



EMAILS

101

EMAIL MARKETING

Learn to communicate to your customers in a more efficient and personalized way, resulting in increased revenue and customer retention.



Celerant[®]
Retail Commerce Software

EMAIL MARKETING

CRUCIAL TO YOUR DIGITAL STRATEGY

The primary goal of email marketing is to engage your customer base through targeted email communication by providing them with valuable and relevant content they are interested in. Email marketing should encourage subscribers to take action, such as making a purchase, leaving an online review or sharing the content with others. Retailers can increase sales significantly by sending the right message, at the right time, to the right customer.

Email marketing is also the most cost effective form of digital marketing, plus it's instantly trackable. Retailers can easily send mass emails to all of their customers using platform such as Mailchimp, or they can take this a step further and start automating emails and personalizing them, based on triggers in their Celerant point of sale and eCommerce software.

EMAIL MARKETING IS THE **MOST EFFECTIVE** AND **COST EFFICIENT** FORM OF MARKETING



BENEFITS OF EMAIL MARKETING

- ✓ All you need is your customers' emails and an email marketing tool
- ✓ Communicate to your customers, without restrictions, unlike pay-per-click
- ✓ Keep your customers engaged and increase brand loyalty
- ✓ Increase sales with minimal marketing budget and instant tracking
- ✓ Get as creative as you can and experiment with what works best

Retailers always have something to communicate or advertise to shoppers and their local community. Email marketing helps not only sell more products, but can help you connect with your customers and build your brand.



DID YOU KNOW?

Personalized emails get 6x Higher Transaction Rates, but only 30% of brands use them! (*Experian Marketing*)

WHAT TYPE OF EMAIL MARKETER ARE YOU?



A

I DON'T SEND EMAILS:

If you don't send emails to your customers yet, this should be your first digital marketing project. Start by collecting your customers' email addresses, which you can do from your point of sale and eCommerce. From there, you can start to build out your email marketing strategy. Once you have a couple hundred email addresses, you can get started!



B

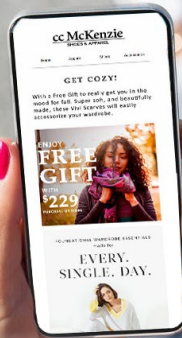
I SEND GENERAL EMAILS TO ALL:

If you're like most retailers, 70% to be exact, you are sending generic emails to your entire email list. This is a good start, but you can increase the success of your email marketing efforts by 6x when you personalize those emails. This is made possible by pulling your customers and sales data to personalize your emails based on past purchases & demographics.

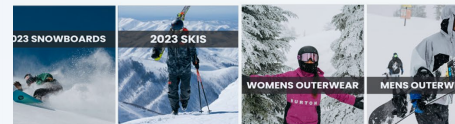


I SEND PERSONALIZED EMAILS:

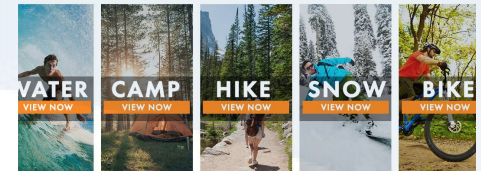
Awesome; you are part of the 30% of retailers who are already personalizing your email campaigns. By sending the right message, at the right time, to the right customer, you are already significantly increasing your success. Take this even further by setting up multi-touch and automated email workflows which are triggered by events in your retail software, such as a sale.



BlueZone @Sports



ADVENTURE AWAITS...



SHARE THE ADVENTURE

VIEW GIFT CARDS



FIND A STORE NEAR YOU

FREE SHIPPING: If your order meets or exceeds \$50.00 USD before applicable tax is applied, your order qualifies for free UPS ground shipping. If an expedited shipping option is selected, additional charges will apply. Once an order is placed, adjustments cannot be made. Due to inclement weather, please allow additional processing time for your order. For further shipping details, please see our full Shipping Policy here. See store, call us, or email us for more details.

