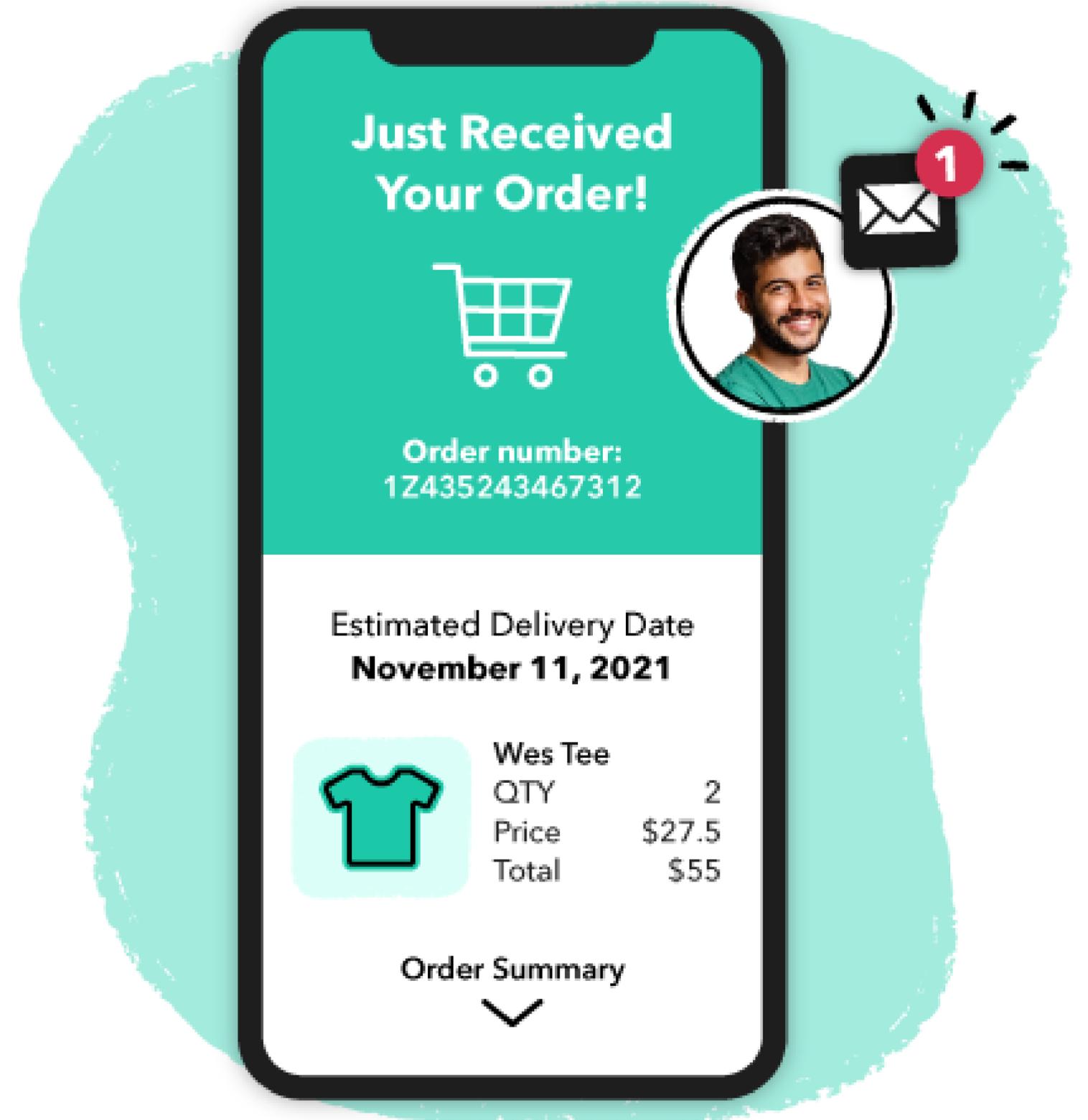


WeSupply.

How to Create Successful Post-Purchase Email Campaigns

Build an effective post-purchase email flow that helps you increase customer satisfaction and drive revenue growth!



The beginning of their shopping experience starts with the moment a visitor considers making a purchase from your eCommerce store. What comes next is not history: the post-purchase experience is just as important as drawing your audience to your online store, and your efforts to keep new and existing customers engaged after making business with you will pay off.

In this guide, we will provide you with useful steps and tips to help you create a successful post-purchase email flow that helps you increase customer satisfaction and drive revenue growth.

