Transcript of:

003 Email:
Louise Read from Klaviyo explains how a DTC brand can make the most of email

[00:00:00.210]
You're listening to Keep Optimising podcast to increase your traffic, improve your conversion rate and grow your profits.

[00:00:09.210] - Chloe Thomas
Well, hello there. If you're looking to improve the performance and return on investment of your marketing, then you are in the right place. I am Chloe Thomas, the host of this marketing focused podcast, and it's very, very cool to have you tuning into our third episode. If you have listened to all three of them. Thank you. Nice to have you tuning in again. And I'm glad to know that we're hitting the spot for the things you want to improve with your e-mail marketing.

[00:00:37.010] - Chloe Thomas
And if this is the first one you've tuned in for, man, you're in for a treat now because this show is brand new. I'm currently running a competition where you could win a Keep Optimising podcast T-shirt. Oh, yes. T-shirts are up for grabs. If you want to be in with the chance of winning, then stay tuned. The end of the episode to find out how to enter. And it's well worth listening right through to the end one because this episode is awesome, but also because we're giving away a T-shirt every single week from now till the end of August.

[00:01:04.890] - Chloe Thomas
There's a lot of opportunities to win. So stay tuned. The end of the episode to find out all about that.

[00:01:10.810] - Chloe Thomas
now in today's episode. I am talking to Louise Read from Klaviyo about how DTC brands that DTC, which is direct to consumer brands, are getting great returns from email marketing because this month we are all about email marketing. In today's episode, we start by explaining just what DTC is. Then we chat through some of the ways Louise Read has seen DTC brands benefit from email marketing and why it's such an awesome channel for those brands.
Now, whether your DTC yourself or just interested in finding what's working for the people, you're going to get a lot out of this episode. We're just about to meet today's guest. But before we do, please do check out the sponsors.

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Today, I'm chatting with email marketing expert Louise Reid. Louise has been working in marketing for nine years, creating and delivering marketing strategies that drive both growth and customer retention. Right now, she's putting those skills to use at Klaviyo. Hello, Louise.

Hello, and thank you for having me.

It's great to have you on. And, well, I'd like to first get into is how you got involved in email marketing?

Yes, sure. So marketing for nearly a decade now. And email has always been such an important marketing channel for me. And to be honest, when I started marketing back in 2011, social media was actually still relatively new. I had a Facebook account, but I just moved off Bebo.

If you remember that platform. So we used to use Facebook in my first company to build communities and groups that company. But it was pretty rudimentary stuff. The business manager tool that we have today didn't launch until three years after that. And I could advertise on Facebook, but really, to be honest, it was kind of reserved for the big guys in the industry. Instagram kind of any just launch Twitter was kind of ramping up. Google was such a complex beast.
And so, yeah, email. It was my trusty steed. Always has been sharp my entire career. And then, you know, shortly I'll get into it. But I think as marketers, we don't really pay enough attention.

Yes. weird it isn't. It's been around for so long. But yet I still come across businesses. You know, I say when I first had my marketing agency, you sent my law to businesses, you know, used to date and used to sending things out to people. And then you say to them, can we e-mail your list? And, you know, they'd have a list of like 60,000.

And they go, no, no, I'm not comfortable doing that. You know, really why? It is just just confounding. But the weird thing is, 15 years on, it's still as mental that people refuse to or or ignore that choice. But it's outright refusal, whether it's just ignoring it or being scared of it. But we're here to talk about DTC, eCommerce businesses and how they can leverage email marketing because they are one of the worst for ignoring it.

And we'll come on to that in a minute. But before we get into that, I know some of those listening. The phrase DTC will still be quite new to them. So, Louise, could you just explain quickly what or define what DTC actually is?

So DTC Direct to consumer, and this is sort of independent brands managing the entire end to end customer experience. So they will be in control of everything from their marketing to the conversion of that right for you to the full, fulfillment and delivery. So partnering with lots of different brands to help that make it make that a reality.

And they usually have an exclusive product in there as well. I think, GymShark, when someone says DTC, because they've got that full, the only place you can get it is from them.

Yeah, exactly.
Okay, cool. So, like I said, a lot of these DTC brands are ignoring email marketing, which we both agree is crazy. So, you know, as you're at Klaviyo, we seem to have a lot of DTC brands loving your platform. So you must get to grips with quite a lot of why DTC brands are failing. Do you see them marketing?

