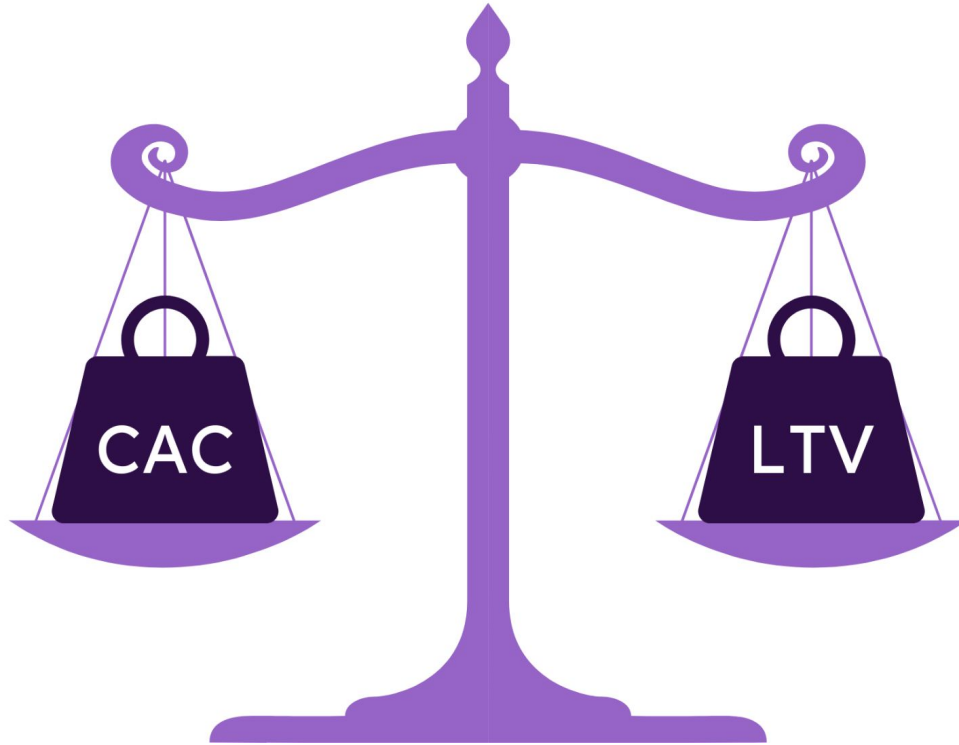




# Lifecycle Marketing Techniques: Experience eCommerce Growth

# What is Lifecycle Marketing?



# What is Lifecycle Marketing?

LTV

÷

CAC

Gross Margin

# of Purchases

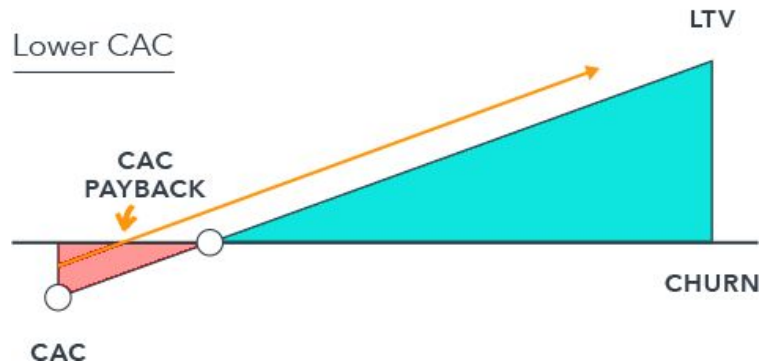
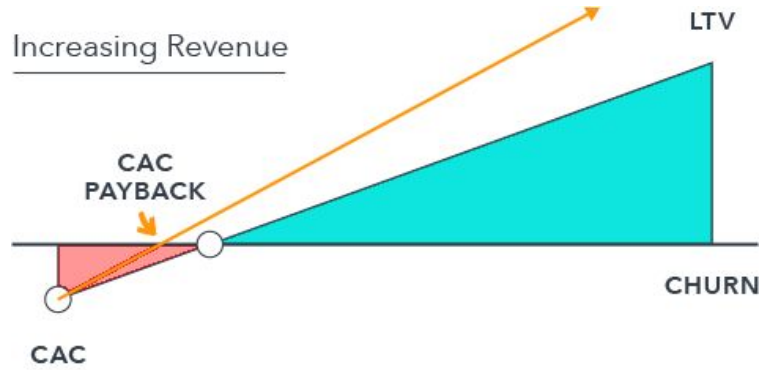
AOV

