Transcript of:

037 Email: Turn sign ups into buyers with the perfect Welcome Campaign with Val Geisler

[00:00:01.590] You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rates and grow your profits.

[00:00:10.470] - Chloe Thomas
Hello and welcome. If you're looking to improve the performance and return on investment, if you're marketing, then you've tuned in to the right podcast. I'm Chloe Thomas, the host of this marketing-focused podcast. And it's very, very cool to have so many of you tuning in every week. It's brilliant and it really inspires me to make this show as powerful for you guys as I can.

[00:00:31.410] - Chloe Thomas
In today's episode, I'm going to be talking to Val about welcome campaigns because this month is all about email marketing.

[00:00:38.520] - Chloe Thomas
Last week we talked about how to increase sign-ups to your email list. Very important topic. So this week, what we're going to do is we're going to build directly onto that and we're going to take you through how to keep those people on your list, reduce your churn and turn them into buyers. Because, quite frankly, what is the point of putting someone on your email list if they don't very soon go on to actually give you some cash and buy some great products?

[00:01:02.730] - Chloe Thomas
Val is going to be sharing her prices for building the perfect welcome campaign. It’s brilliant, it’s so simple. Those of you who've been thinking I need a welcome campaign for months, years, etc. this is going to sort it for you.
[00:01:13.920] - Chloe Thomas
Honestly, this is really, really powerful stuff. You're going to love it. And I'm really excited to have Val on the podcast because she's been on my hit list ever since I started kind of planning this podcast, which was, you know, a good, good couple of years ago now.

[00:01:29.100] - Chloe Thomas
So it's very, very cool to finally have got her on here to help all of you guys with your email marketing. We are about to meet her in a second or two. But before we do, please check out the sponsors.

[00:01:41.650] - Chloe Thomas
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[00:02:14.120] - Chloe Thomas
OK, today I'm chatting with email marketing expert Val Geisler. Val is the founder and Chief Email Optimizer at Fix My Churn and an email obsessive that has been obsessed with helping eCommerce businesses improve their email marketing performance for well over a decade. Hello, Val?

[00:02:32.630] - Val Geisler
Hiya.

[00:02:33.650] - Chloe Thomas
Great to have you here. How did you get into email marketing?

[00:02:39.110] - Val Geisler
Oh, well, email marketing found me, and it's kind of a joke in the email community, a lot of us say, you know, nobody majored in email marketing or, you know, that's not, it's very few people's like goal job.
But then you get assigned email when you work in some other marketing area or you're a developer and you're asked to build an email and then you kind of fall in love with it.

It keeps showing up in front of you. And that's exactly what happened to me. I was the first marketing hire at ESP, so I was learning email service provider software. I was learning email by working at a service provider, a software company. And then, I was the only marketing person on the team, and so I was also running our own email program. What does it look like when somebody joins our email list or takes a free trial or those kinds of things?

So I was really learning email inside and out, not intending to do anything with it, but just because it was there and I just really loved it. I loved seeing what other brands were doing because I worked at the ESP. I got to see what all of our clients were doing, all of our customers. And so I got to see all the ways that they were winning and things that weren't working well. And then what I loved the most about email from a marketing perspective is, it's the most direct channel to your customers or your potential customers.

You know, we could spend money on ads and we could host events and we could do all of these things. That was a bit more of a risk.

You know, you're relying on an algorithm. You're relying on people paying for something. Email is free, I've always considered my own inbox to be kind of like my digital living room, like it's a place that I only let certain people in. I don't just sign up for every single email list I come across. Well, that's not true anymore.

But, before I worked in email as a consumer, I think I kind of slowly fell in love with email as I realized there's this huge potential of direct, basically one to one communication with your customers and potential customers. And you really have kind of full control over how that communication happens and how often it's seen.

And other than deliverability, which is like a whole, it's like predicting the weather. You can know certain things for sure, but then other things changes with the wind. But there is this kind of comfort in knowing that you have a lot of control and that you can test all the time.
One thing I love about email is that it’s never really done.

