



BEST EMAIL MARKETING EXAMPLES FOR ECOMMERCE

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WHY EMAIL MARKETING IS IMPORTANT ?



Email marketing is 40 times more effective - beating all these in terms of engagement and building relationships with customers.

WHAT IS ECOMMERCE EMAIL MARKETING?

**Email Marketing is the art of using emails
to generate sales and increase revenue
for your store.**

WHAT SHOULD THE EMAIL MARKETING AIM TO DO ?

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Email Marketing ultimately aims to build relationships.

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A SUCCESSFUL EMAIL MARKETING

1

Creates better promotions that sell more products

2

Nurtures your customers better, which leads to long term and repeat sales

3

Segments your database effectively, which in turn will boost sales.

HOW TO EFFECTIVELY USE EMAILS IN ECOMMERCE BUSINESS?

THINKING OF CREATIVE AND CONVERSION-
FOCUSED EMAIL CAMPAIGNS SHOULD BE
YOUR ULTIMATE GOAL.



USE EMAILS TO CREATE A SENSE OF EXCLUSIVITY

Make your emails tailor-made to the needs and actions of your customers. Let them feel that you are taking an extra step for them.

USE EMAILS FOR SEGMENTATION

**There's no personalization without segmentation.
And unless you segment your target audience, you
will not be able to cater to their specific needs.**

USE EMAILS FOR ONE-TO-ONE MARKETING

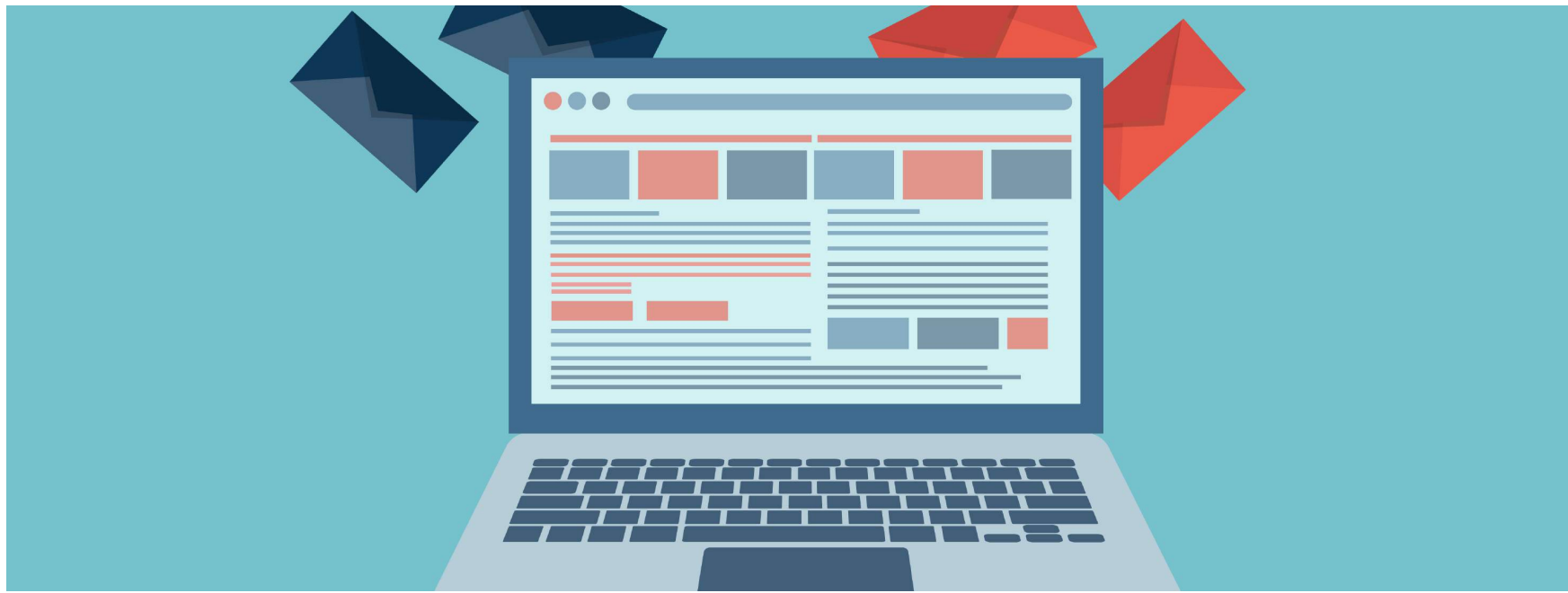


Make the emails as personal as possible.

People tend to see 'one to one' emails as an opportunity for them.

WHAT DOES AI DO IN ECOMMERCE ?

AI, is designed to operate on huge sets of data - which includes a customer's activity on the website, past behavior, and purchase history etc., to recommend products to them.



EMAIL MARKETING

HOW DOES AI HELP IN ECOMMERCE EMAIL MARKETING?

With all the collected data, AI makes it possible to create targeted campaigns resulting in a boost in CTR and sales.



AI-optimization may be a relatively new concept in the proverbial long history of email marketing, but companies are already adopting and realizing significant returns from it.



THANK YOU

LOOKING FOR MORE CONTENT
ON ECOMMERCE?

DISCOVER