for Fascino Coffee. The average result for a welcome series in which we offer a gift is a 50-70% open rate and a 15-20% placed-order-rate, but Fascino Coffee realized a whopping 93% open rate and a 42% placed-order-rate for mail 1.

How did we achieve that? Well, a lot of the credits go to owner Lieke and the way she embodies her brand. She makes her communication with customers as personal and warm as possible: uses subscribers' first names, signs off with her own name, and generally makes people feel as if they just joined a very friendly club of coffee enthusiasts.

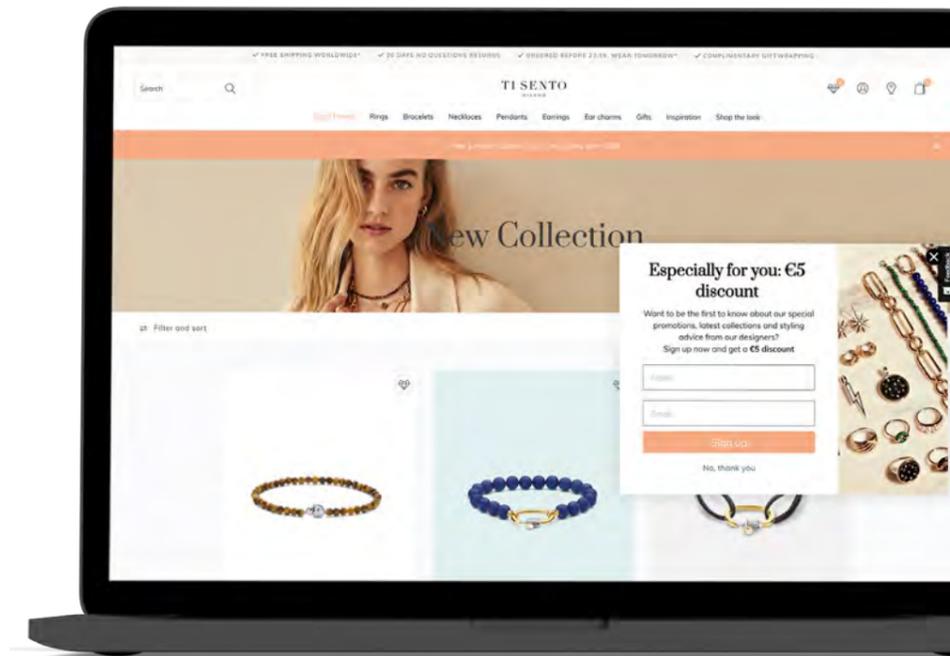
Let's break the emails in this flow down individually.
But first ... we'll make a detour to discuss how you enable people to subscribe in the first place.

The opt-in

Before you can send any welcome emails, you will of course need to invite people to subscribe. Two common and effective ways to do this are by **including a checkbox in your checkout**, and by **putting a sign-up form on your website**, in which you offer visitors something in return for their email address. In our experience, making the opt-in stand out a bit more by adding a witty text or an emoji is always a good idea.

What do you offer as a reward to new subscribers? A discount code, a valuable download, a free gift: the options are endless. Make sure you come up with something that fits your brand.

Also take into account what your goal is: you want new subscribers to buy something. Since shipping cost is often a barrier for new customers, at Code we usually offer new subscribers free shipping on their first order. Depending on which opt-in the new subscriber used, the one in the checkout or the one elsewhere on your website, you might want to adapt your welcome series. A subscriber who just bought something in your store has already converted and does not necessarily need the nudge of a reward anymore. You can choose to reward them at a later time in their customer lifecycle.



Mail 0: Is this really you?

Timing: immediately after subscribing

Before you can start with the real, branded email content, you will want to ensure that the person subscribing is the actual owner of the email address they gave you (and if the email address exists at all). This so-called double opt-in procedure is a good way to keep your bounce rate low and make sure your emails aren't seen as spam. At Code we use a standard template for this email provided by Klaviyo, our email automation software: a very simple, plain text message inviting people to confirm their subscription by clicking a button.

Of course there are always people who subscribe more than once to your emails with the same email address. Instead of the double opt-in email (which they already received the first time they subscribed), send them an email telling them they already subscribed. Of course this is a marketing opportunity! You might consider making it a funny email saying something like: 'You really can't get enough of us, can you...!', or something else that fits your brand.

Midge's Email Hack #1

"Pop-up or fly-out? That is the question... In my experience, when the opt-in is designed as a pop-up it is seen as more aggressive: the digital equivalent of a used cars salesman who starts chatting you up before you even had the chance of looking at the cars.

If you don't want to annoy your visitors too much, a gentle fly-out is definitely the better choice. Also consider the timing: do you hit your visitors with a screen-blocking pop-up as soon as they enter your site, or do you wait for them to show interest in a particular product or collection and then slide an unassuming fly-out into their screen after three seconds? If you're not sure what works for your audience, split testing can help you determine what converts best."

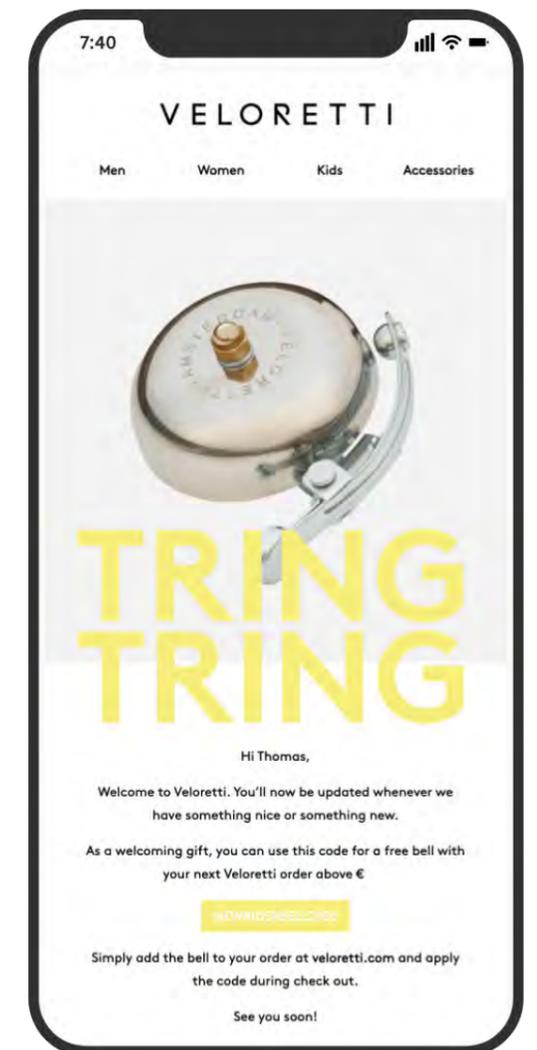
Mail 1: Welcome! Here's your reward

Timing: immediately after the new subscriber confirms their subscription

Whatever else you do in your first branded email to a new subscriber: if you promised a reward in exchange for their email address, give them that reward in the easiest, most hassle-free way possible. Put a big shiny button high up in your email, and make sure the discount code is automatically copied to the checkout when people click the button.

Don't forget to mention how long the discount code is valid, and that people can't use them in combination with other discounts (if you're a Shopify merchant). This will save you many questions.

In addition to getting their reward, new subscribers will want to know what your brand is about. At the same time, there is a general rule in email marketing that says: never have more than one message or CTA per email! Attention spans online are short, especially if people don't know you yet. Since your first email is all about the reward, take it easy on the brand indoctrination for now. Limit your introduction to your brand's USP, be sure to add your socials and contact information (they should be a standard element of any email you send), and offer some compelling visual branding. You will have time to gradually build from there later on in your customers' lifecycle.



Midge's Email Hack #2



"Give every new subscriber a unique discount code! If you don't, your discount codes will end up on sites like coupons.com, and you obviously don't want that... Check if your email automation software has this feature of sending out unique codes. Klaviyo has, which is only one of the many reasons why we're very happy with it."

Mail 2: You haven't used your discount code yet! Do you need help?

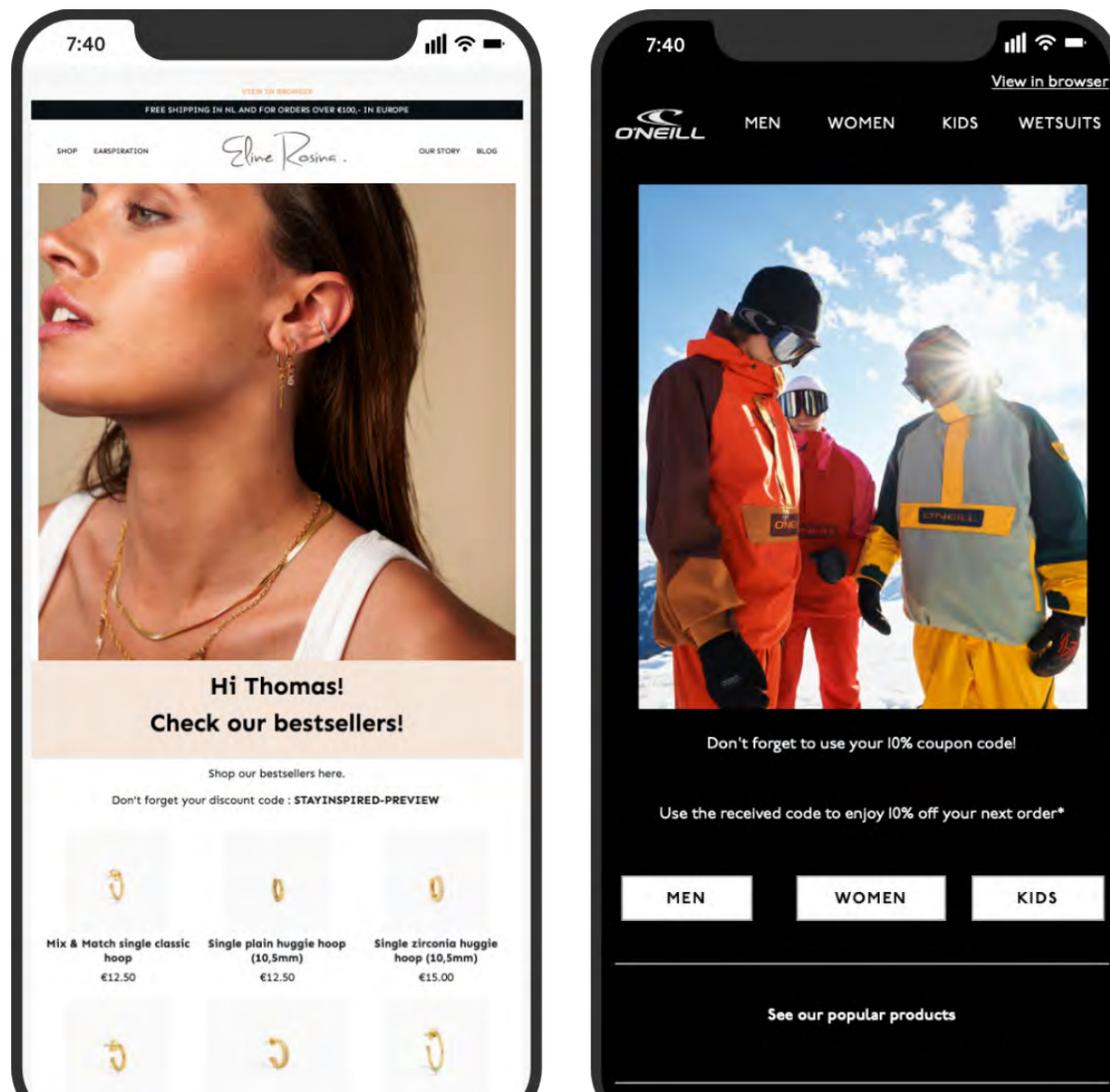
**Timing: On average, 3-5 days after mail 1.
We recommend split testing this for your specific audience.**

