039 Email: Using your Email Segmentation to improve your Facebook Ad results with Kunle Campbell

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Hello there and welcome, if you are looking to improve the performance and return on investment of your marketing, then you've tuned in to the right podcast. I'm Chloe Thomas, the host of this marketing-focussed podcast, and it's very nice to have you all out there listening. So thank you for joining me.

In today's episode, I'm talking to Kunle about segmenting your audience and then advertising audiences, because this month is all about email marketing.

So I hope you've enjoyed our first three shows while we've gone through welcome campaigns and post-purchase campaigns and how to get more email sign-ups. In this week's episode and next week's episode, we're going to be looking at things you can merge into your email marketing in order to create something that's bigger than the sum of its parts, I suppose. And so in this episode, we're going to be talking about using your email marketing lists with primarily Facebook ads.

But we'll touch on some other platforms as well and how you can use that to really amp up the impact of the marketing that you’re doing. So that's we're going to be talking about together with because Kunle is awesome at this. We had to ask him questions about it as well, together with getting into some really clever stuff around segmenting your email list itself. We just about to meet him, but before we do, please do check out the sponsors.
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Today, I'm chatting with email marketing expert, Kunle Campbell, Kunle is an eCommerce obsessive and outsource CMO, an adviser to a range of DTC product businesses. He's been involved in eCommerce and online marketing since the early 2000s and is now best known as the host of the two X eCommerce podcast. Hello Kunle.

Hi, Chloe. How's it going? Thank you for having me on.

It's good. It's good to have you here. It's always nice to catch up with a fellow eCommerce podcaster, especially when they're from the U.K.. So hello.


So look, let's let's get straight into it because we both know the audience want the goods don't they? So how did you get into email marketing? How did you get the email marketing bug?

It was out of necessity, to be honest. So at the core, I still do this. I'm an acquisition person. So back back in the days I started out in SEO, and SEO is all about acquisition when you think about it. And then I did that with a little bit of with a lot of search engine marketing, which is predominantly ad words. As time went on and I realised that eCommerce was a subsector I wanted to get into in the
whole digital marketing space, I fast realized that two things really mattered. Conversion rate optimization, which really is the user experience you deliver on your site of the test.

[00:03:35.250] - Kunle Campbell
You run just to squeeze as many desired conversions as possible, as many desired actions as possible. And then the second was retention. I realized that it was much cheaper to make money or essentially sell to existing customers. Don't know, love and will share the good news or the good stuff about your brand than it was to go out cold, you know, to acquire customers. And so in order to suppress CPA, which is cost per acquisition essentially I started to look into email.

[00:04:14.310] - Kunle Campbell
So what I do now essentially is 50 percent acquisition and then 50 percent retention. And retention primarily is email. Don't want to talk about SMS, but it's primarily email, was primarily delivered through email. There's also customer experience in terms of, you know, there's no way you're going to get people to buy more if they haven't had a pleasant experience with your brand. And yeah, so it's really acquisition on the one hand and retention on the other.

[00:04:46.890] - Kunle Campbell
And that's why I'm really focussed on email these days.

[00:04:50.460] - Chloe Thomas
Yeah, it is kind of like that light bulb moment for a lot of people. It starts off with the ad buying side of things.

[00:04:55.080] - Chloe Thomas
It's like, oh, I can increase my overall profitability if I do something to keep them. I was like, how do I do that? Email marketing. Okay, well, look, what you're here to tell us about today is how that world of online ads and email connects in a considerably more and more intense way, I suppose, than simply one being a way to make more money out of the other. So do you want to explain kind of the nuts and bolts of what we're going to be talking about today?

[00:05:26.430] - Kunle Campbell
So I want us to talk about segmentation, the importance of segmenting customer types not just within the email ecosystem, but also sharing that with other platforms, with other acquisition platforms so that you have a very synchronous message across the board.
[00:05:49.410] - Kunle Campbell
So a used case will likely be, I receive an email which, you know, reminds me that there's going to be a product launch sale at the end of the month. At the same time, in the same vein, say I was a VIP customer, in the same vein, being a VIP customer. Since I get an early sort of, I get early access to this product launch, I should be able to still get that message. If I was on Facebook, if I was on Snapchat or if I was on Instagram.