WINTER CLEARANCE: Some brands and/or products may be excluded. No coupon code necessary. Promotions and offers are non-transferable and not valid for cash or cash equivalent. All offers and promotions are subject to change. Sale prices online and in-stores may vary. See store, call us, or email us for more details.

"Love the synergy between our eCommerce site, POS, and digital marketing that Celerant provides."

BlueZone @Sports

PERSONALIZING EMAILS MANUALLY VS. AUTOMATING

Manual Process:

A great first step at sending personalized emails can be as simple as sending out a birthday email each month, since you know your customers and hopefully are already collecting their birthday month. Typically, in order to facilitate this, you need to export data from your retail software. Maybe sort it in Excel, import it into your email platform, segment from there, and more. Then you need to do this same frustrating process each month, and for only that one set of birthday emails.

That is a lot of effort!

Automated Process:

By integrating your email marketing platform with your point of sale and eCommerce software, you can simply set all of this to be automated. No more manual effort and manipulation. The entire system is connected- so you can easily set your rules, build your segments, and set up automated emails to happen automatically, based on triggers in the software. ***Think how many more emails you can send with this minimal effort!***



49% of consumers say they would like to receive promotional emails from their favorite brands on a weekly basis. (Statista)

SENDING A PERSONALIZED EMAIL MANUALLY:

1. Export up-to-date customer data from your CRM
2. Make sure the data is formatted correctly in Excel
3. Import the data into your email platform
4. Create the email with the segment you created
5. Schedule the email to go out
6. ***Repeat all of those steps every time you want to send out emails to new customers, buying club members, birthdays, etc.***



VS.

SENDING AUTOMATED EMAIL WORKFLOWS:

1. Create an email design.
2. Set up rules for your specific automation in Celerant's email marketing platform
3. Set automation(s) to active and let as many automations as you like run in the background, freeing up valuable time and resources for your business



But don't stop at birthday emails. The marketing options are endless and you can be as creative with your email workflows as you want to be. You can set rules to send automated emails suggesting additional products based on the specific product purchased, or to your top spending customers inviting them back to your store, or perhaps encouraging an online review to be posted based on their purchase, and much more!



"We love the automations and ease of use with setting up birthday emails."



TOP 8 AUTOMATED EMAILS FOR RETAILERS

The most popular automated email workflow tends to be abandoned cart emails. When customers leave items in their online shopping cart, you can set a rule to automatically email them to come back and complete their purchase. Once you create the initial email design with dynamic product areas, and set your rules, these emails will go out automatically to your customers each time they leave items in the cart!

“Abandoned cart messages generated over \$25K in revenue – most of which would have been lost without target emails that are sent after a shopper leaves the site.”



TOP 8 AUTOMATED EMAILS

1. Abandoned Cart
2. Special Promotions
3. Birthday / Anniversary
4. It's Been A While
5. Exclusive Deals
6. Upsell Products
7. Online Reviews
8. Membership Rewards

1



Abandoned Cart

BlueZone Sports

Hey Tom!
Forget something?!

We noticed you left this item in your cart but have not purchased yet. Is there something we can help you further with?

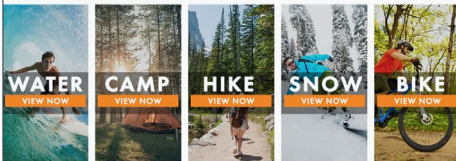


[VIEW CART](#)

HIT THE SLOPES IN STYLE
**SKI & SNOWBOARD
RENTALS**

[VIEW RENTALS](#)

Adventure takes you to...



FREE SHIPPING: If your order meets or exceeds \$50.00 USD before applicable tax is applied, your order qualifies for free UPS ground shipping. If an expedited shipping option is selected, additional charges will apply. Once an order is placed, adjustments cannot be made. Due to inclement weather, please allow additional processing time for your order. For further shipping details, please see our full shipping policy here. See stores, call us, or email us for more details.