Sales & Marketing  
Efficiency

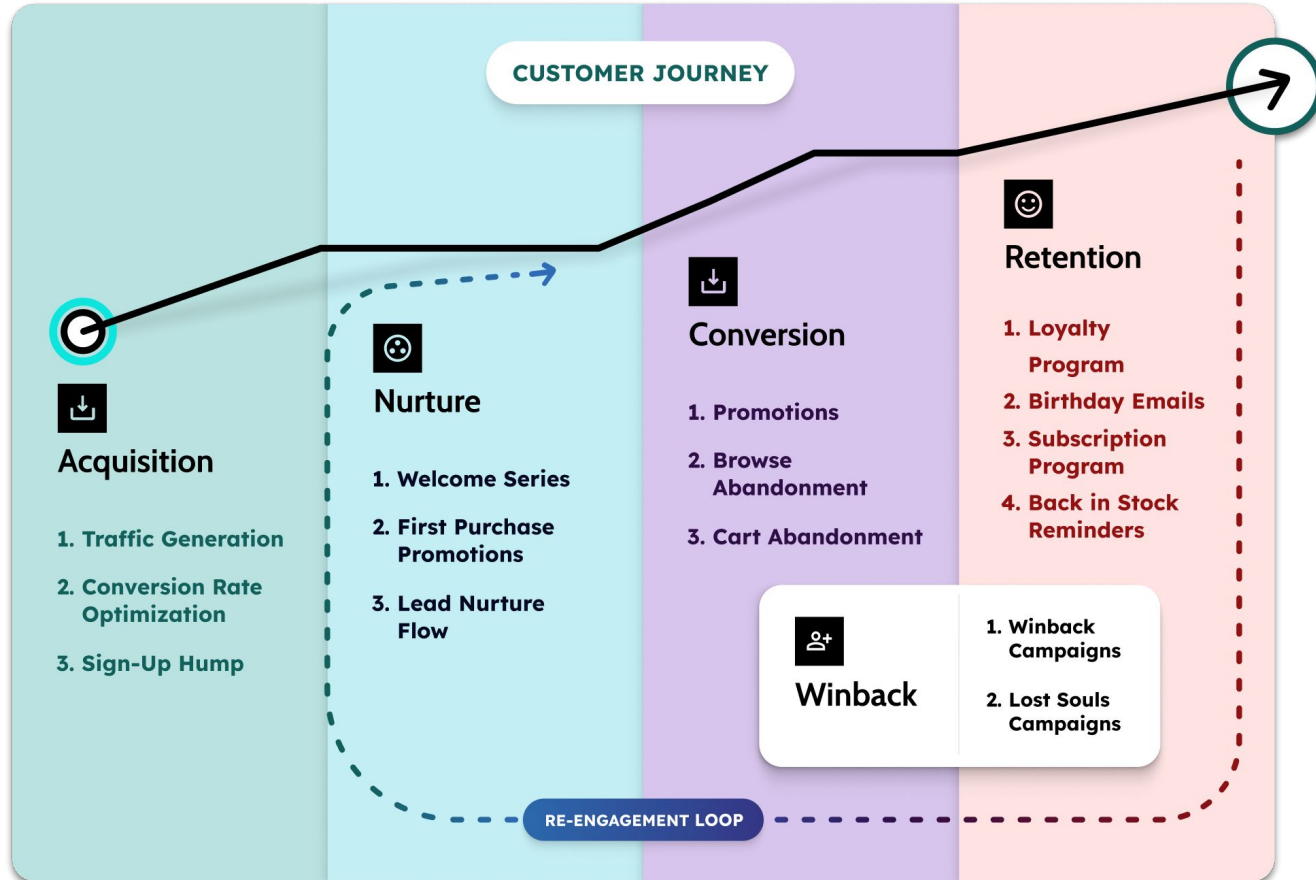
If your LTV:CAC ratio is <1, you're losing money on each new customer