You can’t just start a campaign and walk away from it. Most of the people that I work with come to me and say we wrote a welcome series two years ago when we started the brand and haven’t touched it since then.

Like, cool, let’s go look at how that’s performing. Like, you know what your open rates are like, what your click-through rates, you know how much money you’re making off those emails. No, they don’t. So we go and look at the data and then can iterate and grow. And that’s one of the things I love the most is that you can just constantly test and improve, improve, improve and only go like there’s nowhere to go but up in email.

Oh, so true.

And I think that’s hopefully, we’re going to help some people make their way up today because I’d say yes, the people you just mentioned hadn’t looked at their welcome campaign in two years, but at least they built one.

And I find that a lot of businesses fail to create an email welcome campaign because they don’t know what to put in it. And that’s what we’re going to help them with today. And those of you who haven’t looked at it in two years, this is going to help you, too. So don’t leave either. Keep listening, because this is such good stuff Val is going to be taking us through because you’ve got an amazing system to build the welcome email right.

So what is it? How do we start? Take us through it.

Well, let’s start with defining welcome email, because it kind of means different things to different people. And what we’re talking about here is that moment, somebody joins your email list but is not
yet a customer. So when I worked in SaaS, that was like they started a free trial. But I've not paid for anything yet. In eCommerce, that looks like they signed up for your 10 percent off coupon code or whatever you're offering in your opt-in pop-up.

[00:07:38.830] - Val Geisler
And but they haven't made their purchase yet. So this is a huge area of opportunity in eCommerce. SaaS does it really well, and I think that one of the things that I noticed when I made the shift, one of the reasons I made the shift from SaaS to eCommerce was because there is so much that eCommerce can learn from SaaS. And I encourage every eCommerce shop owner-operator. You know, you use SaaS to run your business. So you're getting SaaS emails.

[00:08:13.150] - Val Geisler
You signed up for a free trial of Klaviyo or Shopify or what you had that first month. Go back through your emails and see what they sent you and what that cadence looks like. And you know what resonated with you, what didn't? Because you are a customer of the people who are living what you can do in eCommerce.

[00:08:38.770] - Val Geisler
So welcome in eCommerce is that moment from when they join your email list through until they make their first purchase. And the reason there's such an area of opportunity is because most brands have nothing there. The new email list, they get their coupon code and then they get put onto what is often referred to, unfortunately, as the blast email list, I'm like using air quotes there, because and I say unfortunately, because you should never, ever, ever, ever think about your list as something you blast.

[00:09:14.080] - Val Geisler
Your email list should be segmented and we should be sending messages that matter to our customers, not blasting them. So messages that matter to someone when they first join your email list, are they are at their highest point of interest in your brand.

[00:09:33.950] - Val Geisler
Other than the second they make their purchase, so they've just given you the keys to their living room, their digital living room by giving you their email address, and then most of us send the email with, OK, here's your coupon code. And then now you just end up with our like our sales and our promos and you get those regular emails moving forward.

[00:09:57.600] - Val Geisler
The alternative approach which I promote is something I call the dinner party strategy, so dinner parties. This was so much easier to talk about a year ago.
[00:10:11.100] - Val Geisler
We, not in the last year, but it's that potentially some time in your life you have gone to a dinner party or hosted a dinner party and when you go to a dinner party, it would be a very strange experience to show up, the front porch light is off. You can't really tell where you're going and you finally find the front door and it's winter and you're standing out in your coat and you're cold. And you stand there for a little while and you wait and it's like dark inside.

[00:10:46.080] - Val Geisler
But, you know, this is the right place. You figure that out. And then they finally open the door and they have a full plate of dinners in their hands and a fork and they hand it to you before you even stepped in the front door.

[00:10:58.440] - Val Geisler
That would be a very strange dinner party.

[00:11:00.420] - Chloe Thomas
I think I might leave if that happened to me.

[00:11:03.440] - Val Geisler
Yeah. So, unfortunately, that's what we're all doing in email.

[00:11:08.520] - Val Geisler
We're all showing up. Our customers are showing up with, we have the lights off. They figure out how to get to where they need to go. And then we open the front door and we say, here, here's our product, buy from us, enjoy it. And it's yeah, they're going to want to leave. So if you think about kind of a proper dinner party, there's a bit of a framework to hosting a dinner party.