BlueZone Sports

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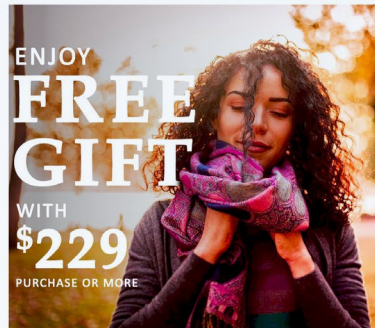
Special Promotions

cc McKenzie SHOES & APPAREL

[Home](#) [Apparel](#) [Shoes](#) [Accessories](#)

GET COZY!

With a Free Gift to really get you in the mood for fall. Super soft, and beautifully made, these Vivi Scarves will easily accessorize your wardrobe.



FOUNDATIONAL WARDROBE ESSENTIALS
made for

EVERY.
SINGLE. DAY.



3



Birthday / Anniversary

treats UNLEASHED THE NATURAL PLACE FOR PETS

[Website](#) | [Shop](#) | [Locations](#) | [Blog](#) | [Events](#)

Happy Birthday, Best Friend!

Shop our full selection of birthday party accessories and complete your pet's birthday paw ty with special treats, birthday themed toys, apparel & more!

[Enter the Party Zone](#)

FREQUENT BARKER Club

Thanks for being a part of the Frequent Barker Club! Check out your pet's birthday benefits:



20% Off Dog or Cat Birthday Cake

It's not a birthday celebration without cake! Take 20% off your dog or cat's made-from-scratch birthday cake in-store, online, or over the phone. We'll personalize your pet's cake for local home delivery or store pickup!

Use code: CAKE

Please order your cake at least 24 hours in advance so we can bake it fresh and customize it with your personal message.

Offer expires 12/31/23. Discounts cannot be combined with other offers. One offer per customer. Coupon cannot be used towards the Birthday Bundle.

[Let Them Eat Cake](#)



4



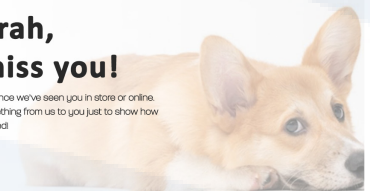
It's been a while

treats UNLEASHED THE NATURAL PLACE FOR PETS

[SHOP](#) | [LOCATIONS](#) | [BLOG](#) | [EVENTS](#)

Hi Sarah,
We miss you!

It's been a while since we've seen you in store or online. Here's a little something from us to you just to show how much you're missed!



\$5 OFF
YOUR PURCHASE OF
\$25 OR MORE
ONLINE OR IN-STORE

COUPON CODE: 50FF25

WE APPRECIATE YOUR FEEDBACK:

Was there a certain reason that you haven't been in or online since we last saw you? We would love to hear how we can make our customers experiences better and appreciate the feedback.

[TELL US MORE](#)

WE'RE IN YOUR NEIGHBORHOOD
Hours: Mon-Sat 9 am-8 pm & Sun. 9 am-6 pm

Central West End | Chesterfield | Columbia, MO | Cottleville | Creve Coeur | Des Peres | North Kirkwood
Ladue | Lake St. Louis | Leeswood, KS | Northland, KC | Oakville | O'Fallon, MO | Richmond Heights | Shaw
Creek, KC | South Kirkwood | St. Peters | Wentzville | Wildwood

For locations & hours, visit treats-unleashed.com



5



Exclusive Deals

MAST GENERAL STORE
SINCE 1883

MEN'S | WOMEN'S | FOOTWEAR | BRANDS

FREE SHIPPING* \$6.99 FLAT RATE SHIPPING*
ON ORDERS \$60+ ON ORDERS UNDER \$60

[CLICK FOR DETAILS](#)

ONLINE ONLY | LIMITED TIME OFFER

EMPLOYEE FOR A DAY Sale

25% OFF* ON UP TO SIX REGULARLY-PRICED ITEMS

Monday 5-2-22 11 A.M. UNTIL TUESDAY 5-3-22 AT 7:59 A.M.