[00:06:23.580] - Kunle Campbell
And it would if I missed that email. Having the ability to amplify that same message across other social channels actually enables me be more aware and will increase the success rate of me taking action on your offer as an existing customer.

[00:06:49.500] - Chloe Thomas
It's those segments that you've worked hard to create in your email marketing and sending them out to other platforms. So we're talking Facebook ads. We're talking Google ads as well.

[00:06:58.290] - Kunle Campbell
Google ads, not so much that there is cost audience support in Google ads, but it's not as thorough. So with Google ads, you could obviously upload your email list, you could upload segments of your email list, you could do it, the Google ads, I haven't done it so well with Google ads, but I'm talking more around the social advertising space where there's a lot of traction because more people hangout in on social platforms than the rest of the Web per say.

[00:07:31.950] - Kunle Campbell
Most people would be the first thing they open. The first app they open will be a social network. They spend more time on social. So getting them on social platforms be a tick tock bit. You know, Snapchat, be a Facebook page to Instagram. How do you get that message synchronised across but there are possibilities with AdWords, but it would be out of the scope of this conversation.

[00:07:57.360] - Chloe Thomas
So what we're kind of saying is it's a complete example of something you could do. But at the moment, there's not the case studies in the point of doing it. So, yes, you can do what we're saying about on Google ads, but whether where the big opportunities are those social platforms so we can do these kind of methods with, is it all the social platforms that enable us to do this at the moment? I mean, I'm guessing we're going to spend the rest of our chat on Facebook, but can we do it with the others?

[00:08:22.050] - Kunle Campbell
Yes, you can. Yes, you can. So they support, they all support custom audiences.
Now, the only challenge with all of the social platforms is almost all email platforms, ESPs I've been involved with support automatic sync with Facebook so they don't have like a turnkey solution yet for all the other social media platforms, which may change over the course of the year.

But if you see log into a Klaviyo or an Omnisend, you will find, like, you know, segments Sync's. So you could log into a segment you created on there and you could with the click of a few buttons, sync it up with with the Facebook audience you create. But you can't do that with, with Twitter. You can't do that with Snapchat or Tiktok however, you could export those list as a CSFI and then upload to Tik Tok to Snapchat and all other social platforms.

So are the segments we create in our email marketing with Facebook. We can do those auto sync's. That's great because it keeps the data accurate in almost real time and you don't have to bother to do it. And you don't have to suddenly get into the GDPR issues of exporting and importing lists of people's data, which we're not going to go there.

But with the other platforms, you've got the manual option, which means it's only as updates updated as the last time you did it, right? I think that's enough of the nuts and bolts. Should we talk about the exciting stuff, i.e. what you can do with this to make more sales? So, so when you, you know, now you know you've done this with a lot of different businesses. So when you approach this for the first time, what's kind of your must test first option for leveraging this tech?

I'd split it out into three three kinds. So the foundation really is segments, right?

So what you should do using what's called the RFM analysis, which most marketers should be aware of, which stands for recency, frequency and monetary value. So with with recency, you're talking about the last time your customers actually came to buy. So how fresh essentially is the freshness of a sale? So someone who's recently purchased from you, you know, over the last 90 days will have a high R-score in the in the RFM analysis.
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[00:10:57.700] - Kunle Campbell
Then with the frequency you're talking about, you know, the number of times people actually buy from you, what's the average you're setting averages here. If we go back to the recency, let's give you two examples. Let's say I sell flowers. For instance, I was a flower subscription business.

[00:11:16.960] - Kunle Campbell
You'd expect flowers to be either weekly, fortnightly or monthly, you know, in that respect.