[00:11:39.720] - Val Geisler
And you can apply this to emails as well. And I'll go over like kind of the overview and then we can dig in a bit.

[00:11:46.380] - Val Geisler
But the idea is there's a warm welcome. So the front porch light is on and when you open the door, it's opened, there's somebody greeting you offering to take your coat. And here's a glass of wine. And let me show you around. This is where everyone is in the kitchen. Here's the bathroom. Have a
seat. That is a warm welcome at a dinner party, and that’s what we can do an email too. I’ll tell you how in just a bit.

[00:12:12.990] - Val Geisler
The second thing that happens is there’s usually appetizers. Like I said, you had that drink offered. There might be something on a tray sitting on a coffee table. Maybe there’s little snacks in the kitchen where everyone’s gathered, but there’s some kind of appetizer that’s not yet the main meal. Then everybody kind of migrates to the table and the meal is served. But it’s not just. A giant plate of steaks and nothing else, they’re air potatoes and green beans and all kinds of different side dishes, so you have the main entree and side dishes are served and you have your meal.

[00:12:51.740] - Val Geisler
It’s a full meal and everybody has a great time. There’s dessert afterwards at the best dinner parties, in my opinion. So something really sweet and something that’s like a nice bonus on this wonderful meal you’ve just had. And then hopefully everyone had a great time and there’s an invite to come back. So this host wants to keep hosting monthly dinner parties and have everybody back because they had a great time. So you can do all of those things with email.

[00:13:20.160] - Val Geisler
That's a very different dinner party than showing up with a plate of food shoved into your face.

[00:13:25.190] - Chloe Thomas
Very different. So we've got the six parts. We've got the welcome, the appetizers, the main course, the side dishes, the dessert and then the invite back. Before we get into all of those, one quick extra question for you Val, which is I often say to people when I'm talking about welcoming emails that one of the great things about them is you don't have to create all six before you put them live. Having just one of them, just you put them live as you build them and build them in order. Would you agree?

[00:13:56.540] - Val Geisler
I think so. In some cases, if you have emails that tie together to each other and you need both and let them live together. But the idea here is like, yeah, six emails. I'm not asking you to build a like twenty six email sequence. This is six emails. They're simple too, they're much simpler than most people think and they're pretty quick to put together. So I've had people I've talked about the dinner party strategy in depth at various conferences and events. Remember those?

[00:14:29.210] - Val Geisler
And I've had people, you know, actually at a conference I spoke on the first day, and then the next morning somebody came up to me and he said that the night before that here in his hotel room
implemented the emails that I had watched him through, had a little PDF download, which I can share with you guys, too.

[00:14:50.000] - Chloe Thomas
Oh, yes, we will let you guys know where you can grab that.

[00:14:53.210] - Val Geisler
You grab the map and just did it that night. So it's not something that like. Yeah, because my thing with email is get something live something. It doesn't have to be perfect. You have to get something out there so that you can start collecting data and know what's working and what's not working. You can always improve your design, improve your layout, improve your copy. All those optimization elements can come into play once it's live. There's no point in sitting and continually optimizing something that you have no data on how it's performing because you might be trying to make something better that just isn't working.

[00:15:30.890] - Chloe Thomas
Yes because there's two procrastinations that stop people from getting these welcome campaigns done.

[00:15:35.450] - Chloe Thomas
One is wanting it to be perfect. It's kind of one of the reasons I say, I just get worn out, OK, we don't need 20 part series. But what's even more important is to have an idea of what to say. And I think that's what this dinner party strategy is so great at. It breaks it down into six emails with six roles. And as you're about to take us through almost templates for what should be in them. Hence, as you say that guy at the conference, kudos to him for doing it overnight, that is properly cool.

[00:16:02.660] - Chloe Thomas
So, let's help everyone get rid of the procrastination of what do I put in my welcome campaign and yes start off with number one, the welcome.