If a new subscriber hasn't used their discount code within 3 to 5 days, at Code we interpret this as: the customer needs help. He or she can't seem to decide what to buy, or needs more information. And since your brand is all about helping customers, this is a good time to step in.

Hence, we send them an email in which we take the newbie by the hand, explaining how to use our client's webshop to their advantage. We tell them a bit more about the brand, their best-selling products, and remind them of their discount code that is still waiting for them.

Did the new subscriber use the opt-in in the checkout? Then they already placed an order and clearly don't have any trouble deciding what to buy. In that case, use this second email to properly introduce your brand and all it has to offer.

Here's what this email looks like for some of our clients:



Midge's Email Hack #3



"Timing is something you should always do some split tests on: the intervals between the emails in a flow, the best time of day to inform and the best time of day if a specific action is required from a subscriber. For new clients, at Code we usually start sending emails at the day and time of the week when a client's online store has the most traffic. This seems to be a time when your brand is on people's minds. From here we start testing to see if we can optimize it further. In our experience 08:30 AM (when people are commuting) and 11:30 AM (just before lunch) are good moments on weekdays, especially for emails where we ask subscribers for information."

Mail 3: Now we'd like to get to know YOU a bit better

Timing: 7-10 days after subscription is confirmed, also depending on the result of Mail 1.

As a brand, you want to avoid becoming an exclusive sender. If your aim is to engage customers, you need to make your communication with them a two-way street. Instead of endlessly telling them about yourself, make sure you ask about them every once in a while. This information is vital for your business, too, because this way you get to know your customers better and will learn how to cater to their needs.

At Code, in the third email we usually put a link to a form with some fields, which subscribers can fill out. One of those is the customer's birthday: of course we follow this up when the subscriber's birthday comes up, by offering them a nice gift (see also our Birthday email flow below).

Midge's Email Hack #4

"When you ask customers for their data, make sure you ask for things that are relevant. We cannot stress this enough: Never ask customers for information you aren't going to use.

For one thing, because too many fields are a turn-off. But even more importantly: you need to be very clear that you will use your customers' information to better personalize your service, and nothing else."

Mail 4: Your discount code is about to expire!

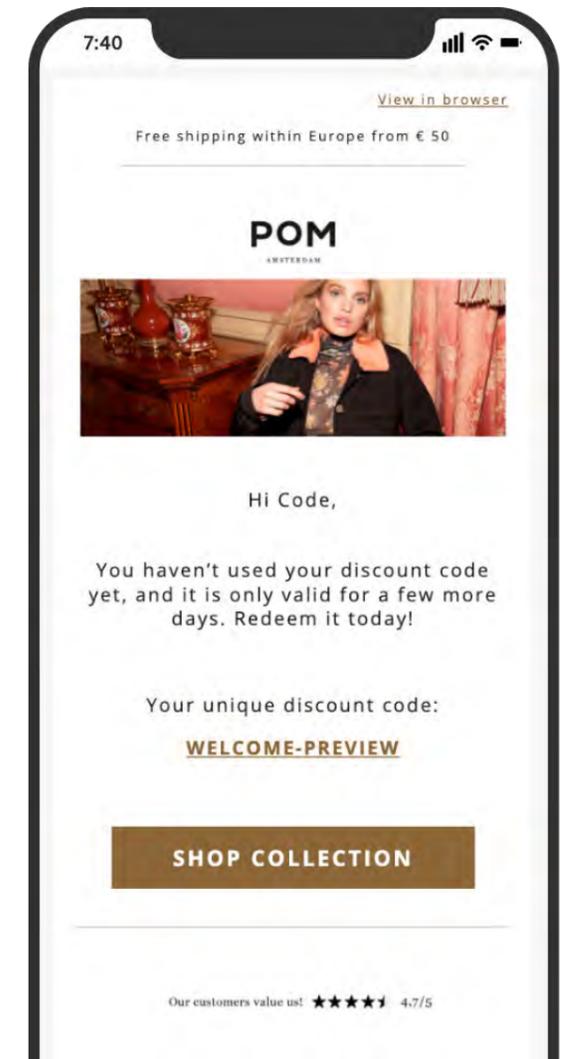
Timing: 2-3 days before a discount code expires. Choose an expiry date that fits your product. For example: a month for a bike, 2 weeks for a packet of coffee.

For those new subscribers that still haven't used their discount code or picked up their reward, this is the last email you are going to send to get them to use it. Again, like the first email, make this one all about the big shiny button.

Midge's Email Hack #5



"At Code we did a lot of split testing on this particular email. When to send it, what header image to use, what button colour: you name it, we A/B-tested the hell out of it. A word of advice on testing: make sure to test only one feature at a time! Sounds like a no-brainer, but it's crucial if you want to know the exact reason for one email performing better than another. Also, don't jump to conclusions based on a too small sample: for every test round, send out the email about a hundred times before you decide on the next step."



Abandoned checkout recovery

With this email you reach out to customers who were in the process of actually placing an order, but for some reason failed to complete it. Mind you: an Abandoned checkout recovery is not the same as an Abandoned cart recovery! A visitor abandoning the actual checkout process has a different level of interest than someone who put some products in their cart and never even made it to the checkout. With people leaving at the checkout, there is a much higher chance that they really wanted to buy the product, but something put them off - and you might want to figure out what that was.

On average abandoned checkout emails help our clients to recover around 15% of what would have otherwise been lost revenue.

Mail 1: We saved your checkout for you!

Timing: Around 2-4 hours after checkout is abandoned, but it depends: see also Midge's Email Hack #6

The first email in this flow is all about service. Basically you tell the customer: We noticed you didn't finish the checkout process, we assume you would still like to (hence we saved your checkout for you in case you want to finish the process), and do you need help by any chance?

Make this email about a single thing: the products that were left in the checkout. A common best practice is to focus on the products images and skip the header image and prices. We advise you to A/B test with components like the header and prices. Always add a big button with a CTA like 'Go to checkout'. When the customer clicks it, they should return to where they left off in the checkout process (Klaviyo has this feature! Very useful), so they don't have to go through all the steps again.

Finally: use the subscriber's first name to personalize the email, and always show them you are available to help! Put your contact details somewhere visible, so they know where to go when they need you.



Midge's Email Hack #6



"Adjust the time before you send an abandoned checkout recovery to your product price. People buying a bike probably need time to think through their (rather big) purchase, so make sure your email arrives not too fast after they left your site (2-4 hours later). When they abandoned two packets of coffee you don't need to wait that long."

**Mail 2, variant A:
Here's a discount code**

For new customers

Timing: 24 hours after Mail 1.

Following up on the first email when people didn't return to your checkout takes some thinking through. First, you have to decide how many times you want to remind people of their abandoned checkout: too many reminders might be perceived as pushy, so at Code we usually limit ourselves to two.

Second, there is this to consider: seasoned online shoppers might abandon checkouts simply to see if you're going to reward that with a discount code. We advise to do that only with first-time customers: to get them over their barrier, offering a discount code for free shipping usually works. Returning customers who abandoned the checkout receive a different follow-up email, without a discount code (see below on the right side).

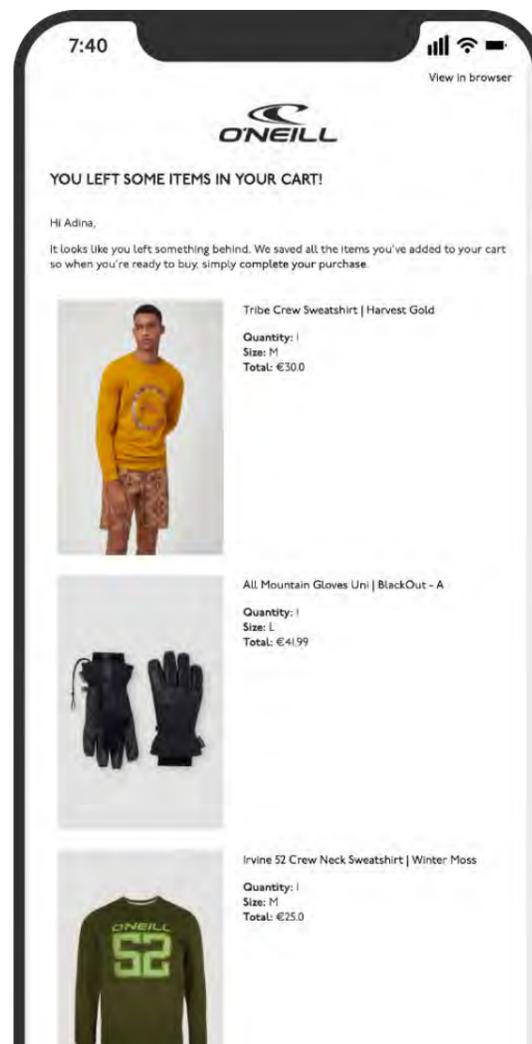


**Mail 2, variant B:
Buy before it's too late!**

For existing customers

Timing: 24 hours after Mail 1.