Online Code: [EFADMAY22](#)

*Burt's Bees items will be discounted 20% instead of 25%. Check restrictions apply for exclusions.

MAST GENERAL STORE
1000 W. Lincoln Way - Ames, IA 50010

Greetings!

I know my communication with you have been sporadic. It's been hard getting back into the swing of things... and rediscovering how a calendar works. That's always been one of my challenges. I wanted to make sure that you knew about our Employee for a Day Sale that's coming up on May 2. This year we are offering it only on our website, and it begins at 8 a.m. on Monday morning and ends at 7:59 a.m. on Tuesday morning.

On this special day, you can use my employee discount (25%) to purchase up to six (6) regularly-priced items. Be sure to use this promotion code at checkout: **EFADMAY22**

You may notice there are a few more exclusions this time around. I'm sure you've heard it from others stores and businesses, we are still encountering supply chain challenges and many of our vendors have changed their policies regarding sales and discounts. So, we are doing the best we can in the current circumstances.

There are a few exceptions and exclusions: Burt's Bees items will be discounted 20%, instead of 25%.

Arcteryx, Baggallini, Benchmade, Birkenstock, Blundstone, Carve, Columbia, Costa del Mar, Cotopaxi, ExOfficio, Fjallraven, Free Fly, Helly Hansen, Karl Traa, KAVU, Krimson Klover, Kuhl, Lodge, Maul Jim, Mountain Hardwear, Hello Mello, Naylor Forge, Oboz, OluKai, On Running, Outdoor Research, Patagonia, prAna, Royal Robbins, Sherpa, Smartwool, The North Face, Toad&Co, Wind River, Winkler Knives, YETI, and Zero Tolerance Knives are excluded from the sale, as are gift cards and sale items. Cannot be combined with other offers. Other exclusions may apply.

I hope you find something that's been on your wish list. Don't forget - if you're near a store, you can choose Pick Up In Store to skip the wait for shipping.

Best,

Francine

P.S. Almost forgot - Happy Mother's Day! That's coming up on May 8.

Valle Crucis Road Construction Detours

[More Info >>](#)

IN-STORE PICKUP

A NEW Twist on Old-Fashioned Customer Service

[SHOP NOW](#)

6



Upsell Products

Right now in a shipping order only.

HOBBY WORKS

STAR WARS DAY

MAY THE 4TH BE WITH YOU

Build Your Very Own Grogu!

\$32.99

Metal Earth

LEGO

STAR WARS VILLAINS 1000

7



Online Reviews

SAFE SIDE®
EST. 2012

ONLINE STORE | RANGE | EVENTS | CUSTOMER MENU | LOCATIONS

Hi Mike,

Thank you for your business!

The Intensity Range finder continues to be one of the most popular items on the market! We hope you are loving yours... would you take 1-2 minutes and leave a review of this product?

[CLICK TO REVIEW](#)

TRY OUT YOUR GUN AT OUR RANGE TODAY!

[CLICK TO SCHEDULE](#)

RECOMMENDED FOR YOUR FIREARM:

[VIEW NOW](#)

[VIEW NOW](#)

[VIEW NOW](#)

[VIEW NOW](#)

[Range Reservations](#)

[Locations](#)

[Rental Guns](#)

[AR-15 Parts](#)

[Online Waiver](#)

[Pistol Matches](#)

[Cerakote Finishing](#)

[Ship-4-Free Items](#)

SAFE SIDE®
EST. 2012

[Instagram](#) [Facebook](#)

8



Membership Rewards

WELCOME

Thank you for your interest in JAX!