[00:16:12.380] - Val Geisler
Yeah. So your welcome emails are just that it's literally just a welcome. It is not asking them to buy anything. It's not.

[00:16:20.360] - Val Geisler
So you've delivered that coupon code and maybe in your welcome email you might remind them of that. Here's that coupon code. But that is not the focus of this email.
[00:16:29.720] - Chloe Thomas
So we have the email that says we've got your email address. Here's your coupon code, this is the one after that. Yeah, this is after that.

[00:16:36.410] - Val Geisler
It's typically maybe later that same day or the very next day. And it is I love to make this a welcome from the founder of the company. So the other thing about dinner parties is that they are not hosted by robots or by brands. They are hosted by human beings. And so you have to put a human being behind your brand. So I encourage this welcoming mail to be from the founder. So from email address, you know, in the inbox, it says Jamie ad whatever the brand is, you know.

[00:17:09.530] - Val Geisler
And then the whole email is from Jamie. In Jamie's voice, telling the story of why the brand started. Maybe you tell a little bit of the story of if your brand is doing some kind of giving back program. You can talk about that there. But just a very brief hello, welcome.

[00:17:29.780] - Val Geisler
A way for them to connect. And so the other thing about the welcome is, yes, you are talking about the history of the brand and it's from a person, but. It is not at all about you. It is 100 percent about them why they came to the brand.

[00:17:43.940] - Val Geisler
So if it's a skincare brand and the founder was making their own skincare products in their kitchen, it's not about that. It's about the reason it became a brand is because that founder heard from other people who are experiencing the same issues that they were. So the personalization is secondary to what matters to the customer. But it's still just a friendly welcome. Some of the best ones I've seen have a little video from the founder and they're very you know, you don't have to highly produce the video.

[00:18:18.060] - Val Geisler
The best ones are like kind of face time ask videos of just somebody sitting and maybe we've been recorded on your phone just to make it as real as possible, but just something very human and connecting. That's it. That's all that goes in that email. Like I said, maybe a PS about, "by the way, I know we sent you a coupon code. Here is a reminder just in case."

[00:18:44.730] - Chloe Thomas
Very much secondary.
[00:18:46.122] - Val Geisler
Yes.

[00:18:46.650] - Chloe Thomas
There's no real call to action in this email. It's just his information about us.

[00:18:52.470] - Val Geisler
Yes. I wouldn't even I wouldn't put buttons in this email. I wouldn't put I mean, you can put links like in your brand logo, something like that. You can link to your site. But I wouldn't put a bunch of call to actions in this email. It's simply building relationship.

[00:19:11.640] - Val Geisler
The second email the appetizers. Now, this is where you can start to kind of talk about the brand a bit more. This is where you lean into that social giving back program that you have.

[00:19:22.260] - Val Geisler
This is where you talk about your, the practices in your factory if you're really proud of that, this is where you start to tell another customer story, someone who has had success with your brand.

[00:19:38.520] - Val Geisler
That's the second email. And that usually comes a day or two after that welcome email.

[00:19:44.120] - Val Geisler
Third email, so this is actually the fourth email they're getting from you because they have that coupon code. So but the third email and the dinner party strategy is that entree. So this is the product email. So the, third email that you send to them, three or four days after they've signed up for your email list is when you talk about your product. This is where you get to let the product shine. This is where you get to be really personal with them about what matters to them.

[00:20:13.930] - Val Geisler
Maybe there was a time when they signed up, they signed up on a particular landing page and you know what that was, or they signed up on their sign-up, they checked a box that said what they were most interested in. There could be different ways that you might have segmented your list and you can create content based on that. If you didn't do that, if you don't know what they're interested in, if you have over a thousand screws in your shop and you've no idea what they're there for.
There's probably an overarching theme of your products or a particular audience that you're targeting. So talk about bestsellers, talk about the things that go out of stock all the time. You know, make this as evergreen as possible for yourself.

So you don't want this email to be something that's like here's all of our new things or something that you have to constantly update. Of course, you can always pull data, but make it simple. But this is where you get to focus on your product.

