Transcript of:

005 Email:
Kurt Elster explains the top automation flows that drive revenue

[00:00:01.660]
You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rate and grow your profits.

[00:00:10.350] - Chloe Thomas
Hello. Hello. If you're looking to improve performance and return on investment of your marketing, then you have come to the right place. I'm Chloe Thomas, the host of this marketing focused podcast, and it's very, very cool to have you all out there tuning in toward is just our 5th episode 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. We are giving away T-shirts.

[00:00:39.040] - Chloe Thomas
Now stay tuned to the end of the episode to find out how to enter now in today's episode. I'm talking to Kurt Elster about the automation's that make you money, because this month we are all about Email marketing. Usually at this point in the show, I'd explain a bit about why we're covering this topic, but I think this one's pretty self-explanatory. If you want to know what Automation's will make you money and learn Kurt's tips for setting them up to make you loads of money.

[00:01:07.180] - Chloe Thomas
Then keep listening. We're going to meet Kurt in a second. But before we do, please do check out the sponsors.

[00:01:14.260] - Chloe Thomas
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[00:01:45.700] - Chloe Thomas
That's K L A V I Y O.com/masterplan.

[00:01:51.530] - Chloe Thomas
Today, I'm chatting with Email marketing expert Cut. Kurt has been helping Shopify merchants uncover the hidden profits in their Website since 2011. And he's also the host of the Unofficial Shopify Podcast. Hello, Kurt.

[00:02:04.590] - Kurt Elster
Hello. My that that intro and that that your podcast host voice so smooth. Really good.

[00:02:12.090] - Chloe Thomas
That means a lot coming from you. Oh, I'll take that, sir. How did you get into Email marketing.

[00:02:17.790] - Kurt Elster
Well, out of necessity. So I had I've been running an agency for a decade now. And as part of that Email marketing for me for that. That business was like just our bread and butter.

[00:02:33.870] - Kurt Elster
Even when I had only, you know, like 500, 600 people on my Email list, that was still how I built and developed a relationship with clients. And it was I did everything plain text. I want to just be able to like send a personal letter in a one to many fashion. And so in growing my own business early on, I knew the power of Email. And at the time I use DRIP, which was very focused on Email marketing automation.

[00:02:58.410] - Kurt Elster
And it was like a novel novel thing, like MailChimp did not offer it. You had to use these very specific Email platforms to use automation. So I got lucky. Just, you know, I just happened to pick drip for my Email because it I, I wanted to do plaintext because I just didn't feel like designing html Email emails.

[00:03:15.600] - Kurt Elster
There was it's a really good strategic move on my part. I just happened to pick. I was feeling lazy. So I said let’s do plain text and the best plaintext Email service provider I could find also happened to do automation and I’d like gadgets and a fiddle, so I start doing that. And so, you know, 6, 7 years ago I’m doing Email marketing automation with plain text emails like way ahead of when it was popular for eCommerce. So by the time Klaviyo comes around for Shopify and they’re offering, you know, flows and automation, all this stuff, I was like, oh, like, this is easy.

[00:03:45.450] - Kurt Elster

Like, this is what this is a baby toy. You know, it was very, very easy for me to to get into it and start experimenting with it early. So it's as though I'm in no way brilliant at this. I just was an early adopter.

[00:03:57.720] - Chloe Thomas

Yeah. I think I think when you look at the stats of how advanced businesses are with that Email marketing, actually it doesn't take that much to be ahead of the pack. It still scares me how many businesses still aren't doing the basics, even big businesses. It's just freaky.

[00:04:17.630] - Kurt Elster

Yeah. Know sometimes we'll get on the phone. And what I've learned is the size of the business, whether it's 1 people or 20 people, really has no correlation to their sophistication with Email. I mean, a lot of times I'll be like, so it would be like somebody who got 10 people entertainment, like, what are you guys doing with Email? And they'll go, Well, we have a Klaviyo account, but we haven't set it up yet. And I'm like, Oh, jeez, really, Like, what are you doing? Such a missed opportunity.

[00:04:46.230] - Chloe Thomas

It is. It is crazy. And it's, you know, the number of people who aren't using or who aren't capturing emails. You know who you've got to sign up for an account to get on that email list. It just just befuddles me. But we don't hear to moan about that. We're here to share with the audience what's the top automation flows that drive revenue.