You do not want to train your customers to expect a reward every time they abandon your checkout, so have a different second email ready for returning customers. This one doesn't have a discount code and can be a little more pushy in its message, something like: the product is very popular and about to be sold out, so hurry!



"Free shipping is a fixed sum and is quite neutral, but if you offer a discount on products you have to decide what suits your brand and product best: a percentage or a fixed sum? Intuitively, a fixed amount is a better fit for luxury products, and a percentage for the not-so-exclusive products."

Mail 3: Do you need help?

Timing: 2 days after the customer left the checkout.

An optional third email in this flow might be a very service-oriented message in which you ask for feedback. Is there anything preventing the customer from buying? Did their payment not go through, were the credit card fees or shipping costs or delivery times an obstacle? Does the customer need your help with technical difficulties, or is there something else not working well for them?

If you play your cards right, such an email might give you very valuable insights into the problems and obstacles people run into when wanting to buy something from you. If a customer takes the time to reply to this email, make sure you offer them excellent service! There's no happier customer than a customer you helped solve their problem, and if you exceed their expectations you might have found a true ambassador for your brand. Conversely, if you ask for feedback and don't follow up on it, you just lost a customer forever... So only send this email if you are willing and able to do something with it.

An alternative to asking for feedback is offering the subscriber a tool to help them determine which of your products is the right fit for their needs. At Code we started experimenting with this a while ago: read more about it in the next chapter, where we talk about setting up a product quiz!

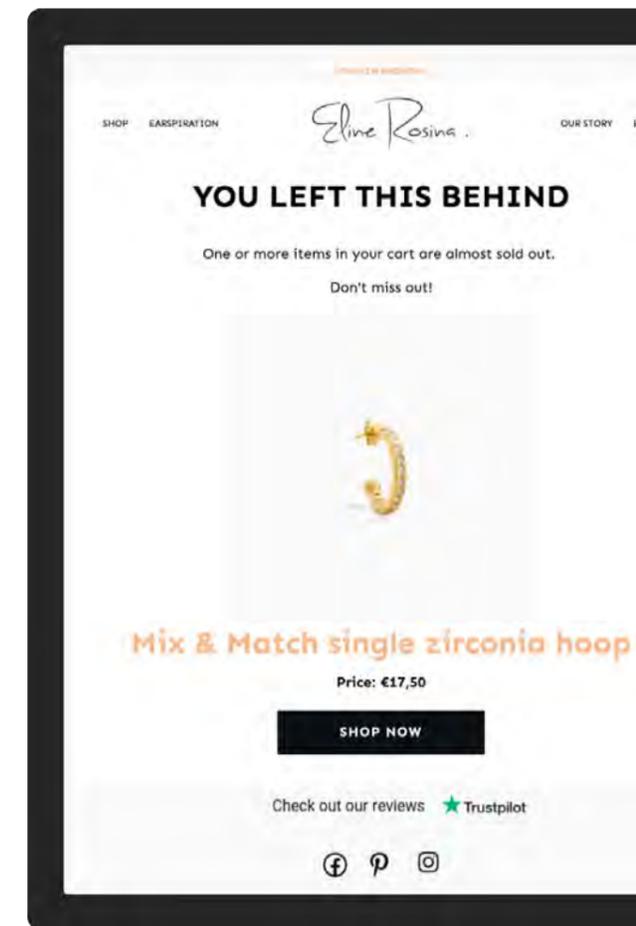
Abandoned cart recovery

As we said in the previous section: shoppers abandoning their cart aren't as committed to the products in that cart as the people who started the checkout process. Hence: don't spam them. A single invitation to check out these products is enough, we think. Anything more is too pushy. Depending on the type of products in your average cart, you can recover 5% of abandoned carts through this email.

Mail 1: We saved your cart for you!

Timing: 2-3 hours after the subscriber started browsing, since they are probably spending some time on your webshop and you want to send it when you are sure they are not still browsing.

This email is largely the same as the first one in the abandoned checkout flow. Make it service-oriented, show the product in the cart, leave out the header image so all attention goes to the product image, and add a big, shiny button or Call to Action that says something like 'Go to cart'.



Midge's Email Hack #8



"Having all these different email flows sometimes causes them to overlap in a way that can be confusing to the customer. As a general rule, a customer should be in only one email flow at a time, unless there is a very good reason to break this rule.

That's where excluding certain segments of your audience comes in handy. You have to do this manually most of the time, since automated email software cannot always take care of this for you.

For the abandoned cart flow, for instance, make sure you exclude people who were in this flow in the last thirty days, so you don't spam them with abandoned-cart-reminders. Also exclude people who are already in the abandoned-checkout-flow, since that might confuse them."

Birthday

If new subscribers gave you their date of birth in reaction to your welcome series, you should of course do something festive with it! That's where this email flow comes in. Your first instinct is probably to send them an email on their actual birthday - but that might not be the best idea. If you sell coffee, wine or party dresses, for instance, the customer will need your product in advance, so they can use it on the day itself. Hence, consider sending the email a week before to give them time to receive your gift.

On average we achieve a 8-15% placed-order rate with this one, depending on if you offer customers a discount or not.

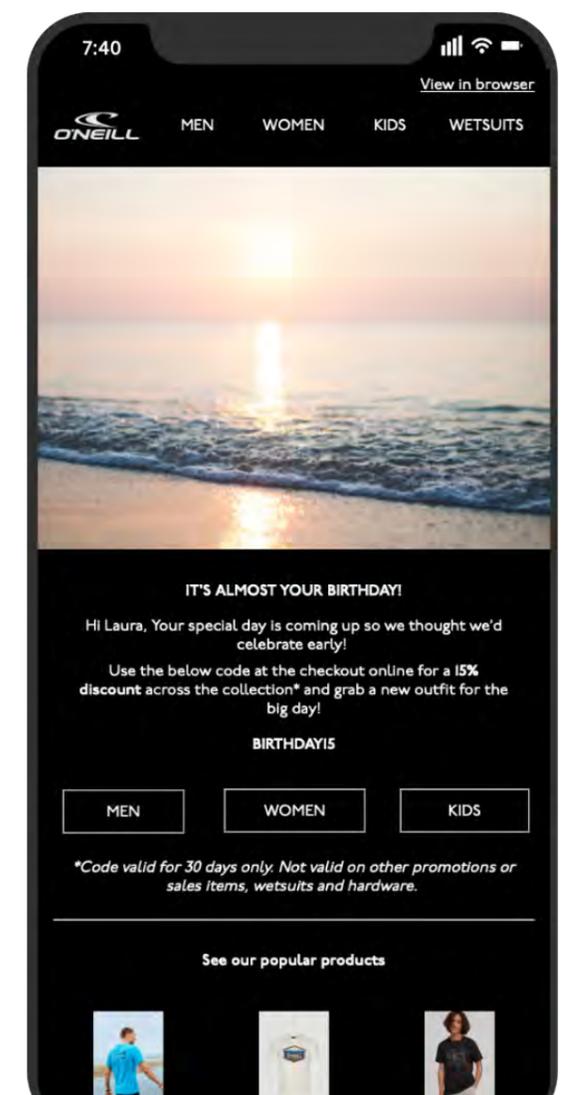
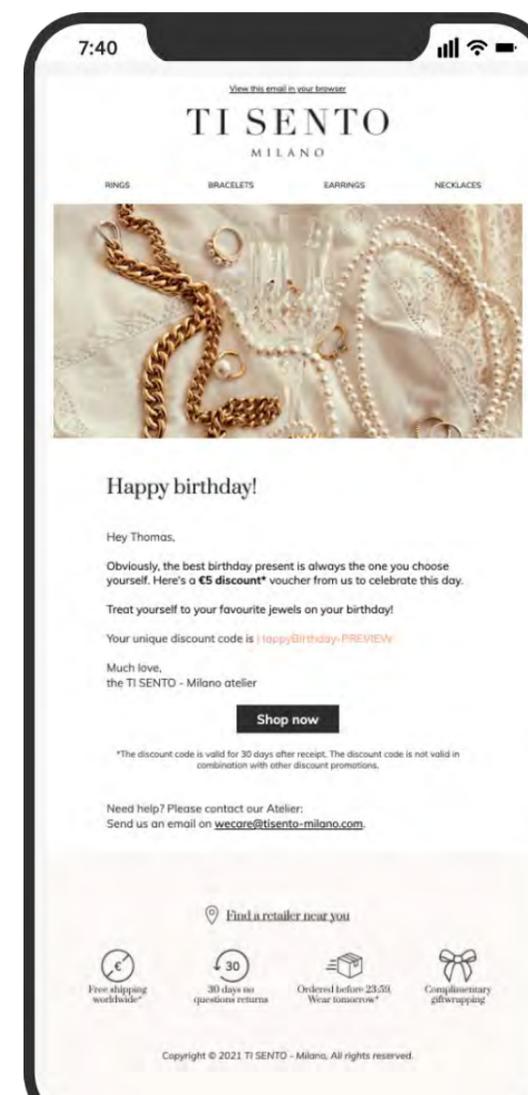
Mail 1: Your birthday is coming up!

Timing: a week before the subscriber's birthday

You'll want to offer the subscriber a little gift that they can collect by clicking the big shiny button. What do you offer? At Code we often go for a discount code which they can use as they see fit. Depending on the kind of products a client sells, we make this a percentage or a fixed sum (see also Midge's Email Hack #7).

A nice alternative is to offer them a free, gift-wrapped present of your own choice, to surprise them. Don't forget to change these presents every once in a while, because you will receive reviews about them with spoilers!

Remember that in both cases the subscriber will have to pay shipping costs to receive their present. This is due to a Shopify restriction that says customers can only use one discount code per order. In theory this might sound off-putting, but in practice we see that many customers order other products along with their free gift, to make good use of the shipping fee.