# What is Lifecycle Marketing?

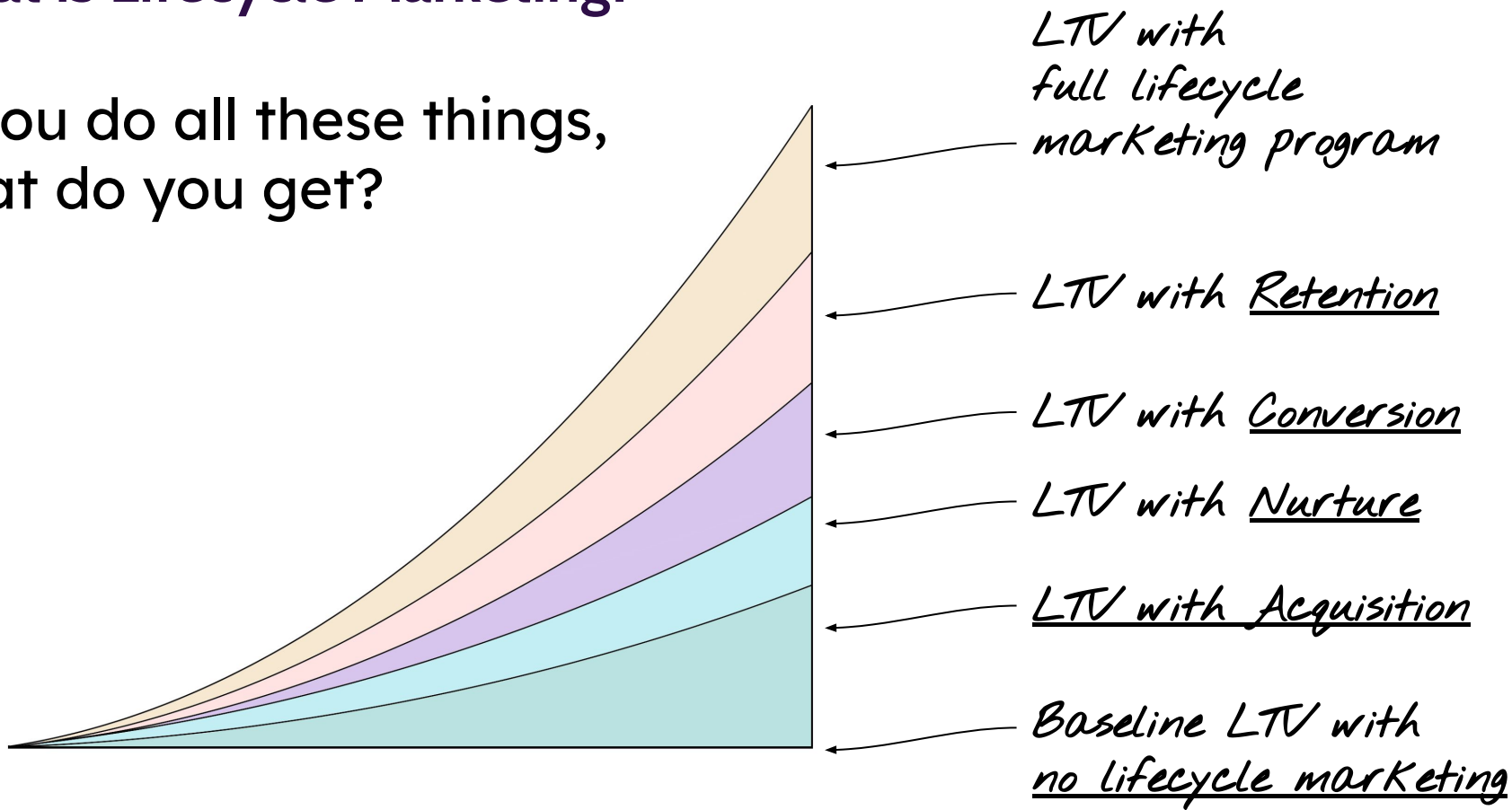


# What is Lifecycle Marketing?

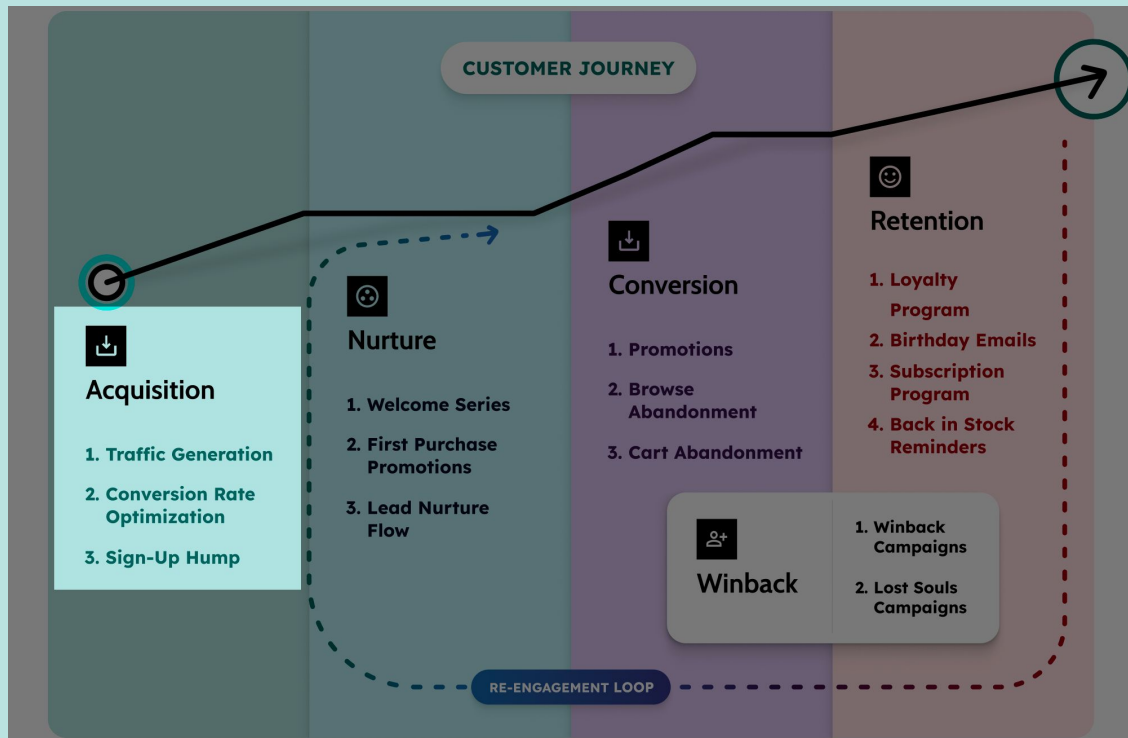


# What is Lifecycle Marketing?

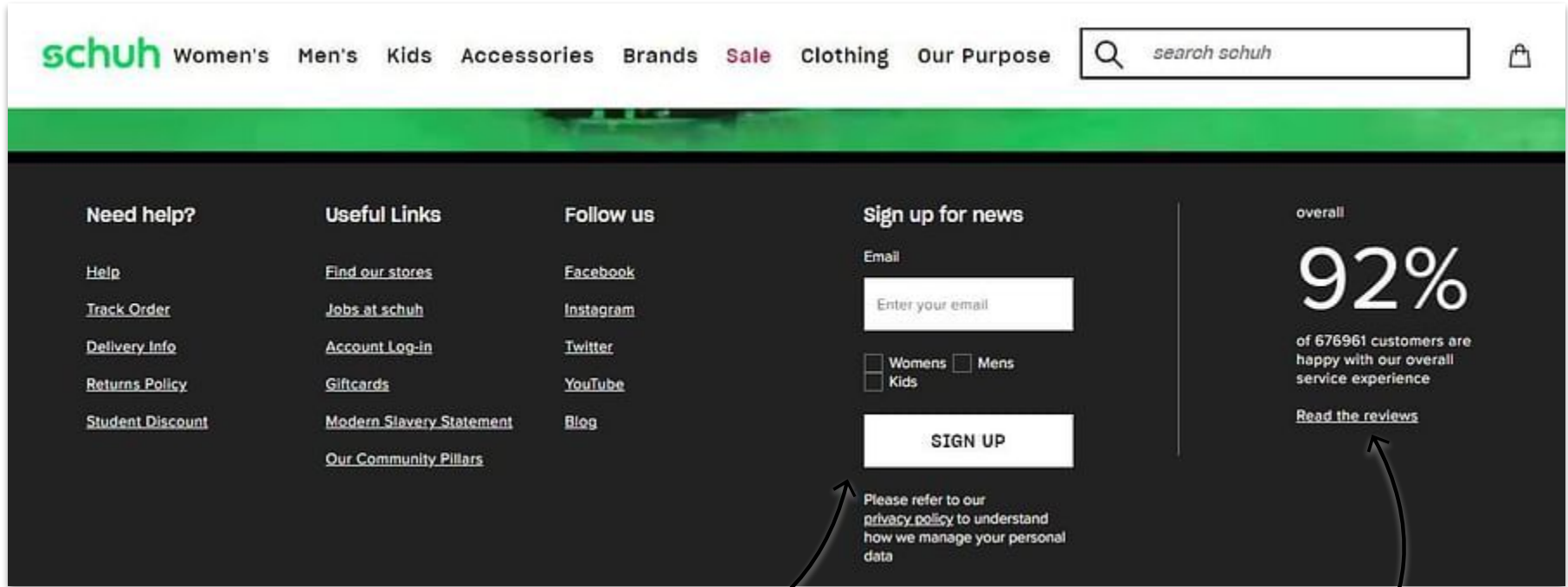
If you do all these things,  
what do you get?