Then you have, so we talked about appetizers, entrees, side dishes. So side dishes are you know, we talked about bestsellers. Here are some of the products that people really love that you might not notice right away. Or maybe you only have one or two products and you've just talked about it in the last email. Here are some of the ways, like the ways you wouldn't think to use our product that people are thinking, are doing with it.

Val, in this side dishes one. If we've got, if we kind of got this core range. We talked about it in the main course is the entrees number three. And for this number, for the side dishes. Might we use because you know, we know there's a lot of talk about user-generated content at the moment. Is this the point which we might put in a couple of customer stories about how they've used the products you know twice or how it's worked for them?

Could this be if we've not got many products, are UGC one?

I love you UGC as much as possible. I think the best way to tell the story of your brand is through other people. I don't want to hear from a brand about how wonderful their product is. Of course, I think that I want to hear from other people who are using it who had the same problems that I had, you know, who are using the same words to describe it as I would use.

So, both appetizers and side dishes are a great place for UGC. But yeah, tell, what I like about this kind of, once you've introduced the product, then you can kind of start to talk about, you know, all the different ways you can use this product or like I said, here are some kind of unsung heroes of our
product lineup, things that our most devoted customers love that most people don't notice right away, you know, so you're kind of telling that story of them becoming a devoted customer.

[00:23:14.470] - Chloe Thomas
I like that because it's going back to the brand who have a thousand SKUs, which I always imagine that about half the audience have got three SKUs and the other half got a thousand.

[00:23:22.790] - Chloe Thomas
Yeah. So you usually when you've got one problem or the other problem and sometimes it's good, some it's bad.

[00:23:28.690] - Chloe Thomas
But I love the idea of the main course. You kind of focus in on the best sellers, those evergreen products, the ones which new customers frequently buy. I love the fact you kind of got the side dishes to kind of pick up the outliers. There's those weird niches lovely, lovely niches. Weird customer groups who buy strange things or who, you know, that kind of second option which just didn't fit in them anymore. I love the fact that's kind of like the side dish element.

[00:23:52.660] - Chloe Thomas
I'm really loving that.

[00:23:53.980] - Val Geisler
Yeah. Or like maybe you have, you know, in that multiple skewes business, you offer some kind of bundle and there's a product that, you know, people are always adding on to their bundle or there's like this thing that everybody throws this in their car at the last minute.

[00:24:13.330] - Val Geisler
And so we just want to tell you about it upfront. That kind of thing, where you're helping them see themselves as a customer and then also seeing themselves as this like part of a group. There's, you know, we all want this sense of belonging and now more so than ever. And we can really lean into that as brands and say, like, you do belong here. And here's this kind of quiet little group of very strong customers who.

[00:24:42.590] - Val Geisler
Who love this particular product, and you can be part of that group, too, and you get there like insider information here from us.
[00:24:50.720] - Val Geisler
We're going to just tell you all of our secrets.

[00:24:52.220] - Chloe Thomas
Nice, and then we've got dessert next?

[00:24:57.270] - Val Geisler
Yeah. And I just wanted to say, if you do have three SKUs and you feel like, well, I don't have anything else to talk about, I've already talked about everything in the appetizer and the entree. That's where you just keep telling customer stories about successes. And you really lean on the fact that, like, hey we specialize in these particular products for a reason.

[00:25:19.670] - Val Geisler
And here all of our happy customers and all of the ways that they've used the product and seen success. So it's not I don't want people to feel like I don't have any more stories to tell. You have more stories to tell. It's just different ways that customers are using your product because not everyone is using it the exact same way or for the same purpose.

[00:25:39.270] - Chloe Thomas
Nice, love it. OK, dessert?

[00:25:42.860] - Val Geisler
Dessert. Yeah.

[00:25:44.780] - Val Geisler
So dessert is, can be a lot of different things. It is not, however, your affiliate or referral program or even your rewards program for that matter, because they have not made a purchase yet.