[00:11:25.000] - Kunle Campbell
So someone who's bought, a customer who's bought three months ago will have a very low recency score. Right. So they might then have slipped to what I call like an inactive customer segment. Right. That's one segment from a recency perspective. Someone who's bought just last week will score a ten out of ten. And so they have a high recency in terms of frequency, which is very product dependent. You'd have so with the flowers, you know, base, with the flowers, you could score customers who buy weekly at a nine or a ten, then, you know, customers who buy every fortnightly at a seven or eight and then customers who buy monthly as a five and then customers who just buy occasionally as a three or two.

[00:12:19.870] - Kunle Campbell
So that's your frequency now. Then you have your value, which is everybody how much they spend. There's, a scoring in that. So you could set it up and say, OK, people who spend a hundred pounds or a hundred dollars monthly are a VIP cost. Well, they've scored high in the monetary value bit and then consumers who spend fifty to sixty are a seven or six and then customers who spend less than twenty a month are, you know, just, you know, low value customers, low spenders perse.

[00:12:59.080] - Kunle Campbell
Now when you combine this together for every customer, so many eCommerce, well, many e-commerce platforms will allow you to do this in the background. You were able to come up with a score with a full RFM score. Now, once you do that, you're able to sort of segment your customer types. Now you at the start of this whole segmentation journey, you should must keep it very simple. And I would say that or I would suggest that you have your VIP customers.

[00:13:30.510] - Kunle Campbell
Ordinary customers and inactive with who are just subscribed or haven't yet purchased, if you keep it that simple, you'd be able to execute and you'd be able to send messages, you know, more effectively.
Kunle Campbell
The reason being is that the flows and the messaging that you create will have to be different the way you speak to a VIP customer and the owe to VIP customers and the messages and the offers you send to them will be quite different to people who have never bought from you and also quite different to people who have actually bought from you.

Chloe Thomas
Okay, so Kunle, we've got, we've done our RFM modelling, so we've done that scoring. We've identified these three key audiences to start with our testing's.

Chloe Thomas
We've got our Inactives, our VIPs and the rest of our customers I suppose.

Chloe Thomas
What I'm getting from what you've been saying is that is that, it's not just about will create this segment just for Facebook ads. We're creating this segment in order to send a series of emails, first and foremost. And then we're going to bolt in the Facebook ad activity to support that messaging. Is that a fair assumption?

Kunle Campbell
That's exactly spot on, because email will be your core retention channel where you speak and talk to customers.

Kunle Campbell
But when you stop viewing your email list as a CRM database and you understand that not all customers are the same, then you should view email marketing completely differently. And the message in the flows, the offers, even the pricing may be different or will likely be different. You'd have different strategies to activate or even moving people up the tier.

Kunle Campbell
It's like a pyramid. You're going to have fewer VIP customers at the top. You're going to have the big middle, which are existing customers. And at the bottom, you're even going to have a bigger base of people who have just subscribed and not been able to, you know, make a purchase as yet. And your objective as an eCommerce director, eCommerce marketer essentially is to move people up the pyramid. And when you start to see success off the back of that, you could then create further segments.
[00:15:51.690] - Kunle Campbell
Now, the trouble is most eCommerce strategies have one segment, one segment they have a plan for and guess what segment that is? It's the engaged email list. So they just say, OK, who's they say we're only going to send emails out to people who've engaged with us. Right. If you send emails to every single contact in your database, I'm sorry. That's another issue completely.

[00:16:21.840] - Kunle Campbell
But most people do the basics and the basic of the basics, which is down to resources a lot of the time is let's just filter out people who have opened or clicked on our emails in the last 90 days or last 60 days.

[00:16:37.290] - Kunle Campbell
And let's send them this message, this broad stroke message.

[00:16:43.350] - Chloe Thomas
So let's, you were making a really good shout out there for the what was it oh, the welcome sequence, which we had another episode in this series was really strong and welcome sequences. So there's a chance some of you actually set it up since then. But all they've done so far is set up the email flow, the series of emails that goes out from that initial email sign up.