[00:05:04.740] - Chloe Thomas

So all these things.

[00:05:05.940] - Kurt Elster

I love this topic.

[00:05:07.000] - Chloe Thomas
Yeah. That we can run automatically. The ones we've set up, they just bring in say

[00:05:12.590] - Kurt Elster

yes, they pay marketing. Automation is great. When I say market automation, I think people like their eyes cross at the idea of like how technical this is. And it really doesn't have to be. They could do really just a series of simple, straightforward automations. You don't have to get crazy with with it.

[00:05:29.220] - Kurt Elster

I'm going to speak specifically to Klaviyo because that's my experience. But most of what we recommend, if not all, should work in you should be able to figure out an equivalent way to do it in pretty much any platform. And the magic of Email marketing automation is like, all right, I build a newsletter, write it out and send it once. That helps me out one time. If I build an email marketing automation, it takes the same effort as doing the newsletter, but it will pay dividends for years.

[00:05:58.440] - Kurt Elster

So that's the same effort that that weekly newsletter creates. Put that into Email marketing automation. Set it and forget it. Right. Like yet you come back to it. But if you're not doing it, it's just such a missed opportunity.

[00:06:10.020] - Chloe Thomas

I say I love it when the guest comes on with that own sound effects, it's very distracting. Says,

[00:06:15.250] - Kurt Elster

you know, I'm not doing anything. You keep doing that distracting me.

[00:06:18.630] - Chloe Thomas

That is no me. So if I get distracted guys and ask stupid questions, I'm blaming on those cut noises.

[00:06:25.280] - Kurt Elster

All right. We're in agreement.

[00:06:26.300] - Chloe Thomas
Yes, sir. There we go. So when should we start? What's what's really obvious automation that people should be setting up because we know that it's gonna drive them cash.

[00:06:37.650] - Kurt Elster
I'm gonna go with my favorite automation. And it's not necessarily for everybody, but it's I call it product specific browse abandonment. So cart abandonment. Everybody's familiar with, like I.

[00:06:50.610] - Kurt Elster
Stuff to the cart. You've got my Email somewhere along the way. And then you said me Email, OK. You forgot your stuff, buddy. You want to your cart is lonely. You'd like that kind of nonsense. Browse abandonment is you do the same thing earlier in the process. So ideally with like a welcome pop up, an Email pop up, you have collected their Email in advance and let's say they're browsing the site. They don't add to kart.

[00:07:16.830] - Kurt Elster
They don't buy, but they browse the site. And we knew that. We knew it. We had their e-mail. We'll send them what's called a browse, abandonment Email or just goes, hey, did you see something you liked? And it's just like the last product they looked at before they left. They do, OK. I like the Browse abandonment emails. The way you one up that as you make it a question. Hey, we said like, hey, did you have any questions about this product?

[00:07:37.440] - Kurt Elster
OK, that's pretty good. Now let's take it a step further. The flow I love is called product specific browse abandonment. And I'll give you the working example. We tried this for recycled firefighter and recycled firefighter does not sell firefighters. They sell men's accessories made out of recycled fire hose is very cool.

[00:07:57.690] - Chloe Thomas
Cool.

[00:07:58.080] - Kurt Elster
And the owner was a former firefighter and he makes their big seller, their original product. Best seller is a series of wallets, but they come a whole bunch of different configurations.
And even for men trying to figure out like, what's the what, what which wallet is right for me? I don't necessarily know. So I said I'm staring at this and even I'm like, I don't know what wallet is right for me. And so I message the guy. I said, do people ask that? He goes here all the time. I said, you have a blog article. It kind of explains the differences because it's like it's.

[00:08:29.930] - Kurt Elster

Does it go in my front pocket, my back pocket? Does it fold? Does it not fold? Is it 2 fold or 1 fold? There's a weird number of mens wallet configurations. He goes, oh yes, some guy wrote He's like, I had something to work with. You wrote me an article for that like two years ago. I go and find it and I put it. And this is what I did. I cloned the browse abandonment Email and I added a filter to it.

[00:08:50.610] - Kurt Elster

I said only send this if the product they abandon is in the wallet collection. And that's like a Klaviyo Shopify specific thing. But you could figure this out, whatever Email software use. And then if they viewed but didn't buy that collection or a product in that collection.