# Acquisition



# Activate your Acquisition - Static Forms



Easy to find in footer

Social Proof





# Activate your Acquisition - Pop Ups

**Join Us!**

Enjoy 10% off your first order plus early access to shop new collections.

10% off offer

Email Address

Birthday (Optional)

Phone Number (Optional)

By clicking SIGN UP NOW, you agree to receive marketing text messages and email marketing from Wild Wawa. Consent is not a condition of any purchase. Message and data rates may apply. Message frequency varies. Reply HELP for help or STOP to cancel.

Sign up!

Collect birthday for later use

SMS opt-in

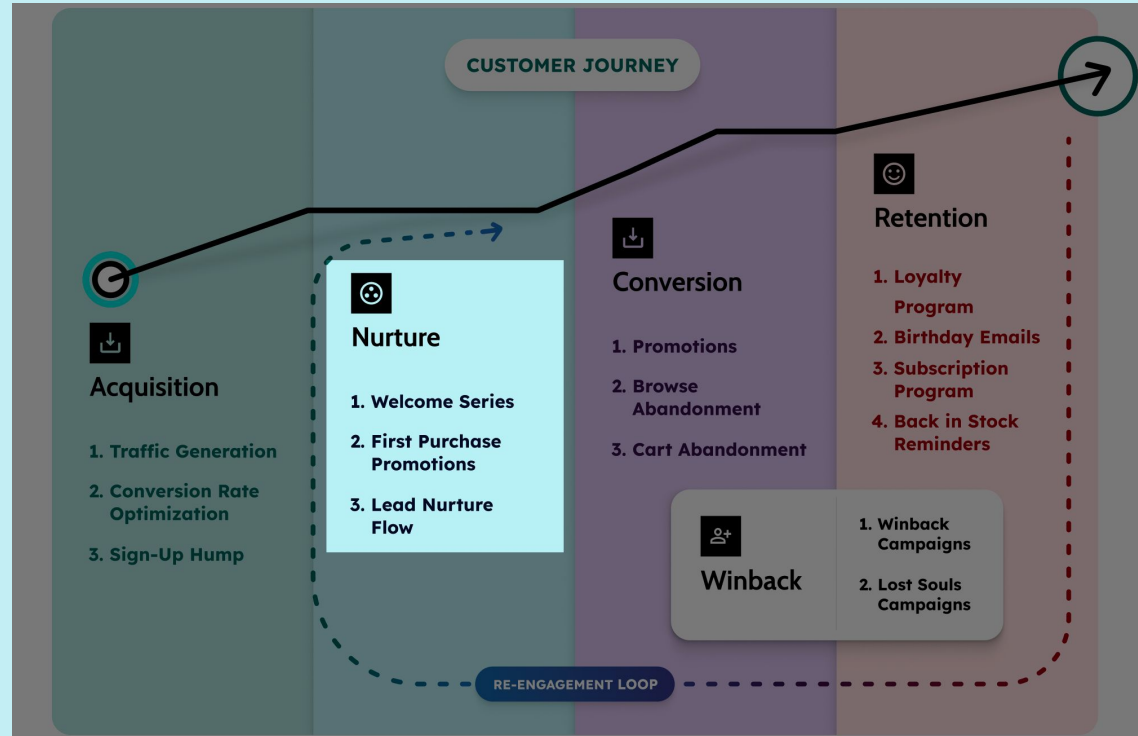


# Acquisition Best Practices

- Customize forms based on landing page
- Make your forms easy to find and complete
- Incentivize with discounts or free shipping
- Gamification can increase participation
- Collect additional demographic info for future campaigns: Birthday, Gender, etc.
  - (Without overwhelming visitors)
- Ask for SMS consent (compliance matters)



# Nurture

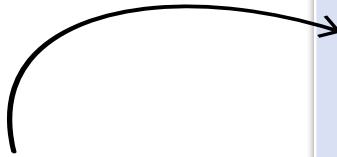


# Nurture - Welcome Series

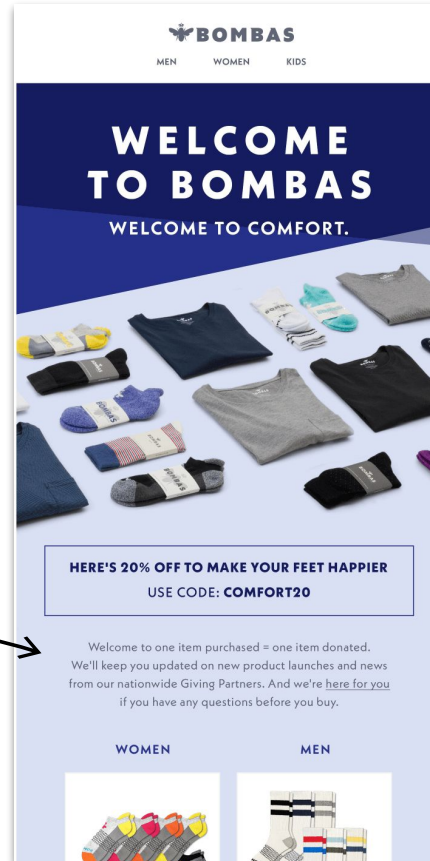
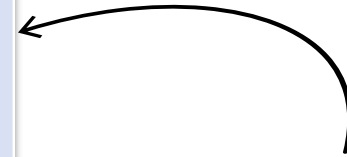
*Attractive  
product  
images*



*Clear WIIFM*



*Discount  
code*



# Nurture - Welcome Series

*Product in action*



*Clear CTA*

FUNBOY: Glad we're now text official. Welcome to FUNBOY!  
Your partners in FUN 🦄  
Here's 10% off your first float.  
Your code: 5CDRDG2M - automatically applied with this link 👉

