

## Email Marketing: 5 Best Practices to Keep Your Subscribers

We have talked about retention marketing and some easy steps you can take to keep your customers. (<http://www.citrus.com.au/blog/retention-marketing-what-is-it-and-is-it-important-to-my-business/>)

A 2012 survey on US retailers and wholesalers by Forrester also showed that 41 percent of retailer's online revenue was from repeat buyers. The same survey showed it would take 5 to 7 new customers to equal the revenue brought in by 1 repeat buyer, further proving that it's more profitable to keep existing customers than to acquire new ones.

([http://success.adobe.com/assets/en/downloads/infographics/13926.digital\\_index.loyal\\_shoppers\\_info.pdf](http://success.adobe.com/assets/en/downloads/infographics/13926.digital_index.loyal_shoppers_info.pdf))

Yet up until this year, customer acquisition tactics, especially paid search is still, "...the channel most heavily invested in" by retailers.

(<https://www.forrester.com/Search+Marketing+Tops+Online+Retail+Customer+Acquisition+Tactics+According+to+Shop.org+Forrester+Research+Study/-/E-PRE7204>) This recent conclusion was released in the 2014 State of Retailing Online study by Forrester and Shop.org which also confirmed that 19 percent of the 81 retailers surveyed allotted 50% of their marketing budgets to this strategy.

If you're one of these companies, you might want to reexamine the focus of your campaigns. Because as we've seen making the most out of your existing customers especially your email subscribers, bring in greater revenue.

That said, here are 5 things you can do to effectively nurture and re-engage your subscribers – the persons who believed in what you offer and permitted you to connect with them via their inbox.

**Create a loyal customer avatar.** Choose a repeat buyer and use his purchasing behavior data as your basis for creating email content and offers to drive repeat purchases of other customers. You can also send out a survey with the purpose of getting insights about your customer's preferences related to your products.

**Always provide customers with subscription options.** Let your customers choose whether they'd like to receive daily, weekly, bi-weekly, or even monthly emails from you. Depending on your email marketing software, you can present the options upon signing up or just always have it visible at the end of your emails. You might also try to segment your subscribers' list and identify those who haven't been opening your emails. Then ask them if they'd like to change their preferences.

**Make your emails all about helping and not selling.** To stay at the top of your customer's mind, tailor your message to their needs instead of filling it up with offers. According to the research, "Why businesses are losing customers," conducted by Prof. John Gattorna, "68% of business is lost due to perceived indifference" – the feeling of not being recognized or appreciated.

(<http://retailfundamentals.wordpress.com/tag/perceived-indifference/>) The solution is to make them feel you care. To show this you can make the following email content. Just choose which ones are relevant to your business.

-- guides for specific genders or events

--how-to videos like how to cook meals or wear certain looks

--product descriptions showing the benefits of the items not just their features

**Send them gifts.** Customer rewards upon onboarding is great to keep their interest. But even if it's been a long time since your customer's last purchase, sending them unexpected gifts will re-engage them. Discount coupons are great drivers of repeat purchases according to the Q4 2013 E-mail Benchmark Study by Experian Marketing Services (<http://www.experian.com/marketing-services/email-marketing-quarterly-benchmark-study-q4-2013.html>). Free shipping and vouchers generate a similar response.

**Combine the best and test.** A beautiful uncluttered design combined with copy that resonates with your customers will hook them. However, you should also make sure they see your emails. This is where testing comes in. Test the words you use in your subject line as well as the time you send your messages. And be ready to change your approach based on the results.