[00:09:06.650] - Kurt Elster

24 hours later they get an email entitled Which Wallet is Right for Me? And we don't address the fact that, like, this was triggered by them looking at the product. It just happens to be a timely Email. And then in the Email is just literally the article they wrote. And then I just kind of changed the intro outro and added a feature like a link back to the collection of products in there. And we ran that. And then, like the average order value here is like, you know, 20 to 50 bucks for these wallets.

[00:09:33.820] - Kurt Elster

And less than that, none of them are getting to 50. And the next day, we turned on with for two days and the guy messages me. I got a message on my phone. It goes, hey, you know that browse, that Browse abandonment flow already made 800 bucks. It's like, whoa. Like it already paid it more than paid for me to go figure that out. So ever since then I have tried to set this up for every single product or for every single merchant.

[00:09:58.260] - Kurt Elster

Just like, what is your best selling product that people have questions about? OK, let's give them a really timely answer to that. Because if I walk into a store, I walk at a Best Buy, you know, I go, hey, what brings you today? What can I help you find? I can ask them questions. Can't do that with eCommerce and live chats are Okay. But it's not proactive. Right. This email's proactive, like we know they viewed and didn't buy.

[00:10:21.120] - Kurt Elster
And we know what common questions are. So, OK, here’s a guide on how to figure this out. That’s my favorite product. Specific browser abandonment.

[00:10:28.980] - Chloe Thomas
I like that. That that makes a lot of sense to me. And I bet a lot that this is a gang. Yeah, we could do that, too, because it’s it’s one of these things that, you know, like. Oh, yeah, that's what customers are always asking.

[00:10:39.150] - Chloe Thomas
So why don’t you get out there and tell them it when they’re in the buying nights?

[00:10:42.650] - Kurt Elster
Yeah, it’s less customer support for you to do and for every person who asks. There's 10 people of that same question but didn't ask.

[00:10:49.880] - Chloe Thomas
Going back a step. You mentioned about abandon cart series which is kind of one of those things. I'm always surprised that more people aren’t doing an appalled by how badly many people are doing it. So Kurt what should we be putting in our abandoned cart series?

[00:11:04.030] - Kurt Elster
OK, so I would say the first e-mail you send should not be a reminder. It should not be a sale. It shouldn’t be like some scarcity nonsense. It should actually just be customer support. In fact, I think it should be primarily plain text. So that first abandoned cart Email. If your platform supports split testing that time, you send it out. Do it. Experiment with one 1, 4 hours, 8 hours, 24 hours. See which does best.

[00:11:28.590] - Kurt Elster
Quicker is usually better because you want one to strike while the iron is hot and you Email them and you say in the subject line say, can I help? Question mark. Just real simple. I found in general shorter subject lines work better, but you don't want it to be spammy like one word, all lowercase or like reply call. So you say, can I help? And then in that Email you just go, hey, you know, we saw.

[00:11:50.320] - Kurt Elster
You added items your cart but didn't purchase, was there? What was it that stopped you from buying? Did you have any questions that I can answer? Just hit reply. Or here’s our toll free number.
Keep Optimising Podcast: https://keepoptimising.com

Or here's a link to our F a Q again, like the similar to the Browsr abandonment Email pre-empt their questions even if your conversion rate is 2 percent. That means 49 out of 50 people don't buy. Right. But they added to cart.

[00:12:13.580] - Kurt Elster

So that means they did make a purchase decision when they added a cart. They said, I want this, but I don't want it bad enough to buy it. And that usually means there's an objection. There's something that's stopping me. So ask them, because right now you probably only hear from the customers who buy. I want to hear from the people who didn't buy. I want to hug my haters. I want to know what's going on there and how I could bust those objections.

[00:12:33.710] - Kurt Elster

So that first Email like, let's not give away the store. Let's not no discount. No nonsense. Just how can I help. Right. Similar to the customer service person in a store. They ask that question 100 times a day. We never think about it. But no one thinks to do it in Email. So you start with that? We usually do. We'll split the card out by value for this next part. So if it's like less than, let's say it's less than 50 bucks, usually we'll just send, like a reminder, Email or a really light discount.