A Little Bit About JAX

JAX Outdoor Gear began in 1955 as a small shop that sold military surplus. Today, JAX is three times as large, featuring two buildings full of name brand gear, footwear, and apparel for the active lifestyle, outdoor enthusiast, sportsman, or anyone who appreciates quality merchandise and personal assistance from a friendly and knowledgeable staff.

We'd love to meet you and help outfit you for all your outdoor adventures, large or small.

JAX OUTDOOR GEAR
4723 W Lincoln Way - Ames
jaxgoods.com

\$10 OFF
with \$50 purchase or more

Camping, Hunting, Fishing, Climbing, Archery, Clothing, Footwear, Athletics

Get to Know JAX!

Quality Gear - Friendly Service
Since 1955

[JIAB01](#)

In-store only. One coupon per customer. Not redeemable for cash or credit. Excludes gift certificates, ammunition, and firearms. Cannot be combined with any other offer or coupon.

Use by 12/31/2022

JAX Rewards Benefits

- Be the first to know about upcoming sales and events
- Get 2% loyalty reward on all eligible purchases at JAX
- Never lose a receipt - they're saved under your account
- Exclusive in-store and online offers
- Expedited special orders
- Simplified returns
- Special birthday offers

Your Local JAX

JAX
FAMILY & EMPLOYEE OWNED | EST. 1955 | JAXGOODS.COM

Or visit our other stores

COLORADO
Broomfield, Fort Collins, Lafayette, Loveland

WYOMING
Cheyenne

LIVE LOCAL BUY LOCAL

SEND THE RIGHT MESSAGE AT THE RIGHT TIME

All of this personalization and automation is made possible with the right retail software. When your email marketing platform, point of sale and eCommerce are all connected, it becomes possible.

"We had been a 3rd party email platform for years, and we always had to upload our lists and do things in a much more general way. One of the things I really like about Celerant's email platform is we can talk to certain customers, automatically. If you are buying a certain brand and we have that brand on sale, we can easily send you an email, without shooting out a huge email to everyone who might not like that brand. We can easily target those customers. We have seen our unsubscribes go way down, open rates go way up and we see the sales coming from those emails."

HOW IT WORKS:



01

Create email designs

Design whichever email templates you want to send, with dynamic sections for specific, personalized content.

02

Set your rules & logic

Create rules for each email campaign, for example abandoned cart emails get sent 10 minutes after abandoned.

03

Pull customer & sales data

Your point of sale and eCommerce data flows into the email platform, providing the triggers for your emails.

04

Automate workflows

These triggers, such as the sale of a certain product, initiates your email workflow to begin, automatically.

TRACK SUCCESS AND REFINE YOUR STRATEGY

A huge benefit to email marketing is that it is easy to track in real-time. It might take a couple of days to a week after an email is sent to see its full performance. However, as soon as an email is sent, you can see much of its traction immediately. It's important to dive into these metrics to determine what worked well and changes to make for future emails.

IMPORTANT FACTORS TO TRACK:

- ✓ **Open rate**
- ✓ **Click through rate (CTR)**
- ✓ **Conversion rate**
- ✓ **Bounce rate**
- ✓ **Unsubscribe rate**