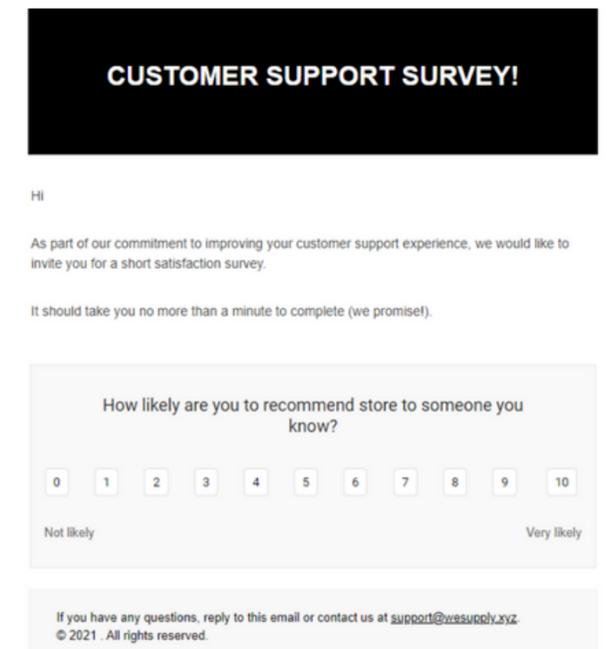
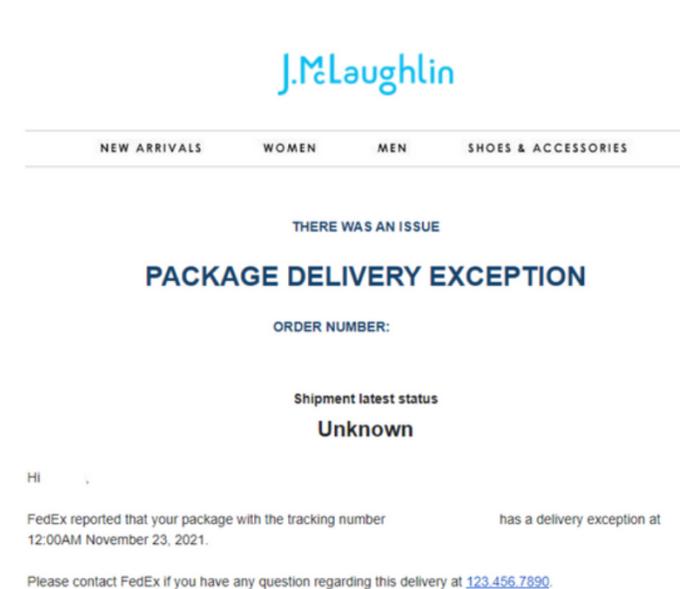
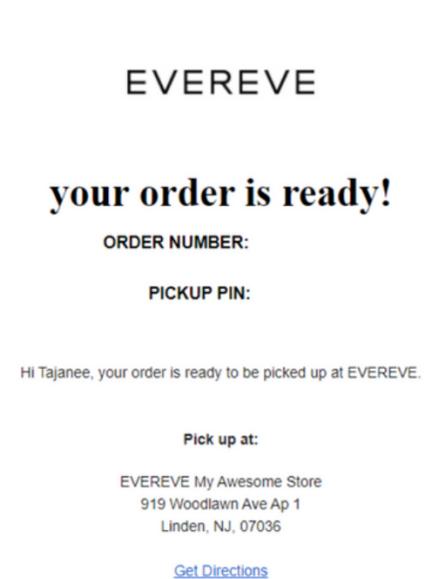
Post-Purchase Emails Types

First and foremost, there are a few different types of post-purchase emails that fit different points in a buyer’s journey, such as:

- ✔ Order confirmation
- ✔ Shipping confirmation
- ✔ Company stories
- ✔ Company news
- ✔ Blog content promotions
- ✔ Loyalty programs
- ✔ Special discounts and offers
- ✔ Subscription programs
- ✔ Reactivation campaigns

Each of these types plays a significant role in your email marketing strategy, helping you attract and retain customers at different stages.

Here are some examples to keep you inspired to create the successful email campaign your eCommerce business deserves:



How to create a post-purchase email campaign?

✔ Set campaign goals

You need to have a destination in mind and then move towards it. Set SMART (Specific, Measurable, Attainable, Relevant, Timely) goals for your post-purchase email campaigns in order to see results and notice any improvement to your eCommerce business.

✔ Email list segmentation

Who are the people you're trying to reach? Think about your audience and create multiple lists for your campaign to make sure you're targeting the right customers at the right time.

Bonus tip: check for consent before sending emails! Double-check to see if anyone has unsubscribed from your email list and update contact information whenever possible for the best results.

✔ Roadmap and strategy

After setting SMART goals, you need to clarify the steps you need to take in order to achieve your post-purchase email campaign objectives. Create a roadmap that will help you stay on track and keep moving forward.

✔ Writing the emails

When it comes to email copy, you need to be concise and transparent. Let your customers know why you're contacting them and how they can benefit from your offers. Using clear but convincing call-to-action statements is necessary in order to encourage new and existing customers to take the desired action.

✔ Adding visual elements

Don't rely solely on words, a picture is worth a thousand words. Using branded visual elements will help you create a better connection with your customers and establish your brand identity. For instance, WeSupply enables you to customize your delivery notification however you desire, from logo to brand colors and other visual elements.

✔ Setting up the campaign

Now that you have your email list, copy, and visual element, you can finally set up your post-purchase email campaign! Create a checklist to make sure you've taken everything into account and proceed with the email flow.

✔ Analyze and optimize

Knowledge is power, so keep track of your numbers and identify any issues before it's too late. You can also test and optimize your campaigns for better results and foster successful long-term customer relationships.

What you need to monitor and optimize

Just sending out emails is not enough, you need to collect and analyze your email data and improve in the future. In this regard, make sure you keep track of important metrics, such as:

- ✓ Open rate
- ✓ Delivery rate
- ✓ Click-through rate
- ✓ Unsubscribes
- ✓ Bounce rate
- ✓ Conversions

Keep an eye on your logistics analytics and you'll see a better overall performance that will help you drive more sales.

Creating a personalized and fully-branded experience

Use post-purchase email flow to build customer loyalty and maintain positive customer relationships. From branded tracking pages to personalized offers and recommendations, make sure you utilize customization options to your advantage.

For instance, WeSupply enables you to choose from 6 fully-customizable designs to create a tracking page that fits your brand identity. You can pick your design, upload your logo, select your brand colors, and even add CSS styling or custom HTML directly to the page.

Conclusions

Creating a successful post-purchase campaign is not always a walk in the park. You need to be patient, thorough, and consistent. In time and with experience, you will succeed in coming up with effective email flows that will generate the number of sales you've been dreaming about and drive the engagement your eCommerce store needs in order to thrive in this ever-changing business environment.

Using WeSupply, you can tackle some of these areas and obtain your desired results:

