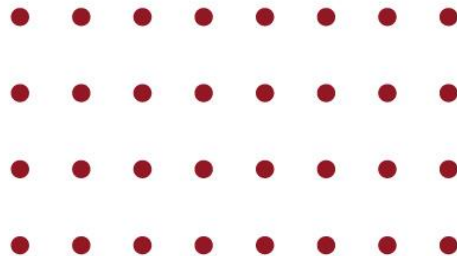


Consumer Experience
in the Digital
Environment

Marketing Automation and e-Commerce Unit 10





Contents

- Definition of marketing automation
- Marketing automation software
- Marketing automation workflows
- CRM software
- Web analytics software
- Examples of marketing automation strategies



What is e-Commerce Marketing Automation?

E-commerce marketing automation consists of software designed to automate time-consuming marketing operations including contacting prospects again, sending emails, and gathering data.

You may save time by developing and launching campaigns by automating your e-Commerce marketing. For menial or boring tasks, you no longer need to recruit employees.

The software has been developed by firms and developers to take labor-intensive repetitive activities off your plate so you can concentrate on other areas of your business.

The 4 Components of eCommerce Marketing Automation



1 Marketing
Automation
Software



2 Workflow Automation



3 Customer Relationship
Management (CRM)
Software

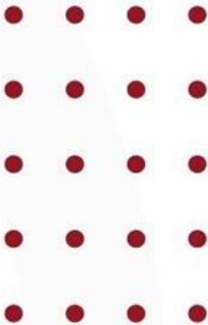


4 Web Analytics
Software

1. Marketing Automation Software

The main goal of marketing automation software is to make your marketing procedures simpler and more efficient. You can use it, for instance, to automate boring operations like email marketing.

Marketing automation technologies can assist in tracking and analyzing sales and marketing data.





MARKETING AUTOMATION

2. Workflow Automation

Workflow automation solutions are frequently used by high-volume businesses to guarantee that orders are processed quickly.

When orders are dispatched or returned, workflow automation software may track inventories and ensure that customers are billed accurately, among other things.

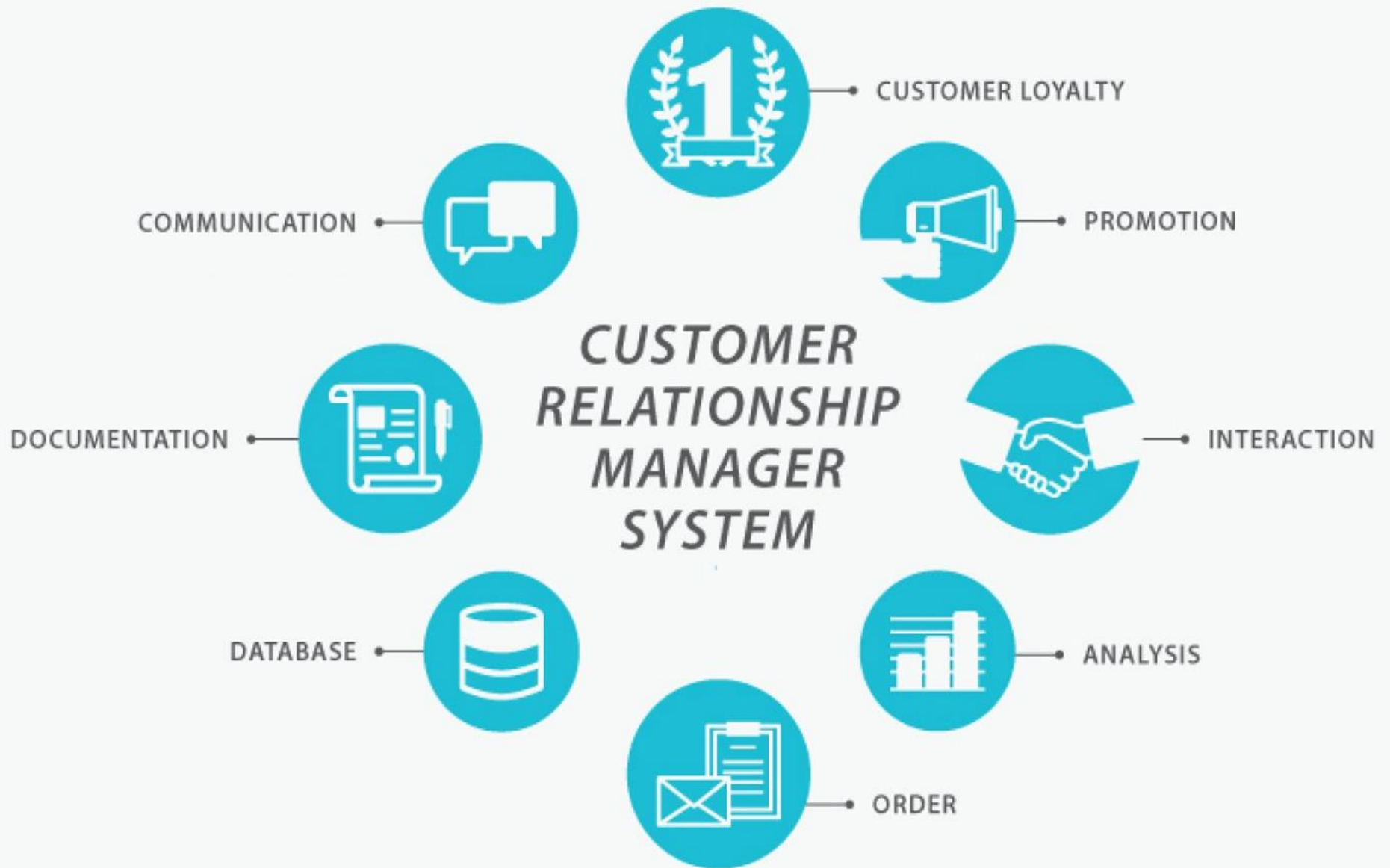
Based on past performance and anticipated demand, some process automation solutions can also offer recommendations.



3. Customer Relationship Management (CRM) Software

The CRM system essentially provides a central place where businesses can store customer and prospect data, track customer interactions, and share this information with colleagues.

It allows businesses to manage relationships with customers, helping the business to grow.



4. Web Analytics Software

With web analytics, you can discover details about how visitors interact with your website or online store. Metrics like bounce rate, page views per visit, and time on site must be tracked to determine which pages are performing well and which ones need to be improved.

With data from web analytics tools, you may assess the effectiveness of your campaigns and the UI/UX of your website.



Best e-Commerce Strategies to Nurture Leads and Customers

➤ Abandoned Cart Emails

Visitors frequently add items to their shopping carts but never actually complete the checkout procedure. Though people frequently forget about their cart, they might want to store it for later. You can create an abandoned cart email campaign that will automatically send out a message reminding users of the things they never truly purchased rather than losing these customers. This is an automatic way to help you enhance sales for a very small cost.

Best e-Commerce Strategies to Nurture Leads and Customers

➤ Cross-sell and Upsell Emails

Customers who buy something from your store will probably get a confirmation email. Often, the e-Commerce platform you are using generates this automatically. Nevertheless, the majority of consumers never hear back from the shop they just bought from after receiving this initial email.

A cross-sell or upsell email campaign automatically notifies your former clients of the opportunity to make another purchase from you. To increase the likelihood that customers would place another order from your store, you should include an incentive (such as a discount voucher) when you put up a campaign like this.

Best e-Commerce Strategies to Nurture Leads and Customers

➤ Customer Engagement Emails

If customers can register for an account in your store, you ought to have a ton of important information about them. Sending consumers a "Happy Birthday" message together with a special offer via customer engagement emails is a fantastic approach to deepen the bond between your company and its customers.

By fostering this relationship, you may transform your consumers into brand evangelists who will tell their friends and relatives about your store.





Best e-Commerce Strategies to Nurture Leads and Customers

➤ Promotional Emails

Let's say you ordered a lot of a particular product since your supplier was offering a great deal. You now choose to launch a campaign and give that specific item or category a discount.

Setting up an email campaign to promote your offer to everyone on your list is the easiest and most affordable strategy to increase sales. On the other side, you can send a message to your list informing them about a product's low stock and your desire to sell it to purchase its new variety.

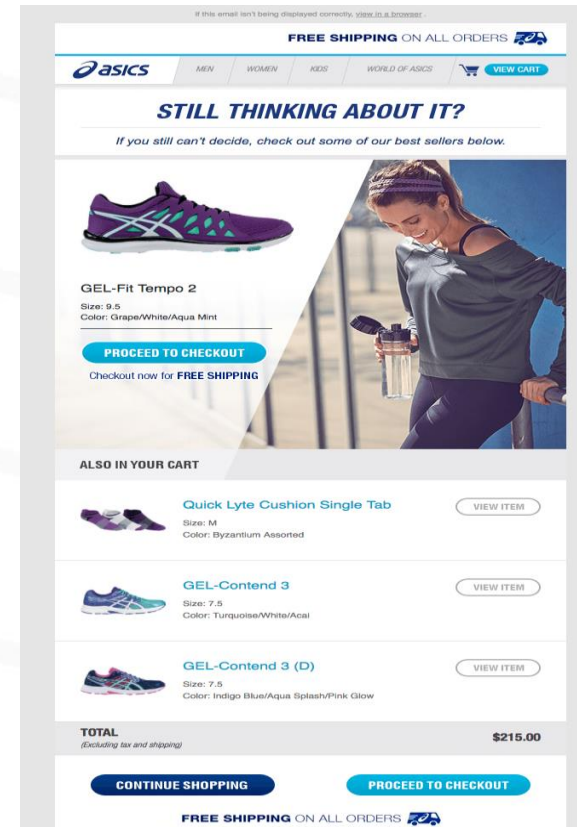
Why Use Email Automation?





- Automations help you add a personal touch without the personal effort.
- They can be integrated and linked with your website, supporting real-time interaction and communication, customized to the specific user.
- They enable you to send the right message at the right moment.
- Once they are built and set up, you reuse them over and over.
- They are often triggered by specific actions taken by the user, meaning they can be synced easily with the intent of the customer and his position in your marketing funnel.

Typical Email Automation Use Cases

- Onboarding, welcome email series
- Re-engaging inactive users
- Thank you emails
- Order details and updates
- Abandoned cart and re-engaging them to come back and buy
- Retargeting leads and customers with the type of products you know they like
- Referral schemes
- Feedback and surveys

13



				
Free plan	Yes	No	No	No
Best features	<ul style="list-style-type: none"> - Advanced reporting and analytics - Automated email responder templates - Helpful in-app tips and support tools 	<ul style="list-style-type: none"> - Landing page reports - Easy automation creator - Live chat support 	<ul style="list-style-type: none"> - Thorough customer support system - One of the largest free templates libraries - Useful native features such as the survey and coupon 	<ul style="list-style-type: none"> - Sending time optimization - Competitive pricing for premium services - Advanced and sophisticated opt-in forms
Best for	E-commerce, publishers	Bloggers, E-commerce	Government, Educational Institute, Event Organizer	E-commerce, Publishers, Agencies
Customer support	Email, chat(bot)	Email, chat	Email, phone	Email

Questions?

Thank You