Happy Floating!  
<https://tiny.ps/ve9hs> 🌈

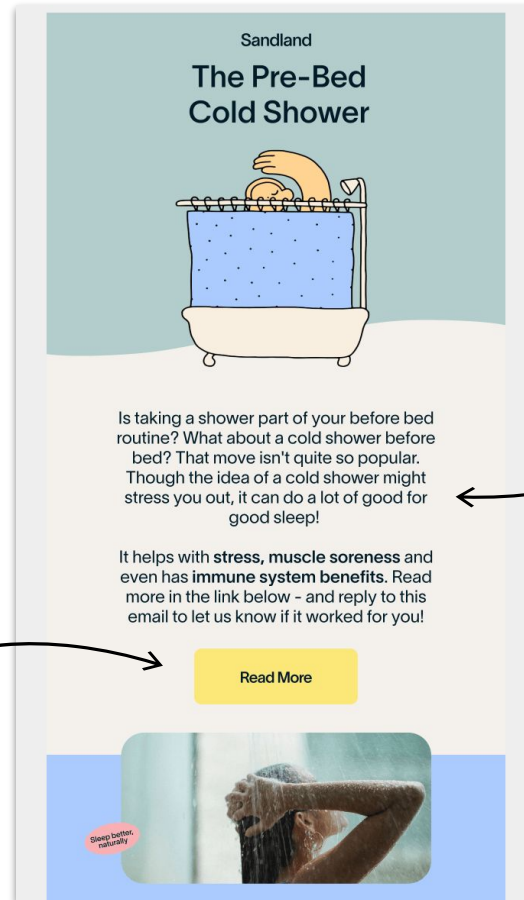
*Discount code*



# Nurture - Newsletters

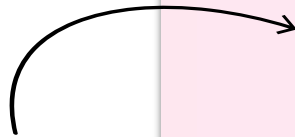
Brand related stories help build trust & provide value


Newsletter promotes a story before shopping




# Nurture - New Arrivals

*Remember:  
Packaging  
IS marketing*





ORDER BEFORE 2PM FOR NEXT DAY DELIVERY




**JUST LAUNCHED!**  
OUR HAIR, SKIN & NAIL GUMMIES  
ARE NOW 100% VEGAN!

SHOP NEW VEGAN GUMMIES

**SUBSCRIBE & SAVE 10%**

Discover new hassle-free delivery of our vegan gummies every 1, 3, or 6 months. You'll never have to remember to stock up again!

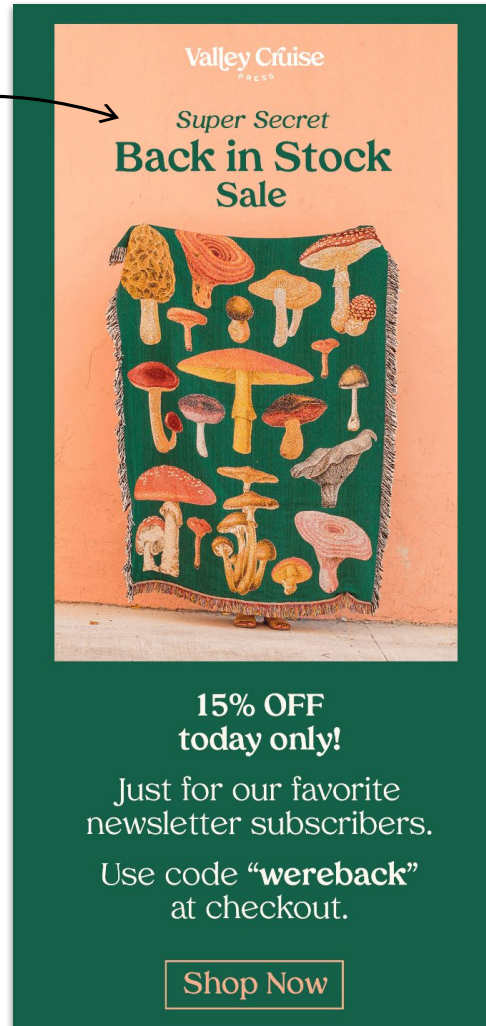
SUBSCRIBE NOW





# Nurture - Sales

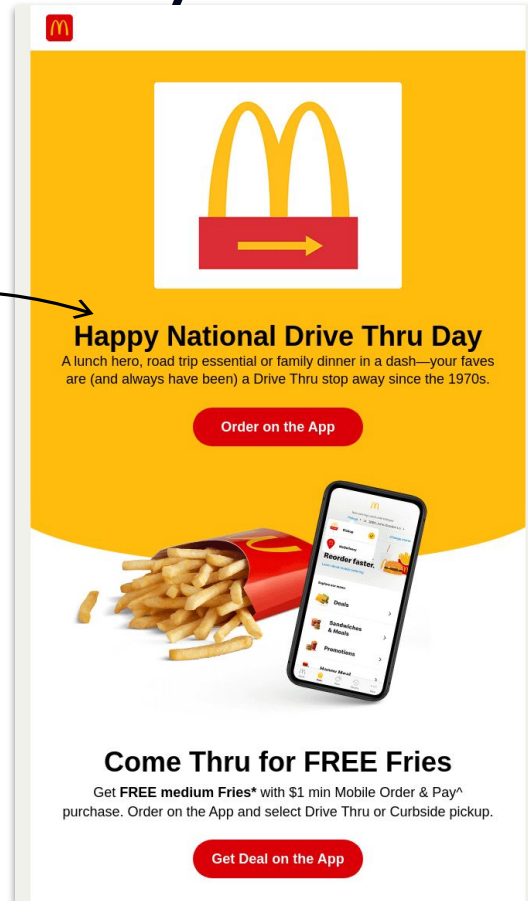
"Secret"  
sales can  
make  
subscribers  
feel special







# Nurture - Events & Holidays

*Holiday  
relevant to  
your brand*








**Happy National Drive Thru Day**  
A lunch hero, road trip essential or family dinner in a dash—your faves are (and always have been) a Drive Thru stop away since the 1970s.