[00:17:05.520] - Chloe Thomas
So how do we then get Facebook ads involved to take it to the next level? What's the once we've synched that audience between our email system and Facebook ads, how do we create the Facebook ad that's going to work? Is it just like copy and paste the email?

[00:17:24.900] - Kunle Campbell
OK, so you look at the major gist of your email.

[00:17:31.260] - Kunle Campbell
You're welcome series. So most welcome series would tell, tell customers about why you're in business. You know who's behind the brand, how you could support the brand. You actually create like a you know, cause now take that message and try and repurpose that into thirty second, forty-five second videos. Right. That are very Facebook friendly. So the format is four by five I think for aspect ratio of four to five. And try and tell your brand story, your how, your why you create little snippets or little video snippets basically that will sync up with that particular list of new subscribers with Facebook.
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[00:18:17.940] - Kunle Campbell
So it's it's almost like an introduction in a chapter of a book.

[00:18:22.530] - Kunle Campbell
You're introducing your brand. So and it has to be in sync with the words or the visuals you put in your email, so if you could, you know, sort of set up, you know, videos, essentially video versions of your email, then, you know, there even if they missed those emails, they still get the message or the message is further reinforced when they're logged into Facebook.

[00:18:49.130] - Chloe Thomas
Got you. So it's not a copy and paste, but it say, what does that email feel like? What's the key message of that email? How can we repurpose that to make it a powerful Facebook ad, which, as you say, probably means video.

[00:19:01.430] - Chloe Thomas
Not not a huge pile of debt.

[00:19:04.400] - Kunle Campbell
Exactly! It's very, it should be very native to the platform and it could be a very simple your founder is, you know, the founder of an iPhone.

[00:19:14.540] - Kunle Campbell
So. So basically, like.

[00:19:18.580] - Kunle Campbell
iPhone generated content is not bad at all. So you could have an iPhone cassettes and iPhone app on a tripod, tell your story subtitle, it's, you know, puts a nice caption off the back of it and almost repurpose the contents of your introductory email as a video from the founder. You know, if you know, you're very founder first type of brand. If you're not, you know, let somebody else tell the story or put together your assets to tell the story of your brand, and tell your brand story, you know, give people an understanding as to why you're in business and then also puts a call to action as to how to find out more, you know, what to, where to buy, how to support us.

[00:20:01.330] - Kunle Campbell
You know, drive them through to your websites again so you could get more pixel data.
And we've mentioned kind of the welcome sequence, but we've only talked about one Facebook ad. So let's say the welcome sequence sends an email once a week for sanity's sake or keep it really simple. Would you deploy a different video every a different Facebook ad, depending on where in the sequence someone the welcome email campaign. And I'm confusing myself now, everybody. So it, you know, when they get email A in the first week, do they get a different Facebook ads from when they get email B in the second week, or do we try and create one ads that will last the entire time they're in the welcome sequence or even until they buy.

The idea is not to sync with. With flows per se. But sync up with campaigns, OK, and so I'll give you, I'll give you an example here. We have a VIP, so we need to look at it from a segment standpoint rather than a flow standpoint, so it's about the audience, not the messaging, not not the flows, not the campaigns. It's about the people, the audience. So you split out your your entire audience, you know, in Facebook.

I'm sorry, you know, in Klaviyo, for instance. Let's just assume that everybody's using Klaviyo and you split it out to you who subscribe but not purchased. You could do that quite easily. Almost every, you know, email platform. And then you have you have a particular message for them.

You could have you put them in a flow in your email, your ESP at the same time. And with Facebook, you put them through a flow.

So let them understand why you're in business, you know, and you know how to support you or even give them a discount. Right. So if, like, you're trying to nudge them from zero dollars, you know, to stop spending, at least then you might want to incentivise them. So you're incentivising them on email. You send in the same incentives by via Facebook by social.