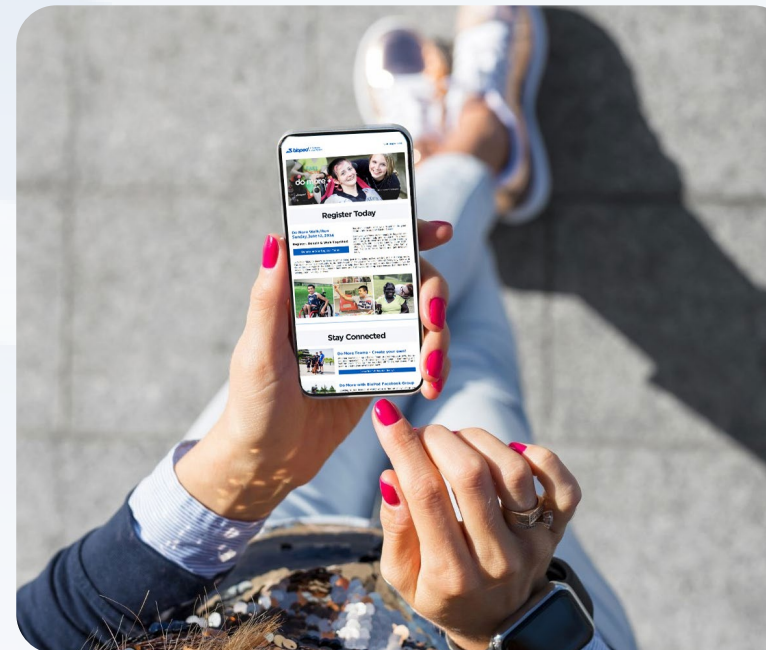
Retailers using Celerant's email marketing service have reported their Unique Open Rate grow from 6.9% to 22.2% within the first two months!

DELIVERABILITY AND WHY YOUR QUALITY SCORE COUNTS

These days, it is harder than ever to “break through the noise,” since so many of your competitors are also sending more emails than ever before. Equally difficult is ensuring your emails reach your customers’ inbox to have the opportunity to even be seen. Email deliverability is determined by several factors, most importantly is your overall sender reputation and quality score. This score, which internet service providers set, weighs your daily email volume alongside your bounce rate and unsubscribes. There are several factors that determine your overall quality score, which then contributes to the success of reaching your customers’ inboxes.

MAINTAIN A HIGH QUALITY SCORE WITH:

- ✓ **High email open rate**
- ✓ **High click through rate**
- ✓ **Low soft & hard bounce rate**
- ✓ **Low spam report & unsubscribe rate**
- ✓ **Emails spread out evenly across time**



EMAIL MARKETING GETS RESULTS

It really is that simple. There is no other digital marketing strategy that offers as much ROI.

After an email is sent, you can track your open rate, your click through rate, and any conversions that are directly related to that email. On average, retailers might spend a couple hundred each month on their email marketing platform, but can earn thousands of dollars in new sales as a result.

Additionally, if you are following all of these tips, you are not only making sales, but simultaneously building your brand and increasing your customer loyalty as well.

FOR EVERY  **MARKETERS SPEND
ON EMAIL MARKETING**

THEY RECEIVE  **IN RETURN**

ROI

RETURN ON INVESTMENT



	MONTHLY SPEND	MONTHLY SALES AS RESULT
Retailer A: Dance Wear	\$199	\$8,000
Retailer B: Soft Goods	\$500	\$3,000
Retailer C: Hobby	\$699	\$10,000
Retailer D: Pets	\$799	\$14,000
Retailer E: Hunt/Camp/Fish	\$2,000	\$15,000

COMMON MISTAKES

WHEN IT COMES TO EMAIL MARKETING

When it comes to sending emails, retailers can make plenty of mistakes, which ultimately result in lower deliverability for future emails. Here are the top 5 mistakes you can avoid to make your email strategy more successful and increase sales.



1

Sending generic, mass emails with no personalization. When your customers get a ton of generic emails, and none of them are meant specifically for them, your unsubscribe rate and your opt-out rate will increase.

2

Not optimizing your emails for mobile. Your customers will be opening your emails on all sorts of devices- from smartphones, tablets and computers. You need to ensure your email layout can shift dynamically for mobile.

3

Neglecting your sender reputation. This is often an oversight which quickly results in less of your emails being successfully delivered. Track your score and make changes as needed to help improve your score over time.

4

Sending too many emails and at the wrong times. Best practice for email marketing is to send a similar email volume each day (to impact your quality score) and experiment with which time of day works best for your audience; there is no one size fits all anymore.