[Order on the App](#)



**Come Thru for FREE Fries**  
Get **FREE medium Fries\*** with \$1 min Mobile Order & Pay<sup>^</sup> purchase. Order on the App and select Drive Thru or Curbside pickup.

[Get Deal on the App](#)

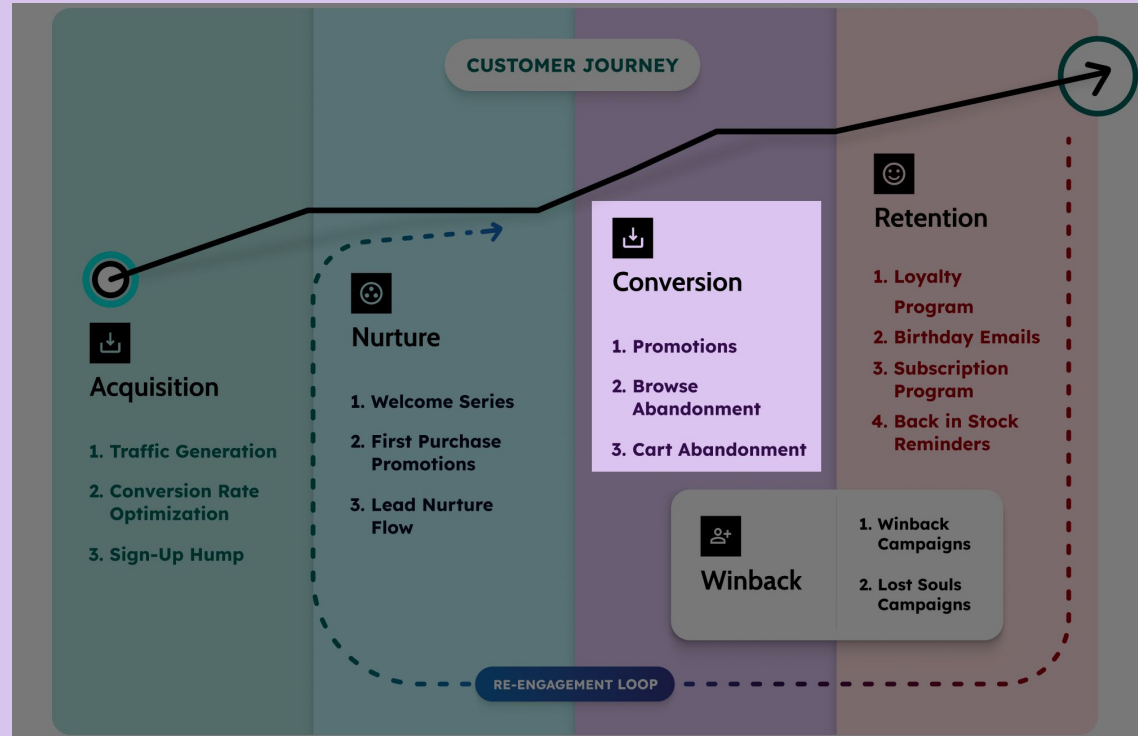


## Nurture - Best Practices

- Welcome series should feature more than one message.
  - Consider different journeys depending on where users come from.
- Newsletters should focus on storytelling and education, not sales.
- Experiment with two-way conversational messaging

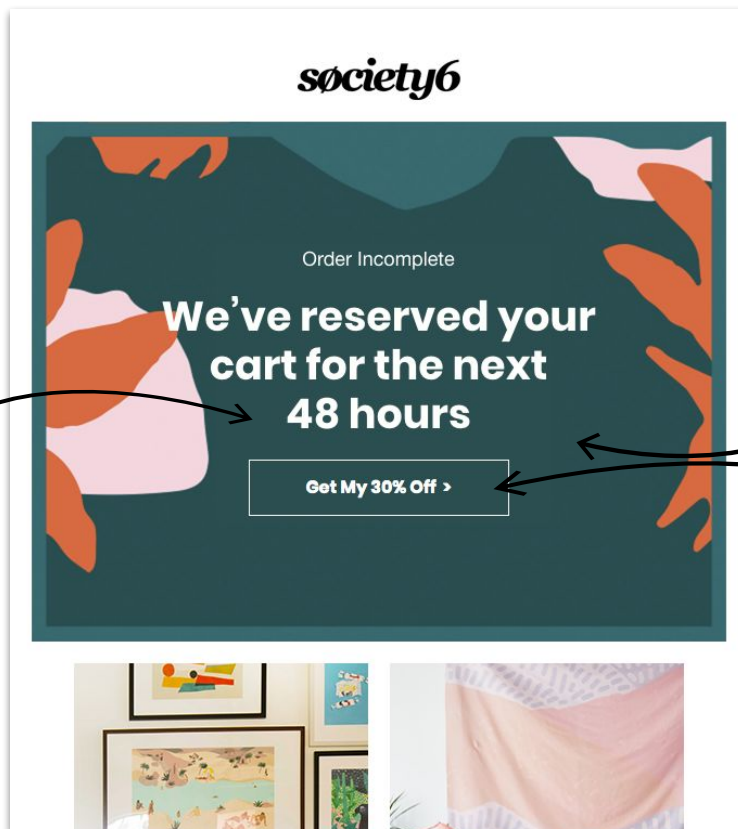


# Conversion



# Conversion - Abandoned Cart

*Deadline to  
create urgency*



*Additional  
discount*

*Above the  
fold CTA*



# Conversion - Abandoned Cart

*Text messages  
are opened  
faster and more  
often, making  
them perfect for  
abandoned carts.*



FREY: Hi Elizabeth, it's your friends at FREY!

Looks like you didn't quite make it through checkout, but we saved your cart for you!