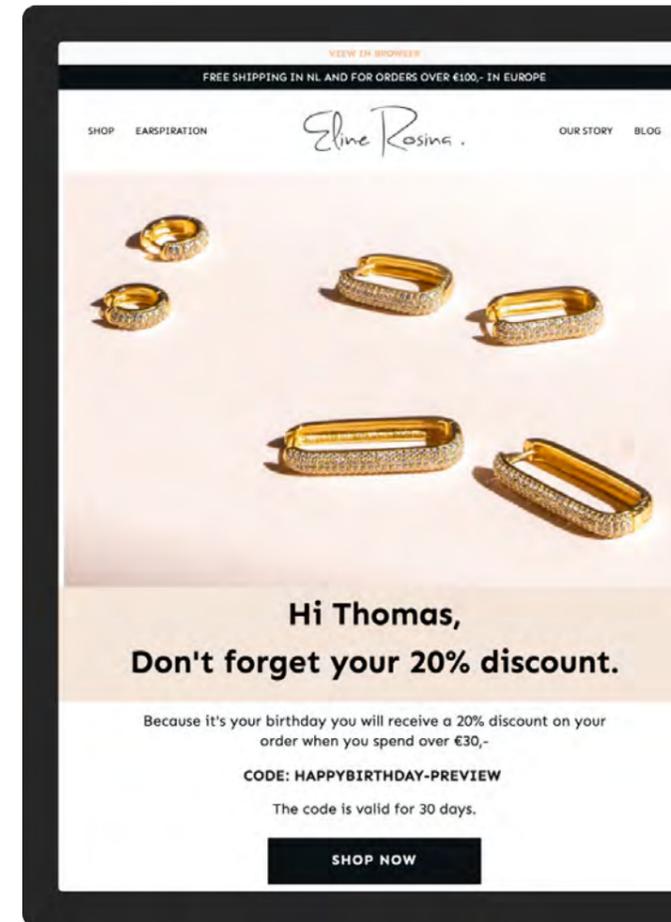
Midge's Email Hack #9

"Another note on timing: Try to schedule your emails to be delivered at a time when yours is the only email arriving in people's inboxes. Many brands used to send their emails on the hour, but switched to a quarter past or a quarter to for this reason. Hence, these days an even more random time is needed. Especially if you send emails at a time when the subscriber is behind a screen getting notifications, this makes your message stand apart from the competition. Really useful for Black Friday!"

Mail 2: Congrats!

Timing: on the subscriber's birthday

This is the email where you congratulate them on their special day. If the birthday girl or boy didn't click the big shiny button in the first email yet, remind them they still can, and throw in an extra gift or discount if you want. Do some split testing to see what works for your audience: run the birthday flow for some 500-1000 subscribers, see how people react, then adapt accordingly.



Midge's Email Hack #10



"Tracking how people react to your emails is ALWAYS a good idea. It often gives you valuable insights into customer behaviour that you can use to personalize your marketing. To give an example: when our client Veloretti launched their Junior kid's bike and started promoting it via email marketing, we noticed that many subscribers ended up buying the Maxi kid's bike instead of the Junior. It turned out that those subscribers had bought the smaller Mini kid's bike about 1,5 years before, and their kid wasn't big enough for the Junior yet. Of course we adapted our email flow to it, and started promoting the Maxi to them before introducing the Junior."

Back in stock reminder

When a product is sold out and you expect new stock coming in soon, it is a good idea to offer people a back-in-stock reminder when they can order again. On average, these reminders have a 10-15% placed order rate.

Customers can subscribe to a reminder by clicking a button on the product page. When they enter their email address in the pop-up screen, make sure there is an opt-in for your newsletter too by adding a checkbox. Also check if this flow overlaps with other email flows the subscriber might be in already, such as the welcome series (see Midge's Email Hack #8).

An added benefit of this flow is that you can predict demand for a product, which helps you to determine how much to buy.

Mail 1: The product is back in stock!

Timing: as soon as the product is back in stock

Make this one of those product-centered emails again, like the abandoned checkout and abandoned cart emails. No images except the product, consider to leave out the price, and add a big shiny button. If you want you can infuse some urgency in the email: a lot of other people are also interested in buying the product! Also inform subscribers that they can always re-subscribe for a back-in-stock notification if they were too late this time.



Midge's Email Hack #11

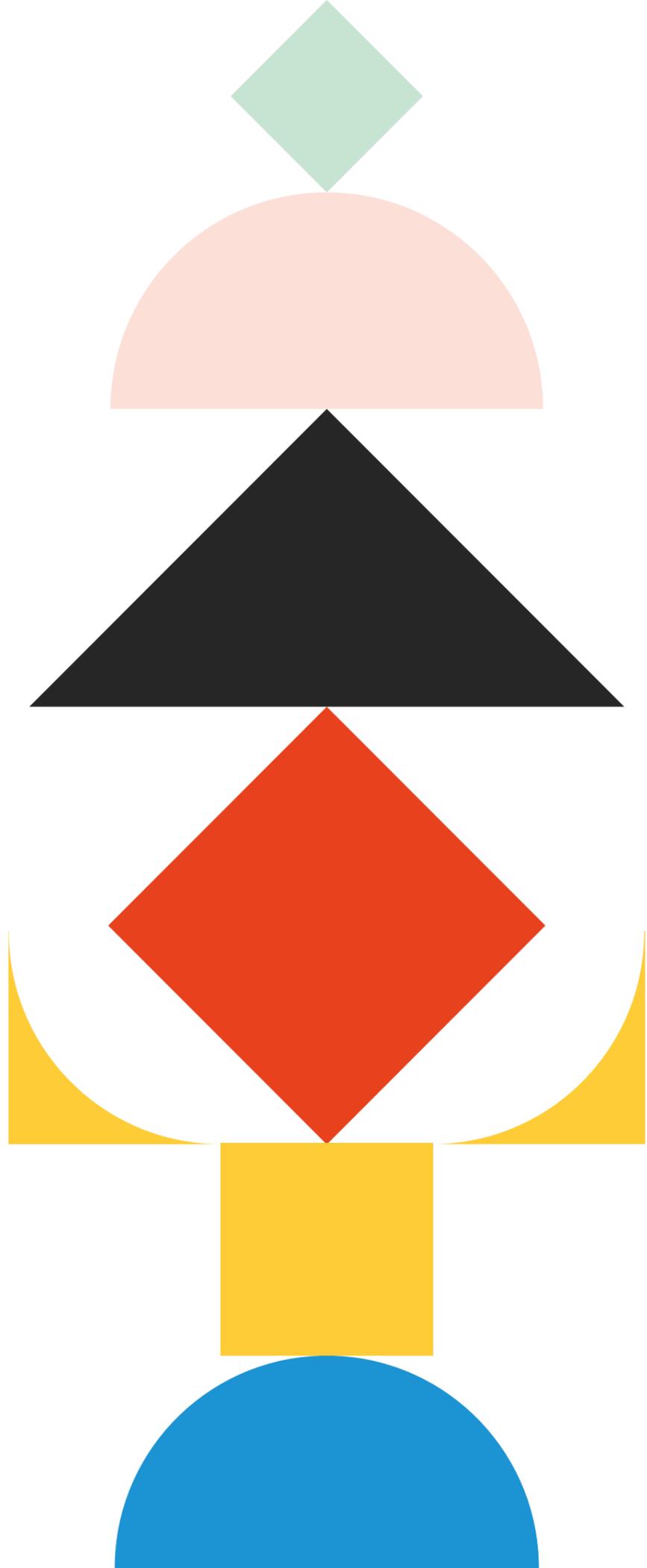


"In terms of timing, you might have to set limits to how many people receive a back-in-stock notification. If the waiting list is really quite long, it is a good idea to send your back-in-stock reminders in smaller batches, on a first-come-first-served basis, to prevent disappointment. For example: send the first batch when there are more than x items in stock, then send 5 emails per item per hour. If you're lucky, your email software can automate this for you. Klaviyo can! Read about other nice Klaviyo features in Chapter 3."



Chapter 2

**5 Original Email
Marketing flows
to try out**



5 original Email Marketing flows to try out

Ready to get a bit more creative? Yes? We are! The five email flows we showed you in the previous chapter are only the tip of the iceberg in terms of what's possible in email marketing.

What is more, your customer is already familiar with these emails. If you want to keep them engaged and really make email marketing work for your brand, you might want to consider playing around a bit and come up with some original email flows tailored to your brand and product. In this chapter you will find some suggestions and examples.

3 Post-purchase flow ideas

What does your client need after they purchased something in your store? That is a really good question to ask yourself when brainstorming your email marketing strategy. A good post-purchase flow will anticipate any problems or questions your customer might have. Here are a few examples of how our clients used a post-purchase flow to meet their customers' needs.

Mail: Your sneakers will be delivered at ...

Our client Sneakin sells exclusive sneakers. Like many sneaker brands, they buy their stock in faraway places and delivery times can easily amount to several weeks. This presents a problem: today's online shoppers are used to receiving their orders fast, so you can imagine Sneakin got a lot of questions along the lines of: "When will my sneakers arrive?"

Hence, it was pretty clear Sneakin's customers needed information on delivery times after completing their order. Sending them regular updates saved Sneakin's customer service a lot of work.

