



6235 Aspinwall Road, Oakland, Ca 94611
(510) 339-9105
Fax: (510) 288-1375
Jackie@jackiewalts.com
www.jackiewalts.com

Checklist – Idea Starters for Your Trigger Email Arsenal

1. Abandon Shopping Cart emails – send an email offering a special offer, free shipping or sweetener to encourage someone to come back and complete their purchase. These campaigns more than double the number of orders and the order size. Refine these emails by testing different offers and timing. While instinctively, it seems like the sooner you send the email, the better, many companies have found that timing the trigger email as long as 24 or 48 hours later is more effective.
2. Win-back programs – set up trigger emails with incentives for those who haven't purchased or visited your site for a while. Start with 3 months, 6 months and a year.
3. Satisfaction survey emails – send trigger emails with a satisfaction survey after the first purchase and at a metered schedule after that. Consider offering a discount or prize for those who take the survey.
4. Cross Sell Emails – use trigger email to cross sell from other products, particularly from lower performing products to best sellers. Set up a trigger email whenever someone either buys or looks at a product on your site that isn't one of your top 10. The email should promote a special offer on your strongest product – and hopefully, will convert a visitor into a customer and convert to a larger sale.
5. Add an email “Punch Card” for purchases. Set up a program to keep track of purchases and when someone has bought 10 times, give them a free gift or discount coupon. Use a trigger email series to let people know how many punches they have and to promote special offers or products to encourage them to add another punch to their card.
6. Customer service trigger emails – if someone has contacted customer service, trigger a follow up email asking if their concern was addressed and to provide contact information if they are still having issues.
7. Internal Notifications - while it's not a customer facing application, don't be afraid to use the trigger email functionality to communicate with your sales or customer service teams. For instance, you can set up email alerts if a customer reviews particular content or goes to a customer service page so your sales rep can follow up to make sure all is well. Or send email alerts to your PR team when reporters visit your press room for follow up.
8. Seasonal trigger emails. If you sell sports related products, set up triggers before championship matches to promote logo merchandise. For health care or beauty products, set up triggers so that if someone orders allergy medicine or sunscreen, emails automatically go out to remind customers to purchase more when the season rolls around again. Ditto for home improvements, gardening or decorating. Use holidays or seasons as triggers, segmented by purchase history to create trigger emails for appropriate products.
9. Service reminder triggers – if your company provides a service, send reminders to come in or call to set the next appointment. For instance, tire rotation, software upgrades, dental checkups, furnace filter replacements, etc.
10. Milestone emails – offer your customer a discount or gift on their birthday, anniversary or other special day. If you market to businesses, send an offer on the anniversary of the business being created or on their first day of working with your company.
11. Reactivation emails. If a customer has not purchased or clicked through an e-mail in more than six months, their likelihood of their purchasing in the future is low. A reactivation e-mail can promote new targeted, offers or a general discount across the site to get that customer to purchase from you again.
12. Drip email programs These are regularly scheduled emails that go out with offers or content. Offer health tips, recipes, sports or garden tips, along with a special offer. For businesses, offer business tips along with a special offer.
13. Alert emails – these are great because they are truly customer initiated. Encourage your customers modify their profiles to set up alerts when new products are in stock, when their favorites go on sale or to receive alerts when new content is uploaded.