So why do you think they're not getting into it?

I think it's massively missed opportunity. And I'll explain why. I think it's a missed opportunity. But I want to explore more. So what makes a DTC brand different? And then we can sort of talk about why they should invest in email marketing. So we've seen amazing DTC brands spring up. You mentioned gem shop, but there are other ones have a WayTravel Company, Tails dog food and then also you've got new female feet and shaving companies popping up and they've carved out a space and they sell a product and service, as you said. But what really differentiates them is that they're able to build trust and personal relationships, whereas larger brands haven't really been able to do this. Increasingly, we see a major shift in consumers really favoring brands that connect to them on a personal level and that provide an authentic experience that share similar values that we relate to, whether that's ethical or otherwise.

And in fact, I read an article yesterday in Women's Health magazine on my lunch break they said Ethical standards will be the biggest driver for purchasing from a brand next year, which I think is fascinating. This is really starting to push forward and it's very important that brands are able to communicate their values. And that's what consumers are really looking for. And traditional brands haven't been able to do this sort of tangled up in really complex supply chains. They've had to rely on mass marketing methods to do this, and they're not as agile and provide this one to one relationship that we're craving.

And, you know, we've seen lots of sort of news about big brands, whether it's pension or data scandals. And in fact, lots of consumers, I think, increasingly distrusting these large businesses. And as you said, we're craving that relationship. And I think most so in recent times. You know, with COVID, there's a lot more around us wanting to support our communities and smaller independent brands around the that. And you know what the DTC brands have been successful, have been able to do is latch onto human nature and create trust and provide a meaningful and past relationship with individuals.
And that ultimately comes down to understanding who they are, what they like, what they dislike, their preferences, demographics, behavior, information, you name it. Sort of basically data. Right. And then, you know, the question that's interesting to me is that if information is the Palestine that empowers a DTC brand, why are we spending so much of our marketing budgets on campaigns, essentially ring-fence information? And what I mean by that is I'm talking about the page channels like, social or search engines.

You know, this year we're expected to spend more than 70 billion pounds on those channels. And that's huge amount of money. And should we be thinking about channels where you can build data profiles and understanding and really create and nurture relationships with these individuals that they want?

I think Louise you've just outlined exactly why I think it's so mental that DTC brands don't have email at the top of the list because it's like if you've got something you want to tell the customer about you, the ethics, the responsibility, the story of the business and the story of the brand to create that connection. Email is just the most obvious route to do it. To my mind, still, maybe maybe I'm beyond old. These days, I don't know when it comes because but it just seems seems the most obvious.

You have to build a one two combination to people. That's email's just obvious. As you said, the data to really get to groups of people. It's a great tool for understanding and it's considerably less expensive than Facebook ads.

It blows my mind that they're not going to know many of them. But when I come across people when I'm doing the podcast events and things and they say, no, we don't do e-mail, they are almost always DTC brand. And I find it mental. I really do.

Yeah. I mean, I feel like it's a massively missed opportunity. And, you know, getting on to sort of the a large part of your question, which is why should marketers invest in this channel and why those people who aren't doing it? What are they missing? You know, I think about myself this morning, the first thing I did for I go out there was check my email. And, you know, that's a majority of what people do.
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[00:10:21.630] - Louise Read

You know, they're checking their email before they checked on the social media channels, checking it before they get off to bed. And so I would argue with those people, maybe not argue, but in a pleasant way. Awesome. Like how many times if you read or check your e-mails this week, is it really a channel that you can ignore. And I think you also attached on it. Aside from the fact that, you know, people are checking their emails regularly and comparatively to social media, it's a much quieter channel.

[00:10:48.270] - Louise Read

And on average, we get 21 emails a day, which actually sounds quite small, but that is an average. So whereas, you know, on social media, we’re seeing hundreds, if not thousands of posts today. It's incredibly noisy. And, you know, we'll see an ad or sponsored post, right bang in between your nephew eating ice cream and your ex-boyfriend. It's noisy. It’s challenging for these brands. And everyone's fighting essentially to be heard and seen.

[00:11:20.160] - Louise Read

Whereas email is more there's very few distractions. And when you do send a message, you’re more likely to get it to the recipient. So email will get to the right person at the right time. It's the right you know, the message you want that individual to hear fast and 90 percent of emails will get to the right person at the intended inbox. Whereas, you know, only two percent of a company's followers will see a company's post on social.