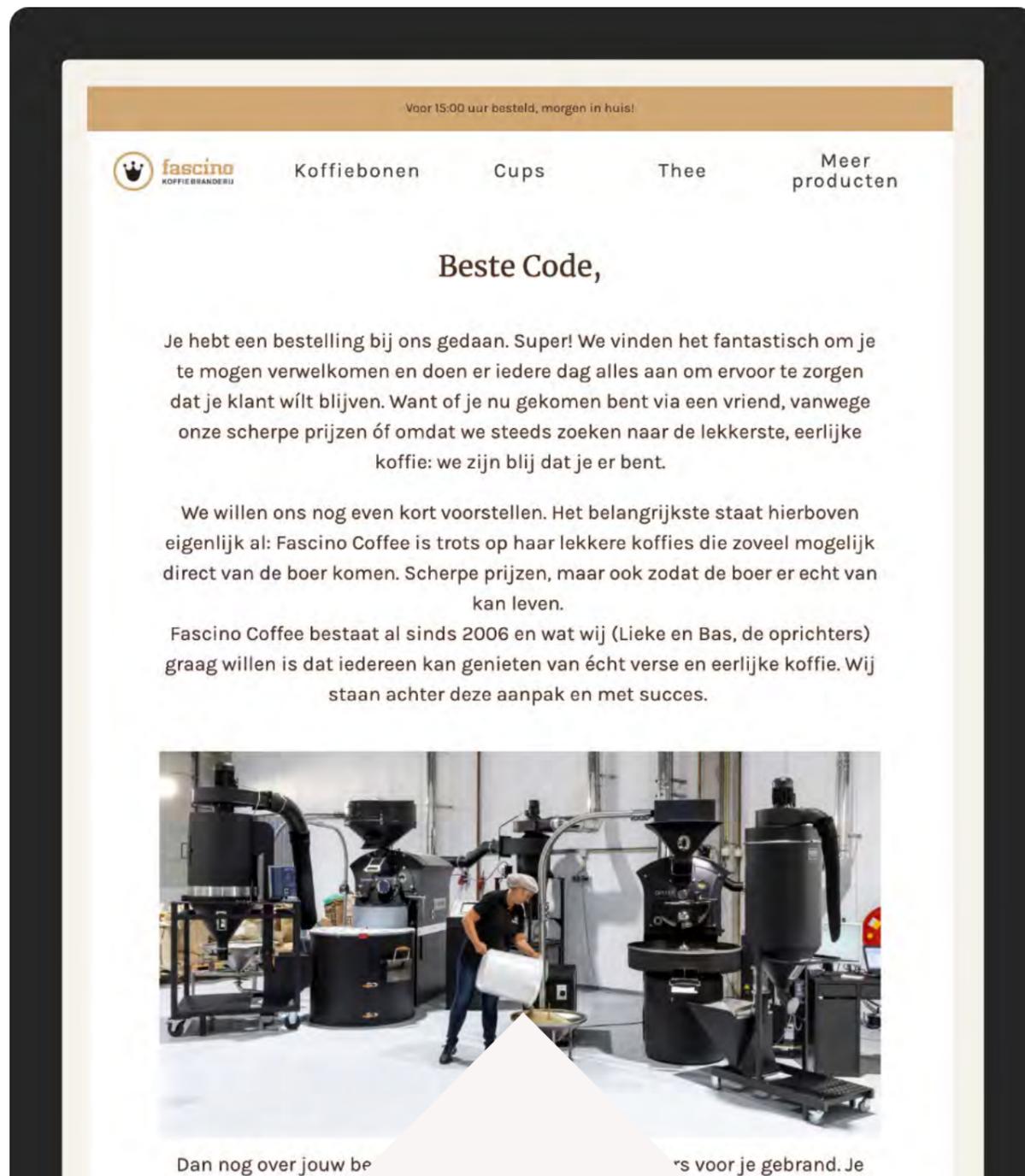
Code designed a flow in which we send customers information on the expected date of delivery, two days after the order is placed. After that, we send an update every week. As soon as the order is fulfilled, the customer is excluded from this flow.



Midge's Email Hack #12

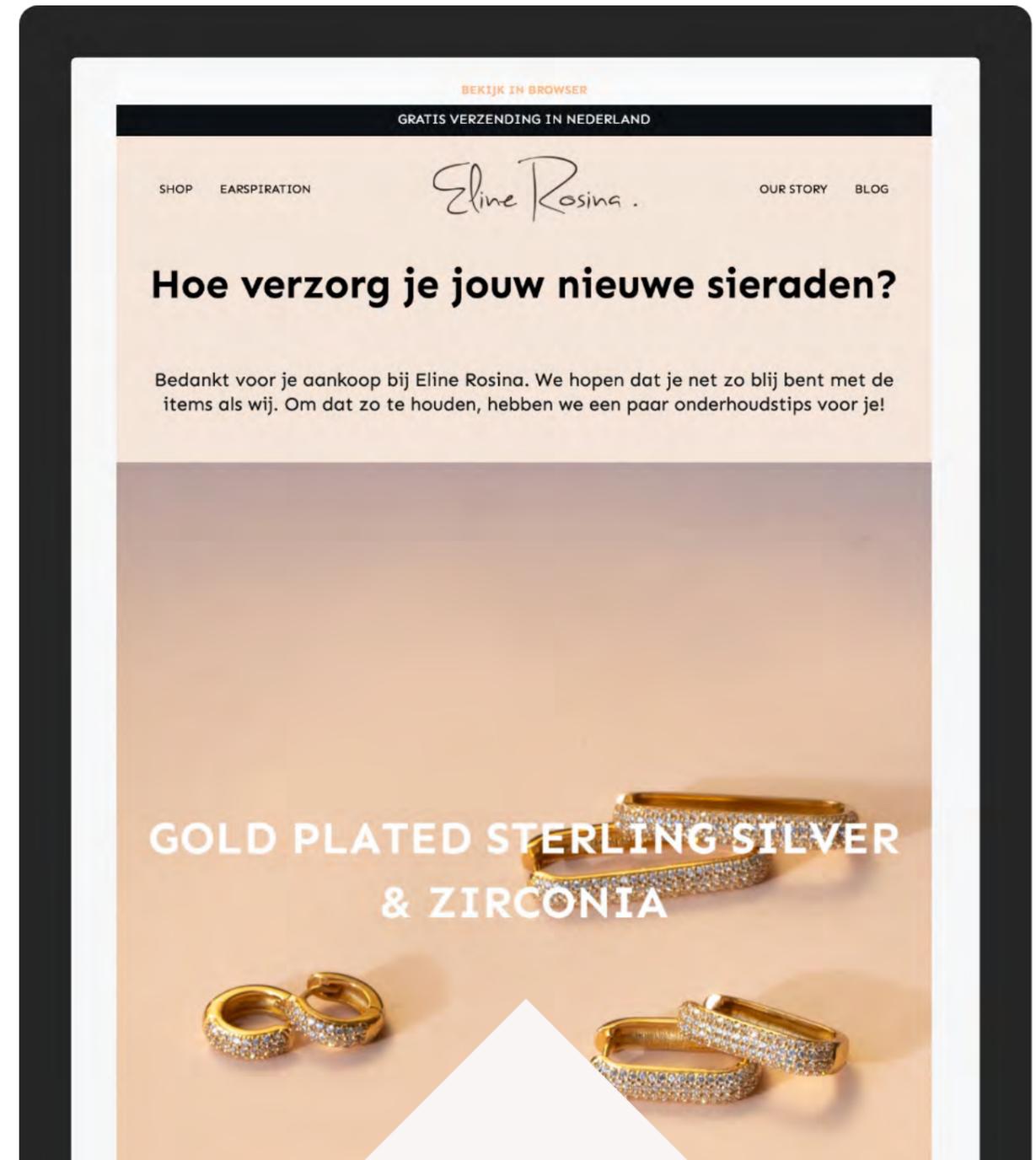


"If you fill an email message with information about an order, you can put in a request with Klaviyo to see it as a transactional email. We did that for the Sneakin delivery updates, because it has the advantage that you can also send it to customers who didn't subscribe to your email marketing. Klaviyo is careful with allowing this because they are determined to keep your account healthy and not have your emails seen as spam, but if you make a good case they will help you out."



Mail: Your freshly roasted beans are on their way to your doorstep!

For Fascino, the post-purchase mail is all about building brand awareness. There is no button in this email, nothing to boost conversion rates: just a nice, personal, enthusiastic message from the owners, about the story behind the brand and its values, and an unassuming invitation to visit their About-page.



Mail: How to keep your purchase in pristine condition

For a variety of products, maintenance is a topic that customers might want to know more about after their purchase. Our client Eline Rosina for instance, a jewelry brand, sends customers an email with tips and advice on how to clean various types of metal and precious stones.

Pre-sale

When your brand launches a new product, it can never hurt to generate a lot of buzz even before the product is available. That way you can engage customers way before they actually receive their product, build anticipation, and also create a sense of scarcity. Email marketing is a perfect way to do all this, as you can see from the example of Veloretti.

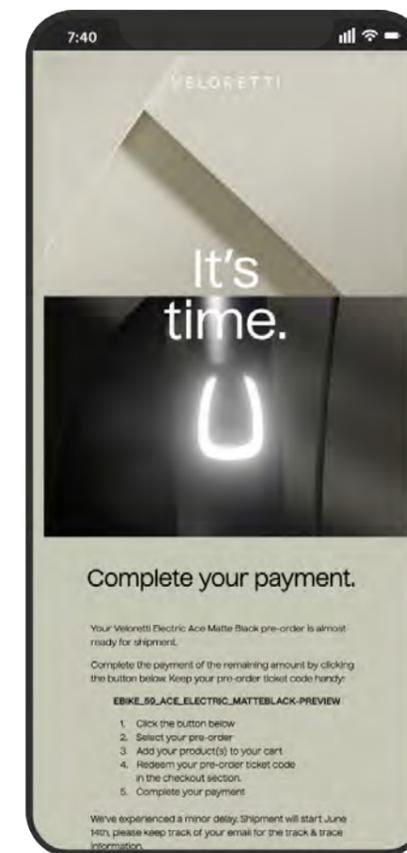
This popular Dutch bike brand planned to launch their very first e-bike, and offered customers the chance to pre-order by purchasing a ticket in their webshop. Since Veloretti wanted people to commit to actually buying the e-bike, they asked for an advance payment. By paying an amount upfront, the customer bought the right to purchase one of the coveted e-bikes as soon as they were available to order. They received two emails: one after buying the pre-order ticket, and one when the product was ready to be shipped.

Mail 1: Here's your pre-order ticket!

Timing: 10 minutes after order is placed

Upon claiming one of the pre-order tickets, customers received an email with a discount code for the amount they paid for the pre-order. This was their proof of payment. We chose to register the advance payment as a discount code, because both Shopify and Klaviyo offer some nice features for that.

As you can imagine, we wanted the discount codes to be unique per customer (remember Midge's Email Hack #2? That's why...), which Klaviyo allowed us to do. In addition, we wanted the discount code to be valid for three months, and available to be used in subsequent emails.