[00:26:01.490] - Val Geisler
Save all of that for post-purchase, save talking about your affiliate or a referral program. Don't even do it immediately post-purchase. This is kind of a side tangent, but do it farther down the line. That's a retention play. It's not they don't even have the product in their hands yet. Why are they going to go tell people about it anyways?
[00:26:22.160] - Val Geisler
Back to, the dessert is for those I mean, dessert is like it's a sweet treat. So what do you offer as a brand that's a sweet treat for them? Do you have free expedited shipping, like upgraded? Hey, you can actually choose two days shipping for free from us with no one else offers that except for Amazon.

[00:26:48.530] - Val Geisler
And do you have a Facebook group of customers where you can maybe you're a food company and there's a nutritionist who's in there who drops videos every Tuesday or something that, you know, a lot of brands have these kinds of groups and they don't even think about emailing people about them.

[00:27:09.140] - Val Geisler
So a Facebook group, it could be again, it's another opportunity to talk about ways that you give back. So if you are Bombas and you give a pair of socks for every pair of socks purchased, you can talk about that. They're you know, they're all different things. Like every brand is doing something different.

[00:27:33.200] - Chloe Thomas
Or, could this be an opportunity to talk about commitment to sustainability? So we use special packaging or could it be an opportunity? Oh, had another really good one then. It just went where did it go Chloe? Uh, could it be an opportunity to talk about a blog or a video series or some awesome piece of content?

[00:27:51.830] - Val Geisler
Yes. And or even if you don't have any of that on your own, maybe you as the founder have been on a podcast or been interviewed on a webinar series, and that content is available online somewhere. And you can link to that there. So you are giving them different ways to interact with your brand and different ways, again, to feel like they're part of a community and that they know who is behind this brand, who buys from this brand and what kind of impact it has.

[00:28:25.760] - Val Geisler
So, yeah you could even take the opposite route of this like expedited shipping thing and say, hey, we actually don't offer expedited shipping because we care about the environment. And here's why. It's going to take longer to get your product and what we're doing with that impact we're making on the environment.

[00:28:48.200] - Chloe Thomas
And that brings us to the last of this one. Guys how simple is that all sounding? Brilliant.
Val Geisler

Yeah, we're. And the last one.

Chloe Thomas

So tell us about the last one.

Val Geisler

The last one "invite back". So we are asking them to make their first purchase at this point. So the invite back is now if they've, if they've made their purchase, then they've already gotten off of this welcome sequence and they've gone on to your first post, first purchase sequence.

Val Geisler

If you're building flows, you want to make sure you're moving people off of those when they take a certain action and on to the next one.

Val Geisler

But if they've made it this far and they still haven't made a purchase, then directly invite them to do so, you know, invite them to it. If you have three screws in your store, you can actually even show the gif of, you know, here's where you go and you click and then you make two more clicks and you're done. Like, that's how simple our checkout is. You can show off your checkout process.

Val Geisler

You can also do a coupon reminder if that coupon code is still valid, you can give them a reminder of that there. You can offer an incentive to an additional incentive to make a purchase. Maybe it's and of course, this is it's automated. So you would want to make sure you tag them properly. But maybe anyone who gets that email, they have a bonus gift added to their cart or something like that, something that's a direct invite to make a purchase.

Val Geisler

I don't think you need to discount or add gifts every single time, but sometimes you just need to straight-up ask, like hey, this is it, you know, this is our opportunity, especially if they've clicked through from other emails and they're definitely showing interest. They've opened every single email and the welcome sequence. They are showing interest in your brand and sometimes they just need someone to invite them to take action. The alternative here is to invite them to talk to you.
So if you don't feel comfortable asking people to spend money, which I think you've got other works that I can't help you with to do, if you run a brand and you have to ask people to spend money. But you can also you could invite them to talk to you. You can invite them to reply to that email and ask questions. Now, everybody says, oh, we don't want any more inbound emails. And I think that is the absolute wrong approach to your marketing plan.

If you are pushing back on getting more inbound emails, then we need to address something else in your business because you should welcome inbound, especially when it's questions from potential customers. So that's the other invite that you can offer, is invite them to get in touch with you, make it as simple as possible. Don't ask them to fill out a form. Don't ask them to. You're sending first of all, don't ever send from a no-reply email address, but maybe you're asking them to like email this particular email address.