Don't forget, FREY orders are 100% guaranteed, so you can try us risk-free 😊

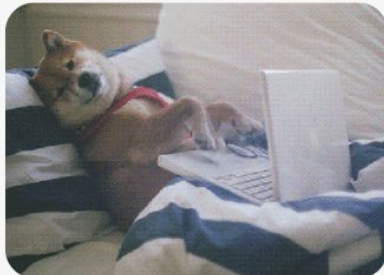
<https://tiny.ps/waix5>

P.S. Just Reply STOP to unsubscribe. 😞😞



# Conversion - Browse Abandonment

*SMS messages  
can be  
playful and  
include GIFs &  
emojis*



K9 Sport Sack: Hi Elizabeth!

We saw you peepin' our  
carriers! 🐾🐾

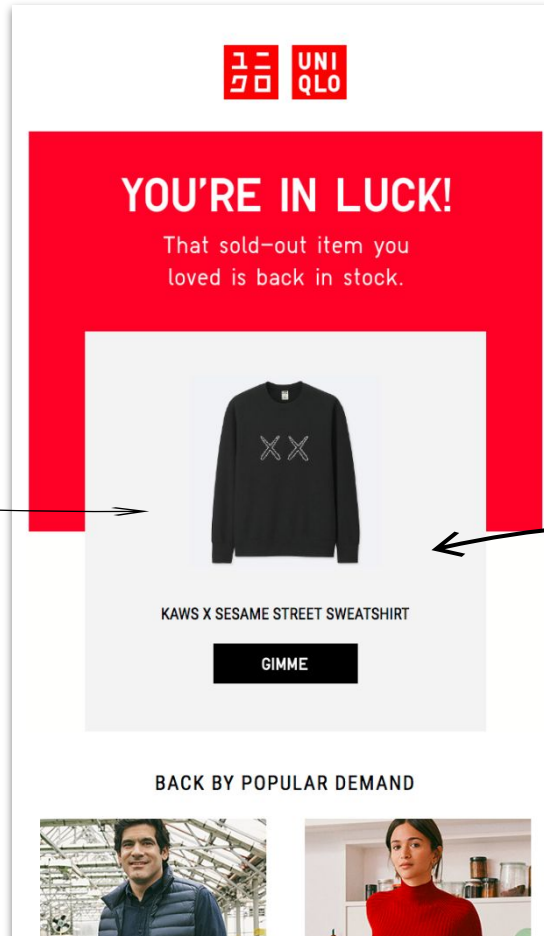
Don't let your best friend  
down & gear up for new  
adventures while supplies  
last. 🐾

Shop below! 🖱️  
{last\_product\_url\_viewed}



# Conversion - Back in Stock

*Product image  
to remind  
people what  
they wanted*



*Above the  
fold CTA*



# Conversion - Last Chance/Low Stock

*Highlight savings*

MOMENT

Last chance to save  
up to **\$700** on Leica.



Leica prices are going up on April 1st, and no that's not  
an early April Fools joke.

If you've had your eye on a Leica camera or lens, now is  
the time to buy.

SHOP LEICA

*Clear deadline*





# Conversion - Bundles

*Highlight savings*

**Save up to 15% when  
you build a bundle**

Time to make your own routine!

**Build a Bundle**



*Bundle examples*

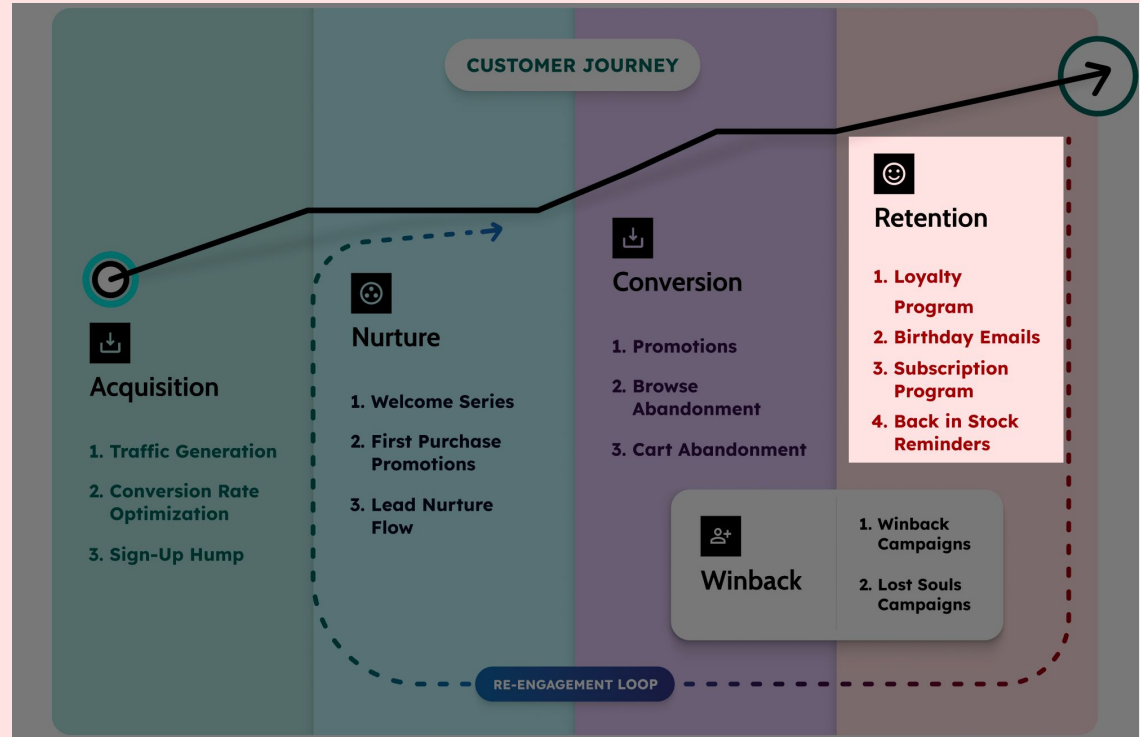


# Conversion Best Practices

- Connect your email and SMS provider with your ecommerce platform (i.e. Shopify) and automate whenever possible.
- Experiment with different delays and messages for abandoned cart recovery
- Experiment with CTAs
- Combine email and SMS into a single journey for maximum effectiveness
- Add deadlines to create a sense of urgency