Good. So we've got we've got like a core audience that we've identified that we want to do something to. We know what we want to trying to get in to do in Klaviyo, Omnisend, whatever it is you're using for your emails, you're going to send them a series of emails to try and get them to take that task. And then over on Facebook, we're going to run ads to get them to take that task. But the ads are kind of evergreen, if that makes sense.
And so we might if we've got, say, a six email welcome campaign in our emails, we might test four or five of those core messages as a Facebook ad, but we're not going to change it every week in the same way we would our email marketing.

Not at all.

And another very good one with which we did was, you know, pre Black Friday. We had like an early bird VIP sale. So which is like one week extended. So we're easily able to identify VIP customers via email, via the email ESP, which is Klaviyo. And then we just put a sync. A Facebook audience sync with that. And then the only people on Facebook that could see it that could receive it were the VIP list because it was in sync with that particular campaign in Facebook.

So if you're talking if you have any special message to particular segments of your customers, you know, based on an RFM scoring or just based on your three segments, three basic segments, I could go to about six segments. You could then essentially sync up that message to Facebook. So it's in sync with your email message.

Nice. We could use this both for kind of the evergreen content, like the welcome campaign. What we send to a door are in actives, but we could also use it for key events where there's a key segment and send it to, like you're saying, with the Black Friday preview that went only to the VIP customers and sync it in the same way that. I like it for one, off events like like Kunle, Black Friday or a particular event.

The beauty about it is you can export your list, your email list and then upload them to other social platforms.
[00:24:33.300] - Kunle Campbell
We did that. We did it for Snapchat as a cost of audience and then still get the message in sync. So you have, you know, almost omnipresent reach, you know, to through other platforms. But I would suggest that because they're not automatically synched with, in sync with Klaviyo, Omnisend, you just use them for one off events to just maximise your reach and then not is not that expensive, you know, from a CPC or CPM perspective to get on to the other platforms and just, you know, expand your reach.

[00:25:04.500] - Chloe Thomas
Very nice. I like it. Well, let me thank you for taking us through all of that. I suspect that's got our audience going, oh, this is exciting.

[00:25:13.290] - Chloe Thomas
This gives us a whole new way into kind of expanding my email marketing into my into my Google ad active, not getting my Facebook ad activity and beyond. Right now, we're going to pause for a reminder of our sponsors and then we'll be talking about the wider world of email marketing.

[00:25:30.090] - 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?

[00:25:46.110] - Chloe Thomas
Well, that's what Klaviyo is for. Klaviyo helps businesses create memorable marketing moments through email, SMS and personalised website experiences. And that is what creates repeat purchases. That's why Klaviyo, the ultimate eCommerce marketing platform, is used by over 50 000 eCommerce brands around the world. Get started with your free account today. Visit Klaviyo.com/masterplan. That's KLAVIYO.com/masterplan.

[00:26:16.000] - Chloe Thomas
OK, so, Kunle, so far we've gone deep into advertising audiences and segmentation. Now you get to hours with your insider knowledge about the whole of email marketing. So for the following questions, your answer can be anything to do with email marketing, which, of course, does include advertising audiences and segmentation.

[00:26:35.750] - Chloe Thomas
So Kunle. You ready for these?
Kunle Campbell
I am indeed, go for it.

Chloe Thomas
OK, 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?

Kunle Campbell
Speaking to people, remember?

Chloe Thomas
I love it, straightforward, speaking to people. OK, now, once you've started, of course, you've got to Keep Optimising. So what's your favourite way to improve email marketing performance?

Kunle Campbell
I think Flows would be most important, you know, getting all your basic flows you know, in place. From your welcome series, you know, your abandoned carts, you know, series, your post purchase sequence, looking into your transactional emails, just ensuring that, those evergreen, you know, flows are in place will be most important.

Chloe Thomas
OK cool. And if someone listening wants to learn more about email marketing is they one cheap or free resource You'd recommend?

Kunle Campbell
So Klaviyo run a Klaviyo Partner's programme, which is completely free. It's for you to become a Klaviyo partner. You need to take their training. And that training is gold. So I would suggest that one And also my podcast, cheap plug.