[00:11:49.650] - Louise Read

And you can expect much higher engagement off the back of an email. You know, you're looking at average open rates. 15 to 30 percent click through two to five percent. Whereas on social sort of one percent. So it's comparatively it's a lot cheaper. And you know, this revenue side of things that you mentioned, I think so few marches and I guess myself included in my earlier days would look at email. I wouldn't look at emails necessarily a stream or a driver.

[00:12:21.090] - Louise Read

We look at engagement rates or open rates. But are we really looking at the ROI of email? We really hold. Social media and search accountable for return on investment or return on outspend and apologies if you're already doing this. But I think that we really need to look at the return on investment of email. And there are you know, they’re mostly ISP providers out that make sure that you ask, are they returning money for their money that you're putting in and how can they be held accountable?

[00:12:50.070] - Louise Read
You know, as marketers, we're held accountable for the money we spend. So make sure that, you know, you're getting that within your email channel, too.

[00:12:58.040] - Chloe Thomas

I'm sure many of our listeners are doing this and are great at it. But I still come across eCommerce companies who have haven't got conversion, tracking the value of the sales going back into their email marketing system. And nor do they have the tracking in place to enable them to follow the email activity when it hits their website via Google Analytics. There's like, you know, what do you what are you doing? You're sending out hundreds of thousands of messages a month and you have no way of knowing the impact those are having on your business.

[00:13:26.610] - Chloe Thomas

You know, look, we've got a great open rate this week. Who cares? Quite frankly, if you don't know what the money it's making, what the impact it's making on long term customer relationship, why are you doing it? You know, it befuddles me. And these are the same often the same people who will tell you that they're not happy with the cost per acquisition on Google Ads. It's like. But what about your cost per retention on email?

[00:13:47.810] - Chloe Thomas

It's some it's kind of crazy. So let's let's flip it and we'll try and stop because I keep doing it, lambasting the audience for not doing email.

[00:14:15.710] - Louise Read

I think segmentation is really okay and that's why we're seeing the more advanced businesses doing email well and seeing the return on investment doesn't really thin, thin and fine line between engagement and spamming, particularly email. So, you know, if brands are sending out one, two, three emails a week and they go into people who aren't engage or haven't interacted with your brand and you're really at risk of spamming essentially and wreaking havoc on your your brand.

[00:14:56.900] - Chloe Thomas

But let's think about what what do you see DTC brands, those that are embracing email. Let's try and convince with the power of the channel. Now, those who are those DTC brands who are doing it already, well, what are the key things they're doing that are making this stand out and make it a very powerful channel for them?

[00:14:56.900] - Chloe Thomas

So we're doing that segmentation piece. But you say the key things to be segmenting on are the behavior of the customer or is it what they've looked at on the website? Or is it a level of interaction
or is it sales data? You know, because I think think people think, okay, great, I want to segment and then they just pick something to segment by without really knowing whether it's the right thing to segment by or not. So if you go a step for us on the best way to segment.

[00:15:10.400] - Louise Read
Yeah, for sure. So basically definitely on engagement and interaction with your brand. So understanding who has opened to click your email recently or who has come in and signed up and actually given your email address to engage with. I think that's, you know, the basic sort of foundational stuff that you should be thinking about. But also, you know, then segmenting based on preferences and data profiles. So building up a cohort of similar customers or similar groups within your database that you can essentially you're providing personalization.

[00:15:43.250] - Louise Read
You're considering their unique interests and behavior. But you're also putting them into a cohort that might be similar to other other personas within your customer group. I think that's pretty rudimentary stuff.

[00:15:57.480] - Chloe Thomas
So the simplest level, that persona piece, those cohorts would be people who buy women's gym wear and people who buy men's gym wear. It's those kind of big groups at the simplest level.

[00:16:08.140] - Louise Read
Yeah, I think it'd be great superimportant. The other thing to just bear in mind is a particular, as we get up to Black Friday, Cyber Monday, which seems crazy to be thinking about this time of year, but understanding as well, like if it's a gift purchase or not.

[00:16:22.130] - Louise Read
So understand the segmentation there because, you know, you could have someone purchasing some women's whatever, whether it's a bloke who's purchasing and say make sure you understand the intent of that person as well and how support segmentation there, and that could just be a simple question. And building information around the individual.