[00:13:03.980] - Kurt Elster

You want to experiment with these. So the next one, we could split it to higher value. So let's say it's over like under 50 bucks. All right. We're not gonna mess with you. You just get the one customer service Email. and then a reminder, Email. Hey, this stuff still in your cart. Go, OK, if it's over 50 bucks. Now we can afford it. We've got some margin. We can afford to offer a discount.

[00:13:23.390] - Kurt Elster

So Email them are say, our first e-mails, customer service. Our second e-mail is, hey, you've got this item in your cart. Here's a coupon code for 10% off, 15% off. Whatever makes sense. Again, that's a thing you could split test or do a free shipping coupon or a coupon for upgraded shipping. You can also do like, oh, get free gift with purchase. If it's like over 50 bucks. So everybody does like the 10 percent off.

[00:13:48.590] - Kurt Elster

My point is for that next one. Offer them some incentive. Make it worthwhile. And by splitting out your flow by cart value, you can offer something maybe a little better than just like a generic 5% off on everything. And you say, but we want it to be time limited to create some urgency. So we say make a purchase in the next 24 or 48 hours. I like to do 48 hours and it's got to be real.

[00:14:13.670] - Kurt Elster
Like in Klaviyo, you could dynamically generate one time use coupon codes for these things. So we want that real genuine scarcity because people get annoyed by false urgency, false scarcity.

[00:14:24.380] - Chloe Thomas
You don't want it to be going out now and to to be in 48 hours to use this code. And this code is December 2019.

[00:14:31.780] - Kurt Elster
Right. Exactly.

[00:14:33.290] - Chloe Thomas
Obviously, no expire.

[00:14:34.950] - Kurt Elster
Yes. Consumers are getting sophisticated. They're wise to your tricks. So you need to be genuine and genuine and authentic. And then in the next e-mail, just remind them when that coupon code is about to expire. Often when we run sales, the Email that performs best is the closing cart sale. The one that says, hey, this offers has limited time left. OK. So we send that out. If you want to get really fancy dynamic countdown timer in that Email.

[00:15:00.020] - Kurt Elster
And there's a service I found Sentric S E N T R I C their pro plan can do this and it's inexpensive and it's another thing you've got to pay for. And I wish this was supported in the e-mail service provider directly, but those countdown timers, when they're real, make a lot of sense and work well and it's animated, looks professional and its cool. So we send them a reminder, hey, no way to miss out on this coupon.

[00:15:24.530] - Kurt Elster
OK. So then our fourth Email, if they didn't buy, we just plain text, real simple Email. Then we go, hey, that coupon code expired. So we want to make it clear that that was real urgency. This is going to prime them for future sales and say where you've added you to our main newsletter. I hope that's OK. But if not, here’s the link to unsubscribe. Invite the unsubscribe. I guarantee that Email, where you flatout have an unsubscribe link of a dead center of it, will have your lowest unsubscribe rate when you tell people to unsubscribe right now. I'll stay.

[00:15:56.330] - Chloe Thomas
But then they've chosen to stay, haven't they? And that's that's the thing.

[00:15:59.630] - Kurt Elster
Yes.

[00:16:00.370] - Chloe Thomas
I love the fact that you're splitting that abandoned basket stream by the size of the basket, because that's often we do a one size fits all at that point. And it makes so much sense to give less to the lower baskets and more to the higher baskets. But you also mentioned sale this, which you will also consider splitting it by buying discount, already discounted product or not.

[00:16:21.500] - Chloe Thomas
So, as you know, ending up giving them even more off when they've already bought product you'd price to sell.

[00:16:27.800] - Kurt Elster
Good point. Well, so in Shopify, that's a little bit less of an issue where because you can only enter one discount code at a time.

[00:16:35.960] - Kurt Elster
And for some clients, what we do is like when they run a really a big flash sale, we'll just temporarily disable the like around Black Friday. We'll just disable those emails so they just get the customer service ones. Probably a little lazy on our parts. But that's how we handle it, should it otherwise? I don't like to split it out even more where it checks like. OK, is this a sale condition? That's very smart. I hadn't thought of it.

[00:17:00.650] - Chloe Thomas
Oh cool! Well then that's something completely new. They, like you say, the possibilities with automation and when you're splitting and spitting and spitting do become endless. And that does come a point at which it's not worth the time and effort. Set it up sometimes.

