

# Email marketing strategies for ecommerce success

Email marketing success requires acquisition of new customers, conversion of subscribers and retention of existing customers to build brand awareness and customer loyalty. Email marketing drove 17.7 percent of online orders in 2014.<sup>1</sup> MarketForce, Digital River's interactive marketing services team, delivers end-to-end global email expertise to maximize response and revenue through enhanced customer relationships with unrivalled client support.



## Acquire new customers

66 percent of all email in the US is now opened/read on smart phones or tablets, while only 34 percent is viewed on a desktop.<sup>2</sup> It's key to ensure your emails can be viewed on mobile devices:

- Add multiple easy email sign up areas on your site
- Offer free trials and capture email addresses at sign up
- Collect emails on landing pages and during product registration
- Purchase targeted lists
- Leverage paid advertising to drive targeted leads to your site
- Implement mobile text-to-join

For every \$1 spent, \$44.25 is the average Return On Investment (ROI) on email marketing.<sup>4</sup> Leverage our MarketForce team to engage your customers with your ecommerce store.

## Engage and convert subscribers

Lifecycle email marketing campaigns generate results. Research shows that automated campaigns increase engagement and response, and personalization and product recommendations were among the top email tactics in 2014. Implement these tricks in order to be successful:

- Create a welcome program
- Optimize your subject lines
- Test promotional offers
- Create customer profiles
- Cross-sell on purchase history
- Segment your list

## Retain existing customers

A repeat purchaser has significant more worth than a new customer. 55 percent of U.S. online shoppers are likely to abandon their online purchase if they cannot find a quick answer to their question.<sup>3</sup> To keep your customers:

- Offer customer service via social media channels
- Cross-sell and promote in post-order communications
- Send reminder emails
- Create a rewards program
- Send a content-rich newsletter
- Insert samples of new products or free trials with purchase

## Leave the emailing to us

With MarketForce, you gain the extensive knowledge and expertise you need to market effectively and the ability to tailor a program specifically to your needs.

## MarketForce services

- End-to-end: Don't worry about a thing. Our full-service digital agency will implement your email campaign from end-to-end, including design, email list management, segmentation and testing to generate improved results at every step.
- Multi-touch: Keep in touch with your customers. Our email marketing campaigns begin with new customer acquisition and continue through the customer lifecycle.
- Optimized: Narrow down your target. We use response and behavioral data to identify your most profitable customers.
- Repeated: Keep it going. Automate your email program to target customers effectively and drive incremental revenue.
- Platform-agnostic: Our powerful, platform-agnostic services deliver valuable and flexible lifecycle messaging and strategies.

1 <http://marketingland.com/important-e-commerce-marketing-trends-2014-holiday-season-mean-2015-117121>

2 <http://marketingland.com/majority-emails-opened-apple-devices-android-users-pay-attention-115945>

3 Forrester Research, Demands For Effortless Service Must Influence Your Customer Strategy, 2014

4 <http://emailxpert.org/infographic-10-must-know-email-marketing-stats-2014/>



Email Services

In a recent 2015 BlueHornet survey to over 1,800 consumers across the United States, 43.8% of respondents said that they prefer to hear from companies on a weekly basis through email communications.

## About Digital River

Digital River, the revenue growth experts in global cloud commerce, helps companies of all sizes build and manage their online businesses, maximize online revenue, reduce costs and minimize risk. Founded in 1994, the company is headquartered in Minneapolis, with offices across the United States, Asia and Europe.



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