5

Not engaging your customers with a strong message. Promoting generic messages or always trying to sell too hard, can have the opposite effect on your audience. Crafting an enticing subject line, strong call to action, mix of images and unique, engaging content will ensure you get the opens and clicks you are looking for.



**TAKE THE
FIRST STEP
TOWARDS
EMAIL SUCCESS**

At Celerant, we offer our own email marketing platform, which is already integrated with our point of sale and eCommerce. By using one system, with one technology partner, all of this becomes possible. You can easily segment your customers, create automated work flows and send personalized emails based on your customers' past purchases and preferences.

We even offer this as a full-service, if you don't have a marketing team member to handle this. We can create your emails, build your workflows, and send out your emails on your behalf, while reporting back all of your key metrics

Schedule a consultation with our team to learn more about how personalized, targeted emails can help you increase the success of your emails by 6x.



“D&D Texas Outfitters creates messages that are likely to be relevant to [their customers]. By sending email communications tailored to known customer preferences, D&D boosted its open email rate from 8 percent to more than 25 percent”

-D&D Texas Outfitters



SCAN FOR SPECIAL OFFER



EMAIL TERMS:

To help educate you on commonly used email terminology, we have included a list of terms below.

A/B Testing: Sending two versions of the same email with one variable changed to two groups of an audience to see which version performs best.

Active Profile: Subscribers that can actively receive your email marketing campaigns, promotions and offers.

Call to Action: Motivating factor/phrase that moves a subscriber to interact with your email campaign.

Campaign: Single, targeted email send attempt where you push promotions, offers and campaigns to a designated set of customers/profiles.

CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003): Law that sets the rules for commercial email. Establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and carries tough penalties for violations.

Cart Abandon Email: Automated email that is sent to a site visitor when they abandon their cart with items in it on your website.

Cart Abandonment Rate: Percentage of people who visit your website, add items to their cart, then leave the cart with unpurchased items.

Click Through Rate (CTR): The click through rate is the average number of subscribers who received your campaign that clicked on at least one link inside the email after opening it.

Conversion Rate: Average amount of subscribers who view your email messages and then visit your website and complete a purchase.

Custom Attributes: Specific settings/fields that you can use to segment subscribers based on. (# of pets, birthday, AOV, residence area, # of items they purchase on average, etc.)

Email Deliverability: Based on a number of factors such as open rate, click through rate, spam, bounces and determines to various inbox providers if your messaging is/is not spam.

Hard Bounce: Email message that is returned to sender due to a permanent error. (User-blocked, invalid email address, exceeded soft bounce attempts)

List: Pre-determined set of subscribers that you want to send email campaigns to.

Open Rate: The open rate is the average number of times that your subscribers have opened your email in a specific email campaign.

Opt In: When a customer has subscribed or agreed to receive your email marketing.

Opt Out/Unsubscribe: Subscriber has revoked consent to receive your email marketing efforts.

Post-Purchase Email: Emails sent to the customer after they have completed a purchase that checks how they're enjoying it and then offering incentives to make another purchase.

Segment: List generated by your email system that groups subscribers together to receive specific email campaigns. (Average # of products purchased, AOV, birthdays, etc.,)

Soft Bounce: Email message that is returned to sender due to a temporary error. (Full inbox, server interruption, too many emails in short amount of time)

Suppressed Profile: Customer/profile that may have subscribed at one point, but has since unsubscribed. Still have their information, but cannot be contacted.

Unique Click Through Rate: The unique click through rate is the average number of times that subscribers click on a specific link inside of your email campaign. A unique click is tracked the first time a subscriber clicks on a link; it does not count if the same link is clicked multiple times.

Unique Open Rate: A unique open rate is the total number of unique recipient email opens divided by the number of emails delivered in the campaign. That means that if one of your customers opens a given campaign email five times, it only counts as one unique open, but five total opens.

UTM Parameters: Unique identifying line of code inside a URL or the email itself that aids in attribution and tracking.