[00:17:13.430] - Kurt Elster
Yes, I'm always hesitant to recommend stuff like that because I don't want to intimidate people. My what I found with eCommerce is there's so many great resources and there's so many great content marketers out there like ourselves who are producing content weekly or daily.
And it's just very easy to get overwhelmed by everyone yelling you like. Here's the next big thing that you have to do. You don't have to do it. Pick like one initiative. Generally, my advice is pick the area where you think you're weakest and work on that for a month and have like some metric used to measure that success and or look at the area where you're strongest and go, can we double down on that? And as opposed to chasing the shiny toy.

I know it's fun. It's attractive, but it's something you need to exercise a little bit of restraint with as it happens to all of us.

It doesn't get you very far, does it? Tackling improving 20 things in one week rather than actually just diving down and getting into one because you don't know what works and what doesn't. You're real. It's very it's a shotgun approach. And maybe you get lucky, but you're also going to be tearing your hair out.

Yeah. And I want to I want to get as much out of you as possible. Kurt Elster here. So I'm going to ask you now about welcome series.

Wow.

Yeah. Right at the beginning. So we've kind of we kind of jumped around a bit. And can I just before I ask you what you recommend. Are we talking the welcome series that comes after an Email sign up or the welcome series that comes after a purchase? And I some people call them both the same thing and some differentiate. So for you, what are we talking about?
You could differentiate. We call it, be like, a new customer. Welcome versus your regular visitor welcome series. Anytime someone is new to the Email list, send the welcome series. I don't want to overwhelm people. I think that's an advance tactic. I don't do like the way I do it on my own. Email list is I have a welcome series and depending on how you joined, I might just skip you past the first couple emails so you could do is like if there's if you think someone who's already made a purchase doesn't might make one welcome series that's got, you know, 5 to 10 emails at it.

[00:19:20.840] - Kurt Elster

And then if someone joins it, the Website via the foot or via pop up, they're not a customer yet. They go in the start of the series versus if they join because they made a purchase. Okay. Maybe we skip them ahead to like Email four.

[00:19:35.090] - Chloe Thomas

But as I've said, it's a missed opportunity. So let's let's keep it simple, as you recommend. So we're talking anyone who's new to your Email list, no matter what, that whether they both or not. What should we be telling them about in that welcome series?

[00:19:49.340] - Kurt Elster

Well, I think you want to introduce yourself and tell your story. So most copywriting advice is be you focused, don't suffer from I worth like I did this and I did that. You want all your copy to be focused on the customer and how it benefits the customer. With I think the exception of the welcome series, this is where you can have I think you should use plain text Email. I think you're welcome. Series emails should be from the owner of the store.

[00:20:15.170] - Kurt Elster

Some people don't like to be themselves in their Website. I think that's a missed opportunity. Maybe like an avatar. That's just your first name. All right. That's our work around here. But I think it's it's you introduce yourself and you tell your story and then you can sneak an evergreen flash sale in there and some resources and some common questions. That's what I want in that. Welcome, Email. And I think there's some good examples of this.

[00:20:42.620] - Kurt Elster

But what I really like is all the Apelin from Mind Journal. M I N D Journal? And he's in the UK as well. A mind Journal. He when you sign up for his newsletter, you get an email from Ali that's like, Hey, thanks for joining my list. And here's what you can expect. Like, I'm going to email you tomorrow and I'll tell you about my story. So he's setting up that expectation that can unsubscribe there if they want.
[00:21:07.100] - Kurt Elster

Otherwise, they could stay. And then he's like, P.S., if you're ready to make a purchase here, use my link and you'll get 10% off. Right. So in this welcome series, you always as a PS always be like, hey, here's the link to go buy. They always have that quick link back, but it's plain text. I want it to look like I'm having a conversation with the owner. It's a way to have a one to many relationship building exercise.

[00:21:29.060] - Kurt Elster

And like for that from Email, you could do like, you know, name at Brand. So like my friend Danny Bedel, chief marketer Key Smart, wonderful brand, they have really good emails. He'll send you'll get an email that's like from Andy at Key Smart. But if it's an Html Email, then we'll be like, just keep smart or whatever. We'll side tangent there about playing. All right, so the welcome here is just, hey, the first e-mail.