[00:16:42.660] - Chloe Thomas
because what you don't want is to annoy the gift buyer by, by treating them as someone who's going to buy every month and lose them because they may not want to buy from you for another twelve months, but you want to make sure you're getting the right message in front of them in twelve months time when they want to buy again.
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[00:16:57.090] - Louise Read

Exactly.

[00:16:58.160] - Chloe Thomas

Cool. I think I've asked enough questions. Segmentation and so segmentation is key for the DTC brand to succeed with email. So what else could they really focus on to make sure they're doing well?

[00:17:08.360] - Louise Read

I think storytelling is a very important part of marketing and this goes back to building those personal relationships and building trust. So creating authentic content that gets the consumer to go, yeah, sure, I'll sign up and I want to get emails from you guys. And actually, really nice quote from the founder of The Way which is a travel DTC brand. They describe it very nicely and they say storytelling is a central part of our marketing. We think about what stories we can feed to the press and to social and across communication channels.

[00:17:41.340] - Louise Read

We don't push your product. We create things that are fun to talk about, to write about and to share, I like that, because that is that the essence of what we need to do. We want to create things that are fun to write about and people want to share or want to follow that brand on email.

[00:17:58.600] - Chloe Thomas

And that goes for whether your DTC business or any other business. Quite frankly, my business, your business, everyone listing's business. If you can't tell stories and create that emotional engagement, then you know, people will unsubscribe because they'll be bored of being pushed product every single five minutes.

[00:18:16.660] - Louise Read

Yeah, absolutely. And then I guess in terms of email tactics, I would sort of suggest thinking about things like your welcome series. So we're in the offline experience in a store. We'd have a sales manager or the head of the store coming up to an individual and sort of asking them, how can I help you today or is there anything I can do for each day? And we really need to do that online, too. We need to greet these new customers and prospects and sort of open them up to your brand.

[00:18:46.030] - Louise Read
And that’s part of the storytelling piece, too. So sharing your brand values and helping them to feel welcome, to know more about you.

[00:18:54.090] - Chloe Thomas

And when you just because I know some people at the beginning going out and wondering this, when you say welcome sequence, do you mean post email, sign up pre purchase or post purchased welcome secret or both?

[00:19:07.110] - Louise Read

I think both. I thing a pretty pretty one is probably the most important one to warm them up and understand the value that you offer and your, you know, your, your story, because obviously that's going to help open back to a buyer by you know, it’s very important still to post purchase, to continue to communicate. People want that transparent, open relationship. I had a really great example of a makeup brand that I purchased from recently that had a really nice post purchase experience.

[00:19:39.820] - Louise Read

I had to do a quiz on online to find the perfect concealer and for my skin tone, which is quite pale and also quite dry. It was really interesting because, you know, you took this quiz and actually fairly long delivery. So seven to 14 days in comparison to what we might be used to that I was super upfront about that and the communication on the website. So I was, you know, interested in continuing to purchase it. But they sent me as soon as I done purchased a sort of warmup series, which was how to best apply that specific makeup for my skin.

[00:20:16.090] - Louise Read

So they'd use the information they gathered throughout the quiz to share me practical personalized information that helped me apply this foundation. And, you know, I said I could mix it with my moisturizer, etc, etc., but it was a really nice added bonus. It gave me a really warm feeling. And then actually, subsequently today, I’ve received an email today, asking them for review and then they’ve offered me a fifteen dollar discount off my next purchase.

[00:20:43.720] - Louise Read

So you can also use these to help drive your acquisition strategy. So if you're collecting reviews from customers, you’ve had a nice experience, then you can that back into the funnel and support on the acquisition side, too. So I think this is a really important.

[00:20:57.820] - Chloe Thomas
Personally, I think post purchase sequence is when I come across a good one, which only happens about every six months. It really sticks in my mind because I think it’s somewhere where a lot of a lot of businesses are really lacks.

[00:21:11.830] - Chloe Thomas

You know, they let the the in-flight updates on delivery go out and they let the review update go out, but they don't do anything else.

[00:21:20.350] - Chloe Thomas

And it’s the best ones are the ones which from the moment when it's when you order three to it arriving, they’re holding your hand both through the delivery process, reassuring you it's gonna be there, but also giving you that advice on how to make the most of the product, whether actually it actually arrives. And and for want to be that personalized, that's really impressive.

