

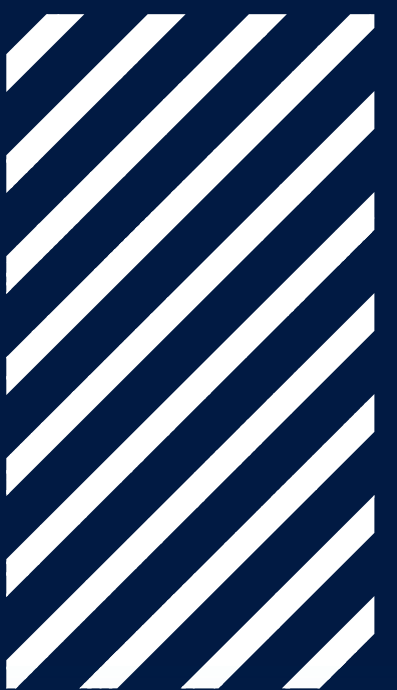


2023

ebook THE FIVE
FUNDAMENTAL

MARKETING FLOWS

EVERYTHING YOU NEED TO KNOW ABOUT
DTC ECOMMERCE CONSUMER BEHAVIOR
AND THE MOST EFFECTIVE WAY TO
CAPTURE REVENUE VIA AUTOMATED EMAIL
AND SMS MARKETING FLOWS.



INTRODUCTION

This guide will walk you through the essentials of email and SMS marketing using the five fundamental flows you should be leveraging to guide consumers through the sales funnel from prospect to (loyal!) repeat customer.

THE 5 FUNDAMENTAL FLOWS

The five fundamental flows include the Welcome Series, Browse and Product Abandonment, Cart Abandonment, Back-inStock, and Price Drop Flows.

Customer experience is the name of the game here. Focus on adding value to the shopping experience, with respect to the consumer's progress toward making a purchase.

AUTOMATION VIA TRIGGERED EMAIL / SMS

Setting up a robust triggered email/SMS funnel is the best way to automate a customer experience that will delight your prospective customers and drive maximum revenue.

Any of the below messaging sequences can be sent via email or SMS message. Adjustments to the format are obviously necessary (i.e. SMS messages don't give you as much visual surface area as emails do), but the same tactics work in both channels.

1 WELCOME SERIES

Description: The first conversation with a new potential customer.

Objectives:

- Welcome them to your brand
- Provide more information about your unique value propositions
- Add value with unique content
- If applicable, provide a welcome discount



2 BROWSE & PRODUCT ABANDONMENT

Description:

For shoppers who have demonstrated a specific level of intent by browsing your website and/or clicking on specific products on your website, but didn't add an item to their cart. These kinds of shoppers can be separated into two categories: Browse Abandonment and Product Abandonment.



BROWSE ABANDONMENT

For shoppers who browse the website in general or click into a category of products but don't click on an actual product.

PRODUCT ABANDONMENT

These are similar to browse abandoners, however, they have shown the next level of intent by clicking on one or more products (but did not add anything to their cart).

3 CART ABANDONMENT

Description:

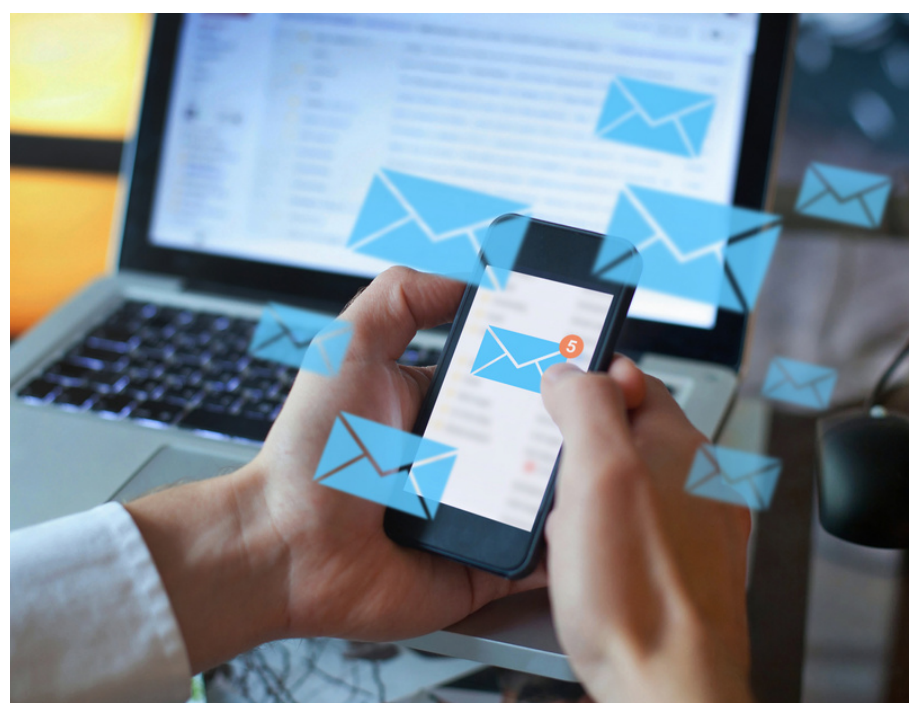
Cart abandonment messaging is the most effective and most common behavioral marketing tool at your disposal. It's used to re-engage high-intent shoppers by populating images, prices, and details of items they added to their cart and direct the customer back to the checkout page with one click.

4 BACK-IN-STOCK

Description:

Back-in-stock alerts give consumers an easy way to get notified once the product that they were in search of is restocked. This is especially useful for products that come in multiple sizes and color varieties.

These back-in-stock messages are simple. They should highlight that a product the shopper viewed before is now back in stock. If the shopper's selected size has been restocked, then the message should include verbiage that their size is available.



5 PRICE DROP

Description:

As the name implies, price-drop messages highlight exactly that. They are sent to consumers who have viewed a certain product that has dropped in price by a certain threshold (e.g. 5% or more).

This flow should emphasize that the product has dropped in price, and include clear statements like, "A *product you viewed* has dropped in price."



For more detailed information about discount strategy, how to set up series length and cadence and triggers for all of these flows, download *our full e-book!*

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