[00:21:52.810] - Kurt Elster

Hey, thanks for joining my list. Here's what to expect. I'm Kurt from Ether Cycle or the next week. I mean, introduce you to our story and why I think what we do is important. So if you're selling a product online, if you have a brand, I hope to God you believe in it. Right. And if you don't like, let's think about that. You should be confident in selling your stuff. And that's where the story becomes so important.

[00:22:15.480] - Kurt Elster

So the next e-mail should be about you. Like, how did you get started? Why do you sell this? Tell me that story. I want to know like it. I think having a brand story is really important. People relate to stories and then Email three here, some some common questions and testimony about our product. So you know what your objections are to your product. So in that e-mail, essentially do an FAQ where it's like, hey, by one of our customers who I became friends with Rory.

[00:22:42.690] - Kurt Elster

She's really cool. And Rory says, here's like here's how Rory described the products. I love the way this made my day when I got this e-mail boom customer testimonial. And, you know, maybe you've got some questions about it. Here are some of the most common questions I hear. Here's like here's the top three to five. And if you have any questions, just hit reply and I'll answer them. OK, great. That's our objection.

[00:23:02.730] - Kurt Elster

Busting and social proof. Email. And maybe you like if you want, you could separate those out, but just sticking together. Fourth, Email, things are on sale. Hey, if you're interested in our product and you want to buy it, I want to extend you an offer for the next 48 hours. You could get it 15 percent
off. Here's the coupon code, and it's the exact same strategy as the abandon cart Email. Except now it's like very plain text.

[00:23:27.280] - Kurt Elster
And then the day later, hey, just wanted to find you that that coupon expires today. And I wanted to share with you a story of a customer who bought it and liked it. I mean, essentially, that's just another testimonial. Social proof, Email. All right. Email after that. Hey, you can buy. That's OK. I'm totally cool. Is it all right if you stay on our list? Invite the unsubscribe. If not, here's the link to unsubscribe.

[00:23:50.830] - Kurt Elster
But in the future, here's what you can expect. Like once a week. I mean, Email you and we'll have resources, guides, promotions, new products. Set the expectation of what they're gonna get. That's a very straightforward welcome series. When I attended the Klaviyo Boston conference last year, back when we could travel SEO and I talked to a lot of merchants. And one of my favorite question, go, what's your favorite flow? A shocking number of them said welcome series like that makes the most money.

[00:24:17.380] - Kurt Elster
And so, like, I gave you the starting point for the welcome series, but you could really turn it into like an evergreen newsletter. We're like, let's say you've got because read these newsletters. It's hard. I get it. Writing is hard and bad.

[00:24:28.990] - Chloe Thomas
Yeah.

[00:24:30.260] - Kurt Elster
So if you've got some, like, really winning newsletters that have performed well in the past. Put those in the welcome series and just spaced them out seven days.

[00:24:37.290] - Kurt Elster
So you could create it's called I believe the concept is called a shadow newsletter. So rather than be creating this long newsletter sequence, you just keep tacking stuff on to the welcome series with evergreen emails. And then, like for your promotions Klaviyo, you use smart sending so that they don't get overwhelmed with emails where like if they received an automation e-mail, they won't get your newsletter Email. That's it. Makes it very convenient. If you don't have a similar feature, they could just segment words like, all right, if they're still in the welcome series, we're not going to e-mail them. We're just gonna exempt them from like this week's newsletter.
Simple, straightforward. Time to get writing, guys. Well, look. Thanks for that Kurt. What we’re going to do now is going to pause for a moment for our mind of our sponsors, and then we can talk about the even wider world of Email marketing.

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? Well, that's what Klaviyo is for. Klaviyo is the ultimate Email. And ask the mass marketing platform for e-commerce brands. It gives you the tools to build your contact lists and memorable emails, automate key messages a more way, way more, whether you are 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.

Okay Kurt. So far, we've gone deep into those automation flows that drive the revenue. But now you get to wow us with your insider knowledge about the whole of Email marketing. So for the following questions, your answers can be anything to do with Email marketing. You don't have to stick to automation flows. But of course you can if you want to. So are you ready?

Yes. Hit me.

Awesome. Let’s start with Email marketing newbie advice. If we've inspired someone to take their first step with Email marketing, what do they need to know to give themselves the best chance of success?