[00:21:41.050] - Louise Read

Yeah, there's special marketing moments throughout the journey that the overcommunication is just super important, I think, to help you, you know, where you are with the delivery or otherwise, you know, perhaps you would then contact a customer service team and, you know, that has other challenges for business. So, yeah, the communication, the opportunities to email are great and, you know, back to the point, I suppose, around the ethical side of things and sort of your brand values, the email gives you that freedom and space to not only do that, but to create these marketing moments and then continue to build advocates.

[00:22:19.000] - Chloe Thomas

Exactly. Because when you receive one of those sequences, you are so much more likely to leave a positive review and you're also so much more likely to open that product when it arrives and start using it, you know, because I think it often, often with with any brand, you want someone to use the products, they get the full experience. So they come back and so they tell other people and all that good warmth, building, marketing moments, activity in that post purchase sequence can make a huge impact on how likely they are to relieve the review, to use it to buy again and to buy others.

[00:22:53.290] - Chloe Thomas

So, yeah, it befuddles May how few businesses have a post purchase. But hey, I have a lot of talk these days about browse abandonment, which I guess is kind of big brother as the world of email get. because it’s when someone goes to a Website and they abandon that visit. But then you email them afterwards to let them know, is that something you see DTC brand’s doing well as well?

[00:23:18.670] - Louise Read
Yeah, definitely. Browse abandonment or basket abandonment. And we see a lot of our customers who have email flows around this driving high revenue from the flows, but also pares in within the flow in terms of ROI in term is probably one of the higher flows that you can input as low as it is an email series. So it’s definitely something that will be worth implementing and exploring.

[00:23:43.750] - Chloe Thomas

And of course, when you’ve got if you’ve got the tech stack in place to enable you to do that, you’ve also got a lot of great data coming back into your system, your email system, which enables you to do all that segmentation we talked about a while ago.

[00:23:56.820] - Louise Read

Yes.

[00:23:56.980] - Chloe Thomas

Cool. Look, Louise, we are going to pause now for a reminder of our sponsors, and then we’re going to talk about the wider world of email marketing. So beyond just the DTC space.

[00:24:11.260] - Chloe Thomas

It’s safe to say that most of us have been doing more shopping online lately. And if you’re an e-commerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back?

[00:24:22.830] - Chloe Thomas

Well, that’s what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for ecommerce brands. It gives you the tools to build your contact lists. Some memorable emails, automate key messages a more. Way, way more whether you’re launching a new business or taking your brand to the next level. Klaviyo can help you get growing faster. And it’s free to get started. Visit Klaviyo.com/masterplan to create your free account. That’s K L A V I Y O.com/masterplan.

[00:24:53.410] - Chloe Thomas

Okay, Louise. So far, we’ve gone deep into the world of e-mail marketing for DTC brands. But now you get to wow us with your insider knowledge about the whole of e-mail marketing, so, for the following questions, your answer can be anything to do with e-mail marketing, which, of course, means it’s still relevant for DTC and your comments to DTC. But you don’t have to anymore. So, Louise, are you ready?

[00:25:15.840] - Louise Read
Excellent. Let's start with e-mail marketing newbie advice. If we've inspired someone today to take their first step with e-mail marketing, what do they need to know to give themselves the best chance of success?

So two things here, and we've touched on them slightly before, but sort of storytelling and segmentation. So first, a story. Think about what you want to tell about your brand. What's important to you? And think about when and where. Like how you're going to share that message. Start a really good place to start is actually mapping out your customer journey.

So if you have a whiteboard, then, you know, you can start to draw that on your whiteboard. But actually, sticky notes work just as well. And, you know, think about the communications that that individual should receive throughout that journey and whether you're really, truly offering value and providing exciting marketing moments. And then secondly, the segmentation. So consider first, you know, are they engaged or are they not engaged? Some say we don't want to fall into spamming category.

And then, you know, as you get more sophisticated, think about building those cohorts of data based on similar Like-Minded individuals to help you drive more relevancy and engagement within those groups.

Nice. OK. So once you've started, of course, you've got to keep optimising. So what's your favorite way to improve email marketing performance?

Yeah, I think content again is really important here. I think as marketers, we need to make sure that we're current and, you know, considering political, social, economical issues at play. Are you being tone deaf or are you actually helping your community? Are you supporting an issue? So you always need to optimise and check your story and check the content and make sure it's just still relevant. But also super simply with Web email thinking about AB testing.
So do you want to make sure that you're more likely to get an open rate by trying to optimise your subject lines, testing one against the other? Or is it the time of day, or the day of the week? Is it an imagery or a button? So, you know, trying to do is AB testing. This is really key here.