Mail 2: Complete your order

Timing: when the product is ready to be shipped

As soon as the e-bikes were ready to be delivered, we started sending everyone who bought a pre-order ticket a second email. We asked customers to complete their order by clicking a button: this button automatically registered the discount in the checkout, and also made sure the bike in the checkout was the type and colour originally ordered.

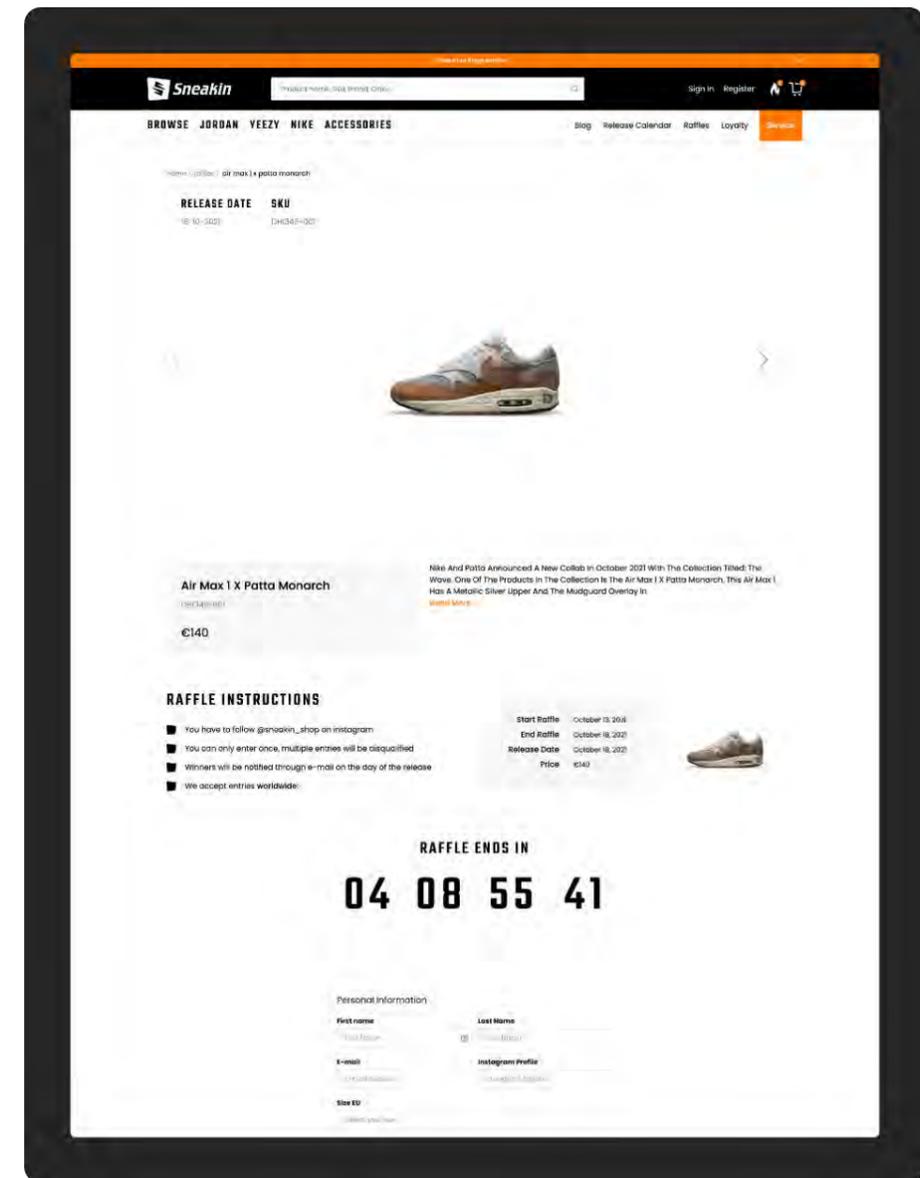
As we habitually do with back-in-stock emails (see also Midge's Email Hack #11), for this email we also worked in batches, to ensure Veloretti and their shipping partners could handle the sudden increase in orders.

Raffle campaign

Like Veloretti, our client Sneakin regularly has exclusive products to offer that are coveted by their audience. Every once in a while they organize a raffle campaign, where subscribers have the opportunity to win the privilege of buying a pair of very limited-edition sneakers.

At Code we designed this campaign by reimagining the standard newsletter opt-in as a raffle-signup-form. In it, we asked for the subscriber's name, address, insta, shoe size, and added a checkbox to subscribe to the Sneakin newsletter.

All subscribers to the raffle were grouped in a single email list, and we instructed Klaviyo to randomly pick two names from it. Those two subscribers received an email telling them they won the raffle, while the others were gently informed that, sadly, they hadn't. At first, we got a 70% open-rate for these emails, but we drastically improved it with a tiny adjustment... check out Midge's Email Hack #13 to find out how!



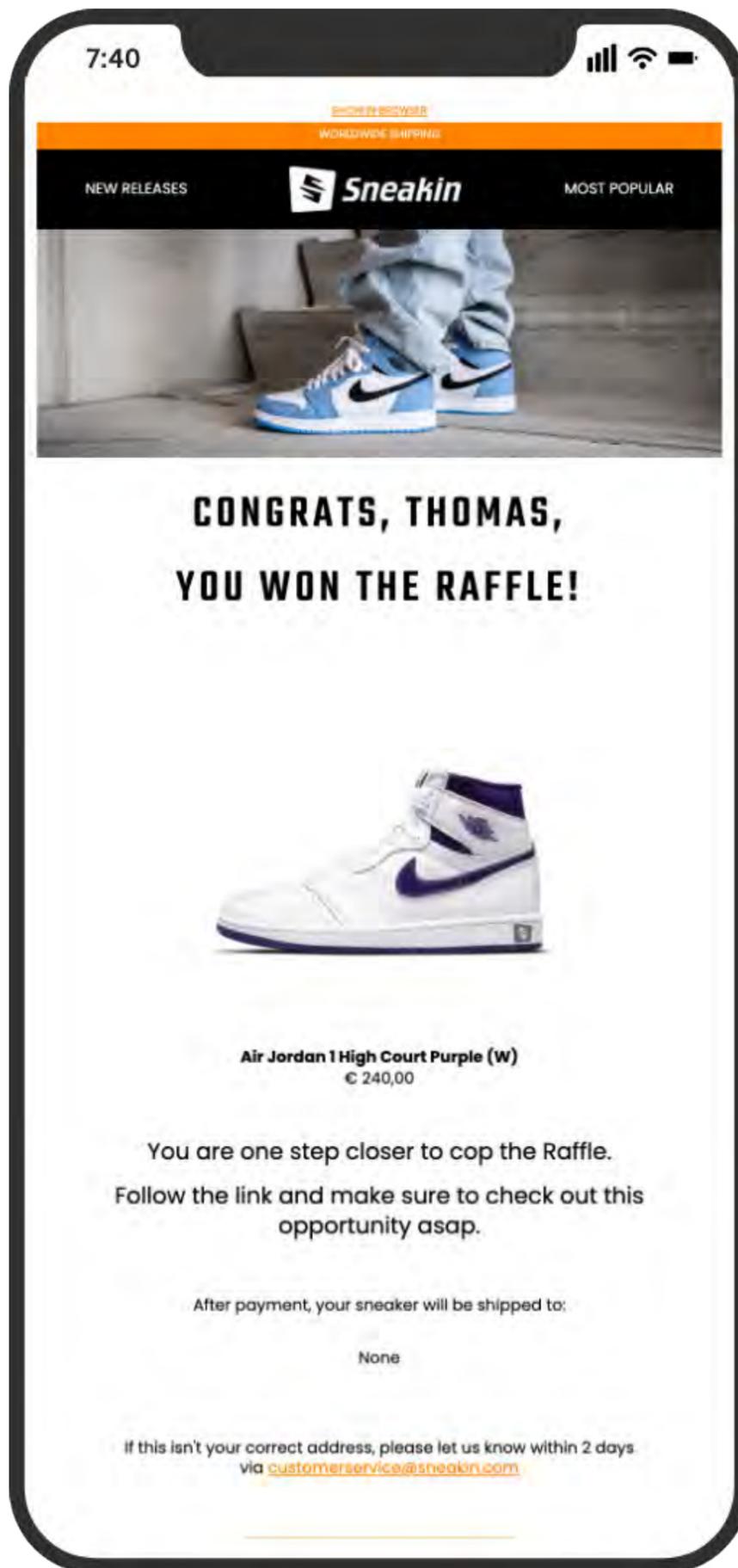
Midge's Email Hack #13



"We got a 20% higher open-rate (from 70% to 90%) for Sneakin's raffle emails when we changed the subject line from 'You won/lost' to 'The raffle results are in'. This just goes to show that continuous tweaking and testing really pays off big time every once in a while!"