Don't overcomplicate it, like trying to design an html email. You will make yourself crazy. You will hate it and you will give up. Do a plaintext Email. It is remarkably easier to build it. It is remarkably easier to update it. And I think for many brands, it will actually perform better than HTML e-mails.
Nice. Straightforward. They get it, guys. Keep it simple. Okay. And once you've started, of course, you've got to keepoptimising. So what's your favorite way to improve Email marketing performance?

The missed opportunity here is split testing. It's not hard to do it all in many platforms now and it will help you figure out what's the best. Send time. What's the best subject line? I think those are like the two easy things to split test. And then what's the best offer? So like for the abandon cart, we rattled off for four easy offers that you could do. All right. Well, what's the right one? You know, do I do five, 10, 15, 20 percent off?

Do I do free shipping? Do I do five dollars? Right. Experiment with that.

Okay. And it's impossible to improve our Email marketing unless we're monitoring the performance. But the list is stuff we kids monitor can be overwhelming. So what for you is the number one Email marketing KPI?

Well, ultimately, if I have to pick just one, I want to go with clickthrough rate. The dark truth of Email marketing is the content of the Email really isn't that important. The importance and the magic of it is simply that your brand stays top of mind. So no matter what you sell, if at some point in the last week I thought to myself I should like I just bought some nice merino wool socks and I go, I should buy another pair socks.

And then that thought leaves my brain. Then they send me an e-mail from that company. It really does not matter what's in that email. Just the fact that I saw their name in my inbox. I go, oh, yeah, I meant to order socks. And now here's an easy way for me to click through to that website. And maybe even there's a timely offer there that I think is the real magic of how email marketing works. It's just to keep you top of mind.

So obsessing over the content and what's in it and when to send is probably, it's important, but it's probably less important than people think.
[00:28:51.410] - Chloe Thomas

Cool. Okay, finally. Crystal Bowl time. What's coming up in the next six to twelve months that we should be getting ready for in Email marketing?

[00:28:59.940] - Kurt Elster

Hmm. Hmm. Well, I think the answer is a little confusing. It's SMS, I think SMS marketing is really, really starting to come into its heyday. I think every Email platform in the next 12 months is going to offer you know, everyone had to add automation as a feature. I think everyone is going to add SMS as a feature. They're going to add pop ups as a feature.

[00:29:25.100] - Kurt Elster

They're going to add there and split testing as a feature. and I think the other wild thing that's going to come in probably the next 12 to 24 months is onsite personalization where your Email is your customer relationship management. It is this this growing suite of tools. And the thing I'm really excited for is when we could start doing personalization where like we know, OK, if they're in a particular flow in my Email, I know roughly what they're interested.

[00:29:55.220] - Kurt Elster

I know where they are in the buying process. So maybe I can change the call to action on my home page or I can hide relevant stuff for my navigation for them. Right. I think that's going to be really cool. And I've heard rumors and rumblings of a few Email service providers playing with this idea that, like, I know it's on the roadmap for at least two of them. So hopefully we see that in and people use it.

[00:30:19.580] - Kurt Elster

I've played with personalization a little bit. It is tremendously powerful as a conversion rate optimization tool.

[00:30:19.580] - Kurt Elster

I've played with personalization a little bit. It is tremendously powerful as a conversion rate optimization tool.

[00:30:50.770] - Chloe Thomas

Cool. A couple of very big things for us to be looking out for there. I like it. Well Kurt we're nearly at the end of the show. So could you please that the list is nine where they can find you online If they want to

[00:30:36.010] - Kurt Elster

Google me. Google Kurt Elster head to KurtElster.com sign for my newsletter. And those e-mails come from my actual email address, their plain text e-mails from Kurt, from Kurt, real Email. So if
you hit reply to those and ask me a thoughtful question, I will give you a thoughtful response. But I've worked so hard to scrub my real email from the entirety of the Internet. That is the best way to get out of it.

[00:30:58.950] - Chloe Thomas
Okay, cool. Okay, Kurt, Thanks so much for being on the Keep Optimising podcast. It's been cool, as it always is, to catch up with you and you've shed so much of your Email marketing expertise with us. I know the audience. I love it. So thank you.

[00:31:11.780] - Kurt Elster
Thank you for having me. I gotta get out of here now.