Excellent. Okay. It's impossible to improve our marketing unless we're monitoring the performance. But the list of stuff we could monitor can be overwhelming. So what for you is the number one email marketing KPI?

So much analysis to find line between to engage in spam so you could look at it. It's important to look at the engagement metrics, so thinking about the open rates and the click-through rates. But we also need to think about revenue and ROI from email and ultimately considering the lifetime value of customers through that journey. So if I had to nail it down to one which is more encompassing, it would be the customer lifetime value because it sort of encompasses all they say.

If your marketing is hitting the mark, you will see your lifetime value improve. And also make that reflects in revenue to say lifetime value for me.

That's what I'm saying. I'm going to begin to kind of stick up for you on this one and say yes, because that's what I'm saying. And lots of the clever email marketing businesses doing is that they're focused not on each individual emails performance, but they're focused on the impact of their email marketing activity, on the lifetime value of their customers and how they can create it. Because I think if you and if you try and analyze each campaign and each email, it can give you a very disjointed view of what you're doing.

But really, it's it's a it's a whole platform thing. So I love that customer. Lifetime value of it is.

Okay, finally. Crystal ball time. What is coming up in the next six to twelve months that we should be getting ready for with our email marketing.
Without a doubt. I mean on already is the biggest day for week mass days and shows marketers is Black Friday and Cyber Monday. Yes, it’s crazy to think about it, but we need to think about Christmas and the holiday season when it’s 30 degrees out.

But, you know, it’s and we’ve had such tough start this year. But we’re expecting this Black Friday and Cyber Monday to be the biggest one yet. And the reason being is because of cable. We’ve actually seen some dramatic changes across the eCommerce industry. Consumers who’ve never bought online are now buying online. And we’ve basically, in essence, seen the entire e-commerce industry dragged forward and matured and some in some cases. So, you know, there's a much larger addressable market online than there ever was before and wished, you know, paired with the fact that there's still kind of limited access to stores and potentially that could be a risk of a second wave and try to lock down.

We believe that, you know, this Black Friday and Cyber Monday will be the biggest one yet, potentially even surpassing next year. So what should businesses be doing? We would suggest that you start building your database, so make sure that you have forms on your Website. Are you capturing data? Have you got the foundations in place, such as a welcome series float like welcome the newly acquired people that you’re attracting and also CPM and CPA is on social actually at all time low.

So use this time to acquire email addresses and contacts, perhaps over pushing products. We’ve actually had from some of our customers that they’re spending between one and five dollars to acquire an email address. Where is the cost of a product acquisition is five to nine dollars. So if money’s tight. Use this time to build your database, create that community, nurture them on board. And by building those relationships, them all. It’s convert and by later on, and hopefully just in time, Black Friday and Cyber Monday.

Excellent top advice there. So, Louise, we are very nearly at the end of the show. So could you please let the listeners know where they can find out more about you and Klaviyo? Please?

Yeah, of course. I’m sure lots of community are listening. So thank you guys so much for joining. But for those of you who don’t know about Klaviyo, Klaviyo is a growth marketing platform that helps more than thirty eight thousand eCommerce brands globally grow that business through high value
customer relationships. Email marketing is one of Klaviyo foundational offerings. And when you leverage personalization driven by a 360 degree view of your customer, you’ll be able to create memorable marketing moments that cultivate lifelong relationships.

[00:31:33.450] - Louise Read

So to find out more about Klaviyo, you can visit our Website. And also on our website, you can set up a free account. And that’s Klaviyo.com. That’s K L A V I Y O.com.

[00:31:46.110] - Chloe Thomas

I love it. So so goes you go and try out. You know, if you've if you've got an email marketing scenario where you're going, oh, I'd love to be able to integrate my Website or I'd love to be able to track the customer lifetime value. I’d love just to do e-mail marketing someone who hasn’t yet. I have say I highly recommend you go and I'm gonna have a look at Klaviyo because it so a super powerful, powerful.

[00:32:06.800] - Chloe Thomas

So, Louise, thank you so much for being on the Keep Optimising podcast today for being so generous, sharing so much information with us. I hope we've inspired few more people to give a man a go and to take that e-mail marketing upper level. Thank you.