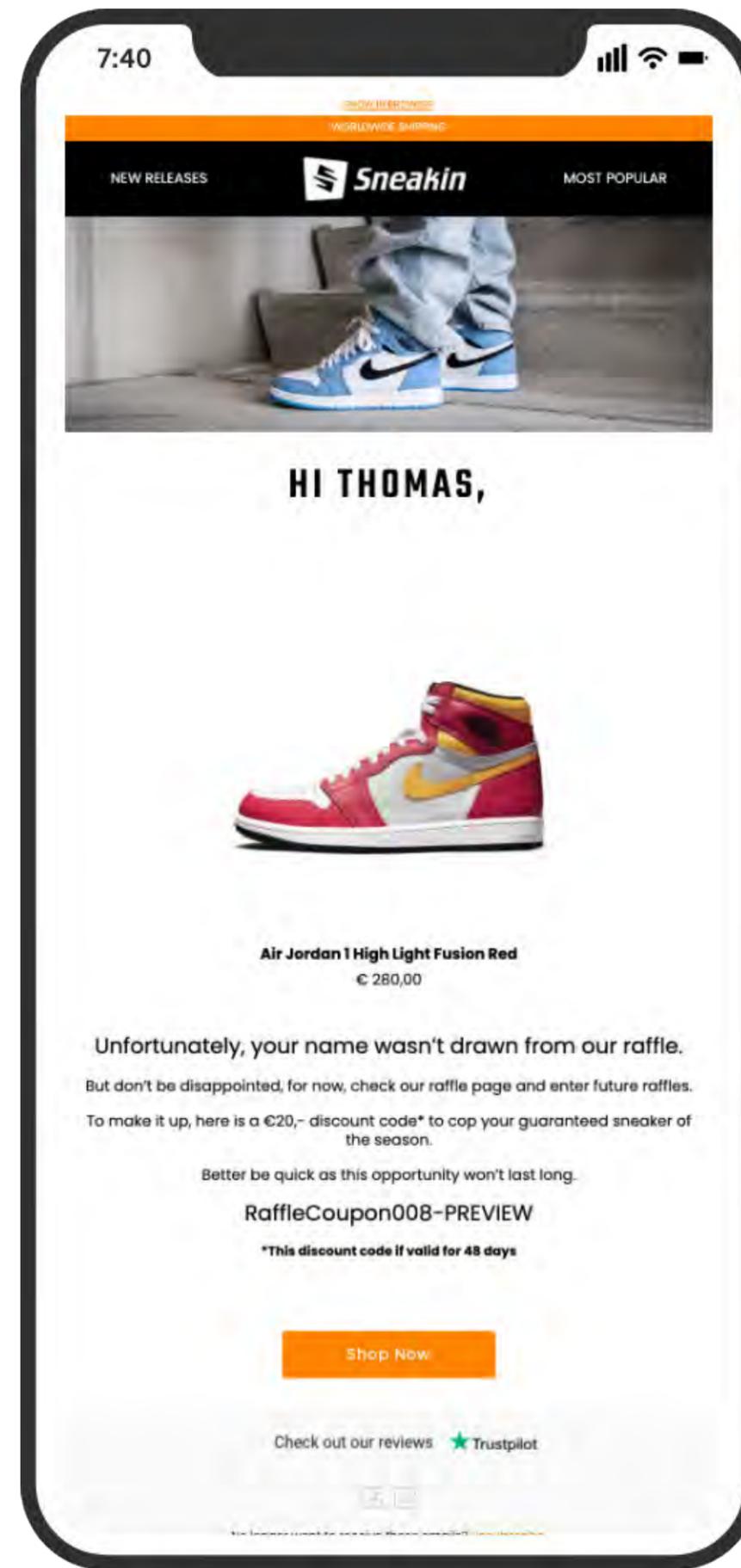
Mail: You won the raffle!

This email congratulated the winner on their luck, showed a big image of the sneakers in question, and offered instructions on how to actually buy them.



Mail: Better luck next time...

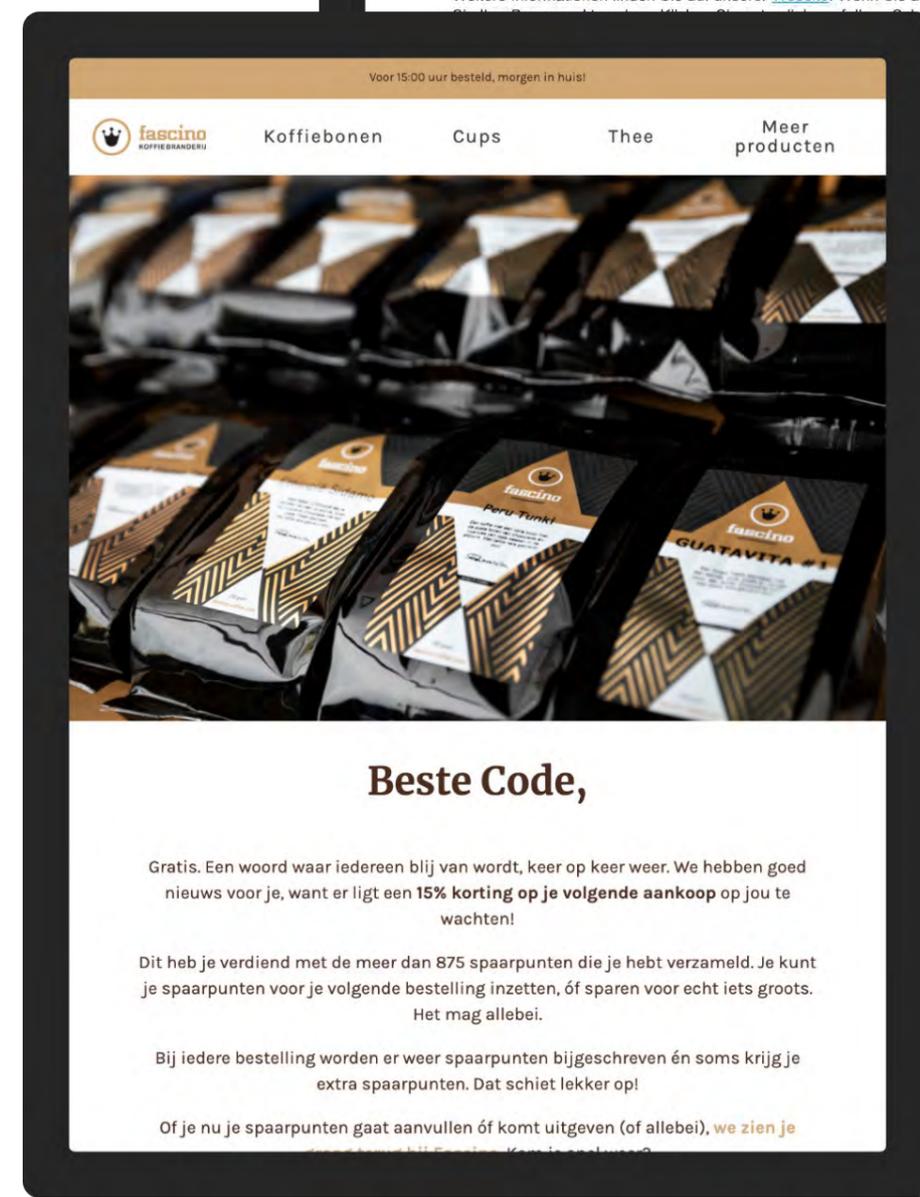
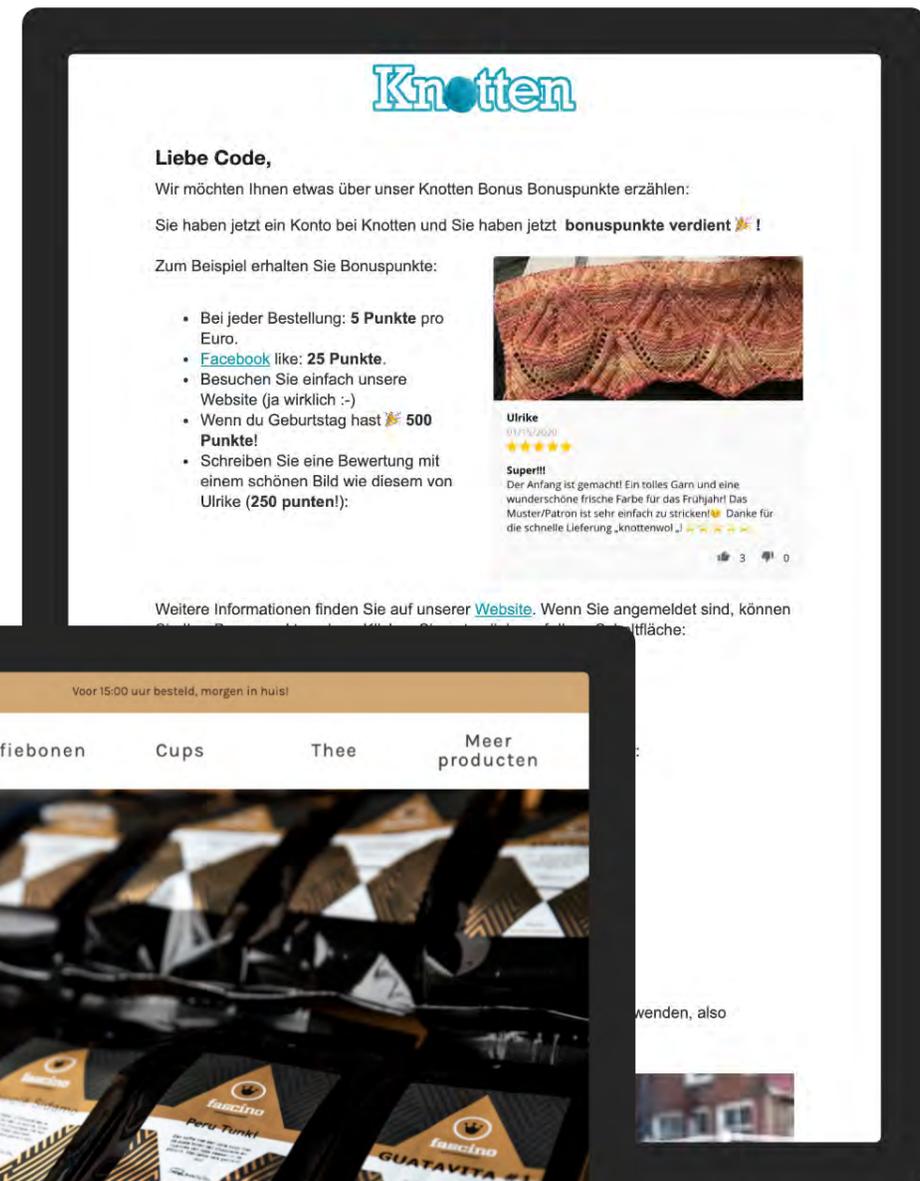
In this email Sneakin offered people who didn't win a discount code to soften the blow a bit, and encouraged them to keep participating in future raffles.



Loyalty program

Most apps that facilitate loyalty programs for your Shopify webshop (such as Loyalty Lion, Smile, or Growave) have an email option, but this is often very limited in terms of branding and layout. If you connect your loyalty app with Klaviyo you have many more options. Klaviyo can predict a customer's next purchase, for example, based on their purchase pattern so far. This works especially well with products like razor blades and toothpaste and such, which people need to replace on a regular basis.

When Klaviyo tells you a customer buys a new shampoo bar every 6 months, you can send them an innocent-looking email about 7 days before they will buy again, reminding them of the amount of loyalty points in their account and suggesting what reward they might claim with it. The customer will be more likely to use any discount codes for their upcoming purchase, or do something else with their loyalty points when they are in your store to buy new shampoo.