[00:31:17.700] - Chloe Thomas
So don't tell any of the other guests during our Email marketing here, please. I think that will might be my favor. I think that's probably. I mean, how much did we manage to pack into that episode of tips and tricks for you? So much in there about browser abandonment which I know a lot of ecommerce struggle with exactly how to do that with abandon basket.

[00:31:37.220] - Chloe Thomas
Welcome campaigns. So much good stuff in there. This is definitely one where you're going to want to head over to KeepOptimising.com so you can can get to the page. It's all about this episode and quite probably download the full transcripts. You've got all those notes there to help you. Well, of course, just listen again and you want to just get some clarity on it, maybe even got some results you'd like to get their opinion on. Now, you will get the chance to ask those at our e-mail marketing webinar to sign up for that.

[00:32:03.410] - Chloe Thomas
I've invited all of our Email marketing specialists to join us for a Q&A webinar at the end of the month. Now, we've heard from all five of them now. And you, I guessing, have got plenty of questions you'd like them to answer. Maybe you've already tried out some of the things they've been talking about and you want to just get some clarity on it, maybe even got some results you'd like to get their opinion on. Now, you will get the chance to ask those at our e-mail marketing webinar to sign up for that.

[00:32:30.470] - Chloe Thomas
Just had to keepoptimising.com. Remember that spelt with an S, not a Z. Pretty getting the hang of that by now. And there you will find all the DSR to register for the webinar. And if you're listening to this after the webinar has happened. Don't worry, because you can still catch the replay. Just head
to Keepoptimising.com. And again, you will find all about that there. Thank you so much for tuning in to this episode at the keepoptimising podcast.

[00:32:54.770] - Chloe Thomas

Kurt is the last of our Email marketing guests. Well, for now, I'm sure we'll cover it again at some point next year because something will have happened and I'll be more things we have to we need to share with you. But you can right now listen to all five of our Email marketing episodes. so do you go and dive into those? Plus, make sure you tune in next Wednesday. Well, we'll be starting our series of four shows, all about SEO.

[00:33:16.430] - Chloe Thomas

Yes, we are tackling the big e-commerce marketing or the big marketing subjects in our first few months. So next up is SEO search engine optimization. How do you get that free in ecommerce traffic from Google. Be ready for that. That's coming next week. That's coming up in our next episode. And I've got some great SEO guests and some great SEO topics to talk to you about.

[00:33:41.180] - Chloe Thomas

And if you know someone who's particularly interested in SEO at the moment, then please do let them know we're covering it because this show exists to help you and to help them improve their marketing. So please do let them know we're gonna be covering SEO very, very soon. Now, one of the easiest ways in go about spreading the word about the podcast at the moment is with our launch competition. So thank you. Those of you who kind of clocked onto this at the very beginning and who've held out right here to the end, find out how to enter.

[00:34:09.940] - Chloe Thomas

So to enter our launch competition, being with a chance to win a Keep Optimising podcast T-shirt. You need to do the following. You need to find this show on Apple podcast or iTunes. So just search Keep Optimising on those platforms and you should find us. Then subscribe to the show. Rate it. That's the star rating and then put in your review. So write your review of the show. And I want honest reviews. I don't need you to give me just five stars because that will make you win the competition.

[00:34:39.500] - Chloe Thomas

It won't be an honest review. I don't care if it's one star or five stars. I don't care if you love the show. You hate the show. You're still going to go into the competition and then take a screen grab of that review you've written and share it on Twitter or Instagram with the #KeepOptimising. Then we're going to gather up all the entries and then we pick one winner every Wednesday until the 2nd of September 2020. So we've already given away two of those T-shirts, but we've got more to give away.
[00:35:08.960] - Chloe Thomas

So please do if you want to be in charge of want with winning on one of those T-shirts. I lost my words there completely. Then they go find this show on Apple podcast or iTunes search Keep Optimising. Subscribe, rate and review. Take a screen grab of your review and then share it on Twitter or Instagram with the #Keepoptimising and you can find out full details about the competition at Keepoptimising.com and I hope I get to send you a T-shirt very, very soon.

[00:35:37.160] - Chloe Thomas

Now have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

[00:35:44.510]

Access everything Keep Optimising at Keepoptimising.com. That's an S, not a Z.