No, make it a reply to that email. Don't ask them to log onto your site and talk to a chatbot. Just make it as simple as possible. Invite them to hop into the Facebook group again and talk to us there. Maybe your founder or someone on your team has open office hours every Thursday at 2:00 p.m. Eastern. Offer that some way for them to get in touch with you. So either ask them to make a purchase or ask them to talk to you.

And that's the invite back. That's the last email, the welcome sequence. Then they're either on that first post-purchase sequence or they are then added to the main email list, which then gets promos and all of those regular emails. But you've at least built a relationship here where now when you show up in their inbox, they're not like, who is this?

Or like, oh, this is that brand that only ever sends me promos and coupon codes. And this is that discount brand. And we all know that those discount brands in our inboxes. I'm never excited to open those emails because I know what's going to be inside. But now when I've had a relationship built with a company and each email has been a little bit different, I don't know what might be in the next email. So I'm going to open it and which then tells my inbox to keep sending emails.

And it does all kinds of good things for your deliverability and showing up in inbox. So welcome sequences are really important for a number of reasons, but mainly to build relationships because we're all inundated with choices every single day. And I have not in my ten plus years of running a
business, met anyone who doesn't have someone else in their space. There's another person selling the same kind of thing that you sell.

[00:33:31.860] - Val Geisler
Of course, it's not as wonderful and perfect as your thing, but there is another person listening to this podcast who sells the same thing that you do to the same target market that you do. So if they go and implement this and you don't, then it's likely that that customer will choose them over you because they feel a close relationship with that brand.

[00:33:51.630] - Chloe Thomas
Nice Val, that was a brilliantly made pitch for doing the welcome campaign and awesome system as well. So, anyone who's listening to this, who have, who put it in place, we'll give you the link shortly for where you can download a guide to it. We want to hear from you. So do you get back to us and let us know. Um, OK, we're going to pause now. For a reminder of our sponsors and then we're going to talk about the wider world of email marketing.

[00:34:14.090] - Chloe Thomas
Success in 2021 means building stronger relationships with your customers last year, saw a lot of consumers switching to buy online, leading to surges in new customer acquisition. So how are you planning on turning your new first time buyers into profitable repeat customers? Well, that's what Klaviyo is for.

[00:34:31.880] - Chloe Thomas
Klaviyo helps businesses create memorable marketing moments through email, SMS, and personalized website experiences, and that is what creates repeat purchases. That's why Klaviyo, the ultimate eCommerce marketing platform, is used by over 50000 eCommerce brands around the world.

[00:34:49.040] - Chloe Thomas

[00:34:59.860] - Chloe Thomas
OK, Val, so far, we've gone deep into welcome campaigns, now you get to wow us with your insider knowledge about the whole world of email marketing. So for the following questions, your answer can be anything to do with email marketing, which does, of course, include welcome campaigns, Val, are you ready for these?
I'm ready and I'm going to challenge myself to be as brief as possible because there is a big world of email marketing, so I'm going to try and make it as digestible as possible.

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

That you're always going to be testing?

So you get something live and grab the data and then improve. Don't worry about making it perfect. Just make it live.

That's something even those of us who've been doing it for years need to remember.

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

Oh, I love to test long emails versus short emails and typically that looks like more like text-driven is shorter and then my images included is longer. And so kind of look at what your customers respond to more; text or images.

Very cool.
If someone listening wants to learn more about email marketing, is there one cheap or free resource you’d recommend?

Oh gosh, there's so many. My favorite blog for all things email is Litmus, LITMUS. They have a great blog full of wonderful content and they put out reports all the time and all of it's free. The cost is your email address,

Which almost feels free.

OK, finally, it's crystal ball time, but what is coming up in the next 6 to 12 months that we should be getting ready for in email marketing?

Well, it's already happening. This push for personalization and personalization is not just adding somebody's first name in email. It's segmenting and sending content that's specific to what they have expressed interest in. So, I would if you're going to learn about anything in email, I would learn about segmenting as much as possible.