Product quiz

Currently there is a trend in e-commerce to offer customers a more and more personalized shopping experience, even if it is online. This strategy is particularly suited to fashion, where sizes, shapes, colours and styles are all very personal. It also works brilliantly for a connoisseur audience buying products like books, coffee or wine.

A very useful tool for personalized shopping is offering visitors of your store an online decision aid or product quiz, with which customers can determine what product suits their personal needs, tastes and preferences best. When they have completed the test, send them their results via email - which, incidentally, creates another opt-in possibility, in addition to the opt-ins elsewhere on your site. Clients love filling out the questions and seeing their results, and it's a very good way to build a loyal following.

A pioneering brand who used a decision aid to better serve their audience is Thinx, a US-based company selling female hygiene products. Their online questionnaire 'Know your Flow' is an absolute conversion booster: almost everybody taking it completes all the questions, and conversion rates are an incredible 7 to 8 times higher than for other visitors.

At Code we only just started to explore this, with the help of Octane. This Shopify app integrates seamlessly with Klaviyo, always a plus! Before they fill out the questionnaire we ask customers for their email address, so we can load their data into Klaviyo. With this data Klaviyo can group customers according to their personal taste profile, and send the various segments personalized emails catering to a particular profile.

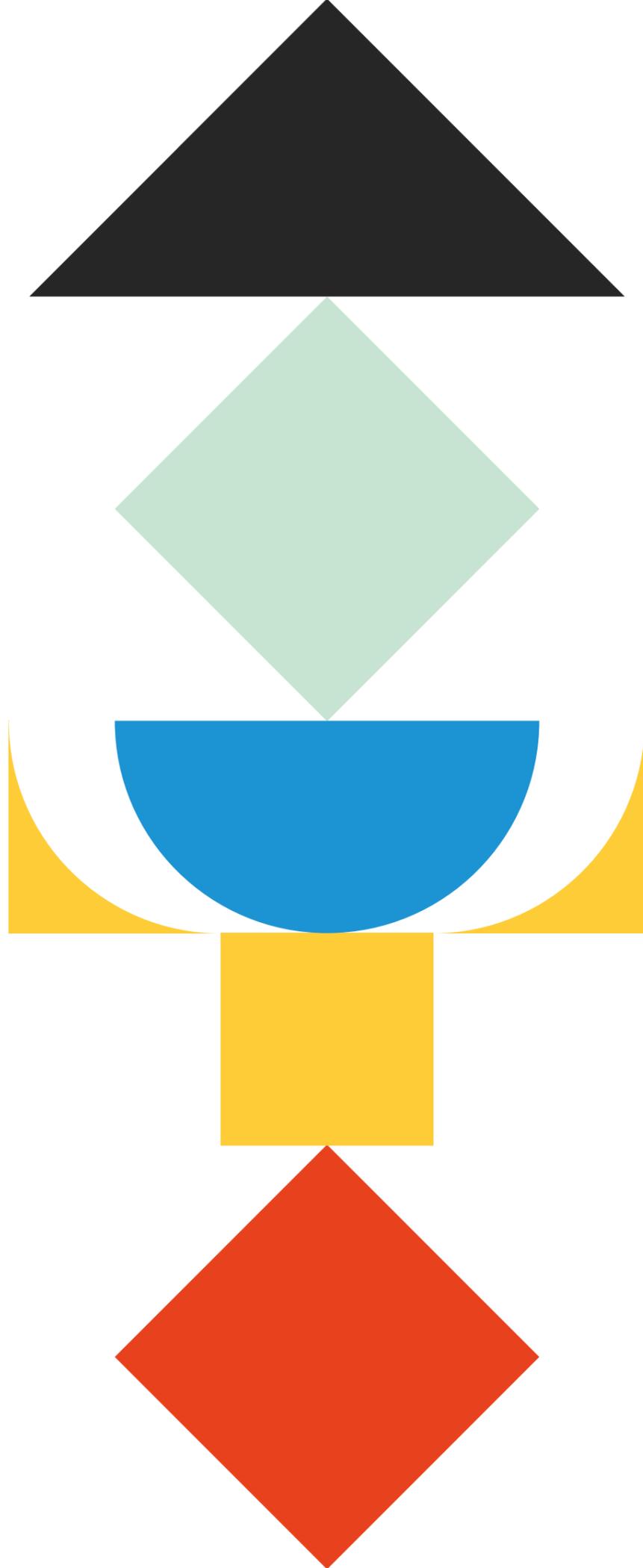
Of course when you have made the effort to develop a product quiz for your online store, you want to get some mileage out of it! You can easily add a link to the tool in many other email flows, such as the welcome series and the abandoned checkout flow, particularly in emails where you offer the customer assistance.





Chapter 3

**Email Marketing
made easy with
Code and Klaviyo**



Email Marketing made easy with Code and Klaviyo

You might have noticed we casually mentioned Klaviyo here and there in this e-book.

Then you might also have noticed that at Code we're huge fans! We made the switch to Klaviyo back in 2019, when Shopify and Mailchimp parted ways and we needed to find an alternative for Mailchimp. From the start, we were in awe of the user-friendliness, the many, many, MANY useful features and the overall niftiness of Klaviyo's software. And of the results it got for our clients.

Well, you've seen them in the preceding pages.

Hence, if you ask us what we would recommend, it's Klaviyo. Hands down. Klaviyo has a logic that seamlessly answers to your needs as an e-commerce brand. It's like this great big toolbox full of useful tools that at first you don't know the function of, but cannot do without as soon as you start trying them out. And they keep improving them, too.

Why you will come to like Klaviyo, too

Klaviyo enables you to monitor the behaviour of the people receiving your emails in great detail. With that information you can start tweaking and split testing to improve your conversion rate. What kind of emails do you send your customers? How long should they be, and should they have images or not? What could you change about the subject line to boost open & click through rates? In what segments should you divide your customer base to further personalise your emails?

Klaviyo is like Shopify in the sense that it is so user-friendly that anyone can start working with it – but if you really want to make a splash with your email marketing you can't ignore Code. Our Klaviyo team, headed by Midge, brings years of experience to the table and will lift your email marketing to unprecedented levels. What's more, by integrating Klaviyo with your Shopify store, Shopify apps (such as Loyalty Lion, Octane, or customer review apps) and other business software, we will open up completely new horizons for your brand.

Code is Platinum Klaviyo Partner

We're very proud to say that Klaviyo recognizes our efforts and expertise as well: when we started working with them, Code quickly became the first Platinum Klaviyo Partner in the EU. You don't become Platinum Partner for nothing. It means we help a lot of clients and that those accounts are healthy, meaning our emails are rarely seen as spam – which indicates that our emails are opened and read relatively often.

As a Platinum Partner we can also offer our clients a few nice extras, such as a quarterly growth report, higher-quality analytics, early access to new features, and our own Channel Success Manager at Klaviyo who makes sure we can help our clients even better.

Code's Klaviyo package in 4 steps

Suppose you're quite impressed by that 25 to 50% revenue we rake in for our clients, and you're thinking of having Code do your email marketing. What can you expect of our Klaviyo package?

One thing we can guarantee is that we will work very closely with your brand. Because we know how important brand consistency is, we make sure to use your own branding and tone-of-voice, the content and images you and your team deliver to us. Depending on your wishes, budget and situation, we'll determine a viable strategy and get to work.

Throughout it all we check in with you regularly and constantly keep communication lines open. That way you always know where we are in the process, and us Coders have the opportunity to pick your brain on how your customers behave and where we can automate that. Because in the end, you know your customers best.

Onboarding

We start by opening an account, and importing the database from your previous email program. Then we implement the email flows you read about in the second chapter of this e-book, one by one.

Subsequently, we will A/B-test them for a while: what is the best timing, subject line, content? Should we use a header image or not? A formal or informal tone-of-voice? Should we exclude certain customer segments from certain email flows?

Expanding and finetuning

After onboarding, every month we will have a look at how to further improve existing flows, and which new flows and campaigns to set up. If necessary we create new customer segments, for instance to reach a very specific audience for a campaign. Each adjustment and each new email flow is of course tested, in line with your brand strategy.

Cleaning up your email list

What we often do is remove inactive customers from your email list. We send them a message asking if they still want to receive emails from your brand, and if we don't get a positive reaction we remove the address from the list.

Midge: "Clients often have to get used to this a bit, because in many cases they have patiently gathered these email addresses over years of time, and it feels as if they're throwing away a valuable asset. But trust me, it's rewarded in various ways: your lists are shorter, which lowers costs; open- and clickthrough rates will increase because all the inactive recipients are cut out, which convinces Google to not mark your emails as spam as quickly; and your revenue from email marketing will increase."

Feedback loop with your webshop

When a client is successful with Klaviyo, it often comes with adjustments to their Shopify webshop as well. Their brand grows, their team starts thinking about new features and campaigns for their webshop – like offering subscriptions – and to communicate those to their customers they use Klaviyo. This in turn leads to more growth, and the process repeats itself. It works together beautifully.

Interested?

You're always welcome to have a sparring session about your email marketing. We can tell you all about cost, the kind of results that are feasible for your business, and how we propose to execute any specific requests you have.

Give us a call, send an e-mail or drop by in Delft, Amsterdam or Berlin. We're happy to get to know you and your business!

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[Click here to learn more about Klaviyo & book a demo.](#)

About the authors



Midge Hazewinkel

is Head Klaviyo at Code. Since 2019 he refines and improves marketing emails on a daily basis, until he has found the best-converting combination for our clients. Hence, Midge knows all the viable strategies and benchmarks, knows what works for which clients and which line of business, and has the technical knowledge to customize Klaviyo to fit your needs as a brand. Thanks to his efforts Code quickly became the first (and so far only) Platinum Klaviyo Partner in the EU.



Linda Bleijenberg

Copywriter and business blogger Linda Bleijenberg has been writing for Code since our Shopify adventure began, in 2017. Because of her familiarity with Shopify, in 2019 Shopify headquarters asked her to set up the official Dutch Shopify blog for their recently launched Dutch website. As Editor-in-Chief of the blog her knowledge of Shopify, content marketing and e-commerce has steadily expanded ever since.

This e-book is powered by Klaviyo.

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Thank you for collaborating with us on this e-book:
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