[00:32:19.510] - Louise Read

Thank you for having me. It’s been great.

[00:32:23.300] - Chloe Thomas

So good to catch up with Louise. And really, it's nice to get deep into one vertical in the eCommerce space. Nice to talk fashion or gift or DTC. It's really cool. Well, to do that and not just know because the rest of the rest of their some of their set of email marketing episodes, we're getting into tactics. But here it's go to talk about how it’s working in one vertical, I think is a really nice change of pace. I hope you’ve enjoyed that.

[00:32:51.180] - Chloe Thomas

And I hope you get a lot out of those ideas around segmentation and storytelling and how it’s working well in the DTC spaces, because even those of us who aren't running a DC brand, there's still plenty of opportunity for us to do those exact same tactics.

[00:33:04.650] - Chloe Thomas
So the segmentation, the storytelling and those elements and if you're running a DTC brand, i.e., you control the product, the production and all those routes to market, and you're not yet invest in email marketing, I hope we've persuaded you to put it on your your Q3 or maybe your Q4 test list to give it a go and see what you could what you can get, because I bet you it increases your sales and also in a profitable manner.

[00:33:27.930] - Chloe Thomas

And, you know, if you've not yet got into your storytelling, whether you’re a DTC brand or any e-commerce business, storytelling is one of those areas you really, really do need to get a handle on if you want to succeed through the end of 2020 and into 2021. And, of course, beyond.

[00:33:43.890] - Chloe Thomas

Now, we have a quite a lot today seeing at the links to what we discussed, the full transcript of this episode, important notes and more. If you had to keepoptimising.com that's with an S rather than a Z, of course. And please do. I’d love to know what you think. Did you enjoy the fact that in this episode we’ve gone for a vertical rather than a specific method of email marketing?

[00:34:06.360] - Chloe Thomas

I’d like to know what you think about that. The easiest way to do that is via Twitter or Instagram and use the hashtag #keepoptimising. So, K E E P O P T I M I S I N G. And then I will I'll pick that up quite possibly retweeted or share it or like it and comment and all those kind of good things. So you'll get a bit of social noise from us too. I'd love to know what you think.

[00:34:29.160] - Chloe Thomas

Now as part my mission to help improve your marketing, I've invited all of our email marketing specialists to join us for a Q&A webinar at the end of the month.

[00:34:37.800] - Chloe Thomas

This is your chance to get your own questions answered. I know I get to ask lots of questions in the episodes, but you can take all the we discussed in the episodes. Give it a go between now and the webinar or have some questions that sprung in your mind from just listening. Bring those along to the webinar and you'll get to ask them of all the email marketing specialists we've had focused. I've had to come and join us, rather to for our lovely focused episodes here on the podcast.

[00:35:02.040] - Chloe Thomas

So if you want to get registered for that, then had to keepoptimising.com where you will find out all the details of how to register and when it's happening and all that kind of good stuff.
I personally am really looking forward to connecting with you during the webinar because it's been really great to get to get to interact with some of you guys out there listening to the show. Thank you again for tuning into this episode of the Keep Optimising podcast. If you are new to the podcast, which given this episode is any number three, there's a pretty good chance that you are do check out episode two if you haven’t already, because it's all about preference centres and they are a great way to start working out the best ways to segment your customers and to get the data that enables you to do it.

Plus, please do tell your fellow marketers about the show, because I want to help as many marketers as possible to improve the performance of their marketing. Now, one of the easiest ways to spread the word is to take part in our launch competition.

So kudos to you for holding out right to the very end. Find out how you can enter our competition to win a Keep Optimising podcast T-shirt because we're giving away a T-shirt every week in July and August.

There's quite a few of them up for grabs to be in with a chance of winning. Here's what you need to do. Find the show on Apple podcast. Just search. "Keep Optimising" when you're in that subscribe rate and review the show right there on Apple podcast or iTunes. Essentially, they one at the same place take a screen grab of that review and share it on either Twitter or Instagram with the hashtag #KeepOptimising. That's K E E P O P T I M I S I N G.

And now we're going to gather all the entries up and then each week we’re gonna pick one winner. That's every Wednesday we’re gonna pick one winner until the 2nd of September. Full details about the competition and everything else to do with the show at keepoptimising.com with an S not a Z and I hope I get to send you a T-shirt very soon. Have a great week and make sure you listen to the next episode so I can help you to keep optimising your marketing.