I'm clearly going to have to tell all the guests to aim for brevity because those tips were like, boom, just spot on.

I wish I could sound it right now. Really, really good right guys listening. If you like that, too let me know and I will start enforcing it. I was referring to the guests.

Well, look, Val, we are very nearly at the end of the show, so could you please let the listeners know well where they can find more about the dinner party strategy? Because I know you've got notes done, but also where they can get in touch with you and your business on the web and social place.
[00:37:45.230] - Val Geisler
Yeah, for sure. So I want to start by saying, you know, I did start in SaaS and like I said at the
beginning, there's so much that eCommerce can learn from SaaS. And I'm saying that because there
is a download for the dinner party strategy that goes into much more detail than we did today and
even more their subject line information. And they are there's so much in this download. It's at
FixMyChurn.com/TDPs for the dinner party strategy.

[00:38:10.240] - Val Geisler
The examples in that download are SaaS examples, and I did that on purpose. So don't be confused.
When you're there as an eCommerce brand, you're in the right place. Just know that I'm pushing you
out of your comfort zone of seeing eCommerce things all the time because you can do things like
SaaS friends do and in a really powerful way, it helps you actually stand out in the eCommerce
crowd.

[00:38:33.220] - Chloe Thomas
Oh, I love it.

[00:38:34.090] - Chloe Thomas
OK, so FixMyChurn.com/TDPs.

[00:38:39.220] - Val Geisler
Yes.

[00:38:39.910] - Val Geisler
And then I'm on Twitter @LoveValGeisler. And I do want to know if you're implementing this and
how it's going. So come find me. I'm on Twitter all the time, so come say hi.

[00:38:52.250] - Chloe Thomas
Marvelous. Well Val. Thank you so much for coming on and sharing your strategy. I know it's going
to help a lot of people get off the fence and finally put that welcome campaign in place or massively
improve one or the other.

[00:39:04.300] - Val Geisler
Yeah! Go to work.
Keep Optimising Podcast: [https://keepoptimising.com](https://keepoptimising.com)

[00:39:05.050] - Chloe Thomas
So thank you for being here.

[00:39:06.640] - Val Geisler
Thanks for having me.

[00:39:09.050] - Chloe Thomas
So there you go, everyone, the straightforward system for massively improving or for creating your first proper welcome campaign to turn all those marvelous email sign-ups into paying customers, because that's, after all, what we're aiming for.

[00:39:26.510] - Chloe Thomas
And I know, you know, I have lost sympathy for those of you out there who are going, oh, God, the welcome campaign. How do I do this? Because I know they're tough. Anyone who's seen mine at the time of recording this, at any rate, knows ours isn't great because these are tough to do. I'm hoping that by the time this episode goes out, I'll have actually sorted it out because there's no excuse not to, quite frankly.

[00:39:50.180] - Chloe Thomas
Well, you can get the links to everything we discussed. The full transcript of the episode, important notes and more at Keepoptimising.com. And as part of my mission to help you improve your email marketing, I've invited our specialists to join us for a Q&A webinar at the end of the month.

[00:40:03.320] - Chloe Thomas
It's going to be your chance to get your email marketing questions answered.

[00:40:07.700] - Chloe Thomas
So to be part of that, get yourself registered at KeepOptimising.com. There you'll find a link to our webinar and there you can sign up for free and then come and join us having a laugh or giggle, most probably quite a debate about what's going on in email and, of course, answering your questions.

[00:40:29.180] - Chloe Thomas
Thank you so much for tuning in to this episode of the Keep Optimising podcast. I know email marketing is a really popular topic, so do make sure you also check out our first series of email marketing focused episodes.
There we did, we did those last year. Episodes one, two, three, four and five, which makes them super easy to find. And if you really liked today's episode about welcome campaigns, I think you'll really like Episode five, where I'm chatting with Kurt Elster about all kinds of different automation flow. So getting the tech to do the work for you.

And of course, please do tell your fellow marketers about the show, because I want to help as many of them and as many of you as possible to improve the performance of your marketing.

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

Access everything Keep Optimising at KeepOptimising.com, that's what an S, not a Z.