Chloe Thomas
Yeah. Yeah, of course you can. So the two X eCommerce podcast, which is packed full of lots of good stuff around all of these as well.
But that, I quite like, that's like a cheeky sideways recommendation with the Klaviyo partner programme because of course that's something designed for the likes of us, not for actual retailers. But of course a retailer could apply and then they get access to that great content.


Very cool. OK, finally then it's crystal ball time. What's coming up in the next 6 to 12 months that we should be getting ready for in email marketing?

My answer is going to surprise you. I think you should look slightly beyond email marketing, you know, over the next few months because we're more with our phones. Most of us are still locked down. Hopefully by summer we wouldn't be. I would suggest a lot more SMS marketing and also even looking at the likes of WhatsApp messaging that, you know, if you don't have like an abandoned flow for SMS, you're leaving the money on the table.

A lot of, a lot of opportunities will be lost. So start collecting email, you know, not just email addresses, but mobile phone data, because SMS marketing was big last year. It's been going to go bigger this year, especially for Q4.

Nice! Kunle, we're very nearly at the end of the show. So could you please let the listeners know where they can find you and your business on the Web and social media, please?

So you can find me on 2X eCommerce. Lots of resources on there. So it's just 2xeCommerce.com, or just search for 2x eCommerce. I hang out on Twitter and LinkedIn a lot, so my Twitter handle is my name Kunle campbell is just going to come to just search for Kunle on Twitter and also search for me on LinkedIn. It's just my name Kunle Campbell.

Well, Kunle. Thank you so much for being on the podcast today. It's always great to catch up with you and you always share so much great insights. So thank you so much for being here.
[00:29:56.790] - Kunle Campbell
Thank you so much, Chloe. It’s been a pleasure. Cheers!

[00:30:01.600] - Chloe Thomas
Well, guys, there you have it, slightly confusing because it’s a fairly confusing thing to do, it’s all about getting your email segmentation right first. And was the RFM method, which Kunle was advocating there is such been, so central to distance retailing success over the decades, and then you use those audiences to better target Facebook advertising activity is what we’re saying.

[00:30:33.310] - Chloe Thomas
So you can integrate most of the high quality email marketing platforms will enable you to integrate with your Facebook ads account to have kind of almost Real-Time updated audiences to enable you to make sure you’re getting that same clear message in front of them, not a copy and paste of email A, email B email C, but a clear impact of that specific message in front of each audience.

[00:30:59.140] - Chloe Thomas
Now you can get the links to what we discussed, the full transcript of the episode, some important notes and much more at KeepOptimising.com. And as part of my mission to help you improve your marketing, I’ve invited all of our email marketing specialists to join us for a Q&A webinar at the end of our email marketing month.

[00:31:18.340] - Chloe Thomas
Now, all of them have so far said yes. So pending any last minute diary challenges, you’re going to be able to put your your questions to all five of our email marketing experts.

[00:31:29.950] - Chloe Thomas
So come along, get yourself registered at KeepOptimising.com. Just click on the webinar link and then you get yourself all signed up. And it’s going to be great to catch up with some of you, find out how you’re doing and how your email marketing is going. And if you’re listening after the webinar happened, don’t worry, you can still catch the replay. Just head to KeepOptimising.com and go to our email marketing page.

[00:31:53.590] - Chloe Thomas
Thank you so much for tuning into this episode of the Keep Optimising podcast.
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[00:31:57.340] - Chloe Thomas
It's brilliant to have you out there tuning in and to know we're helping you improve your business. If you've enjoyed this episode, make sure you stick around for next week, because whilst this episode, we talked about how email works with Facebook ads. Next time we're talking about how email works with SMS. Yes, we're going all texty.

[00:32:19.000] - Chloe Thomas
Well, OK, have a great week. Make sure you come back next time so I can help you to Keep Optimising your marketing.

[00:32:28.540] - Ad
Access everything Keep Optimising at Keepoptimising.com, that's with an S, not a Z.