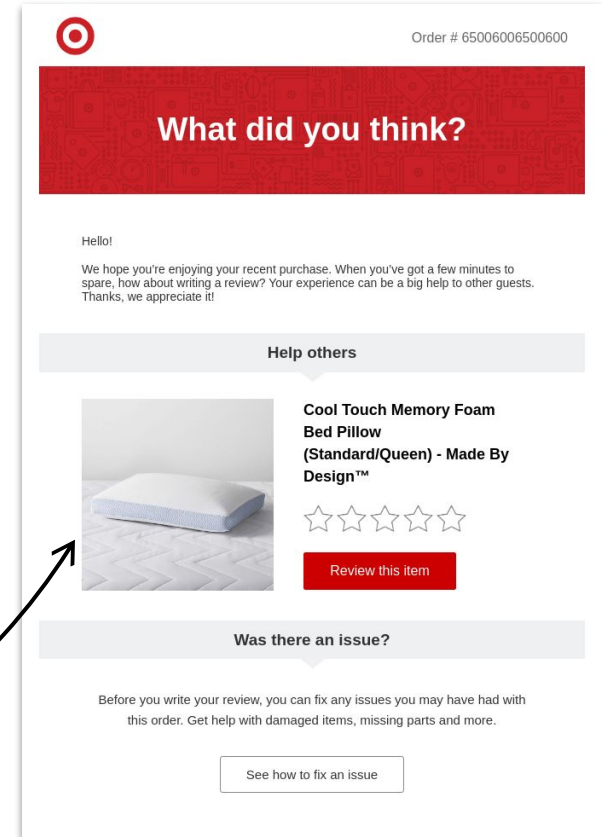
# Retention



# Retention - Post Purchase Follow Ups

## Post Purchase Journey Example

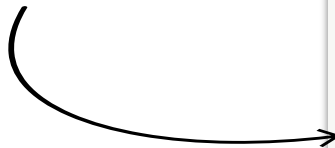
1. Thank You For Your Order
2. Your Order Has Shipped
3. Your Order Has Been Delivered
4. How to Make the Most of Your New Item
5. Please Leave a Review
6. You Might Also Like...



# Retention - Post Purchase Follow Ups

Did you Know?

Post-purchase  
messages can  
reduce cancelled  
orders and  
returned items?



Blume: Hey Elizabeth, thank you for your order! 🧡

Did you know? Partial proceeds from your purchase support Days for Girls, which provides period kits and education to girls and women in need.


Learn more about their amazing work here:



# Retention - Subscriptions

**SELECT YOUR OPTIONS**

**Indonesia '75**



**SIZE**

12 oz. Bag ▾

**FREQUENCY**

Every 14 Days ▾

**QUANTITY**

1

**GRIND**

Whole Bean ▾

**Total: \$13.49**

Back

Checkout

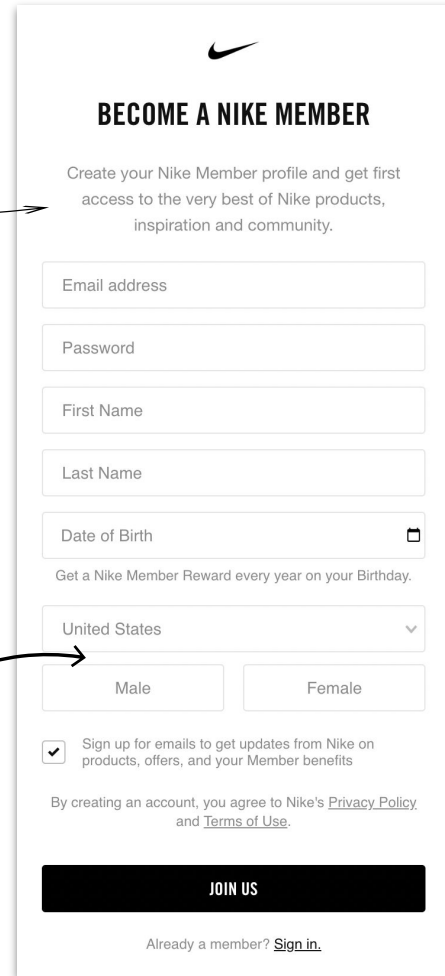
*Customizable  
subscription  
options*



# Retention - Loyalty Programs

WIIFM

Capture  
demographic data  
for enhanced  
segmentation



The image shows a Nike Member registration form. At the top is the Nike logo. Below it is the heading "BECOME A NIKE MEMBER". The form includes a description: "Create your Nike Member profile and get first access to the very best of Nike products, inspiration and community." The registration fields are: "Email address", "Password", "First Name", "Last Name", "Date of Birth" (with a calendar icon), a dropdown menu for "United States", and two buttons for "Male" and "Female". There is a checkbox for "Sign up for emails to get updates from Nike on products, offers, and your Member benefits". Below this is a line of text: "By creating an account, you agree to Nike's [Privacy Policy](#) and [Terms of Use](#)." At the bottom is a black button labeled "JOIN US" and a link: "Already a member? [Sign in.](#)"

NIKE

## BECOME A NIKE MEMBER

Create your Nike Member profile and get first access to the very best of Nike products, inspiration and community.

Email address

Password

First Name

Last Name

Date of Birth

Get a Nike Member Reward every year on your Birthday.

United States

Male Female

☒ Sign up for emails to get updates from Nike on products, offers, and your Member benefits

By creating an account, you agree to Nike's [Privacy Policy](#) and [Terms of Use](#).

JOIN US

Already a member? [Sign in.](#)



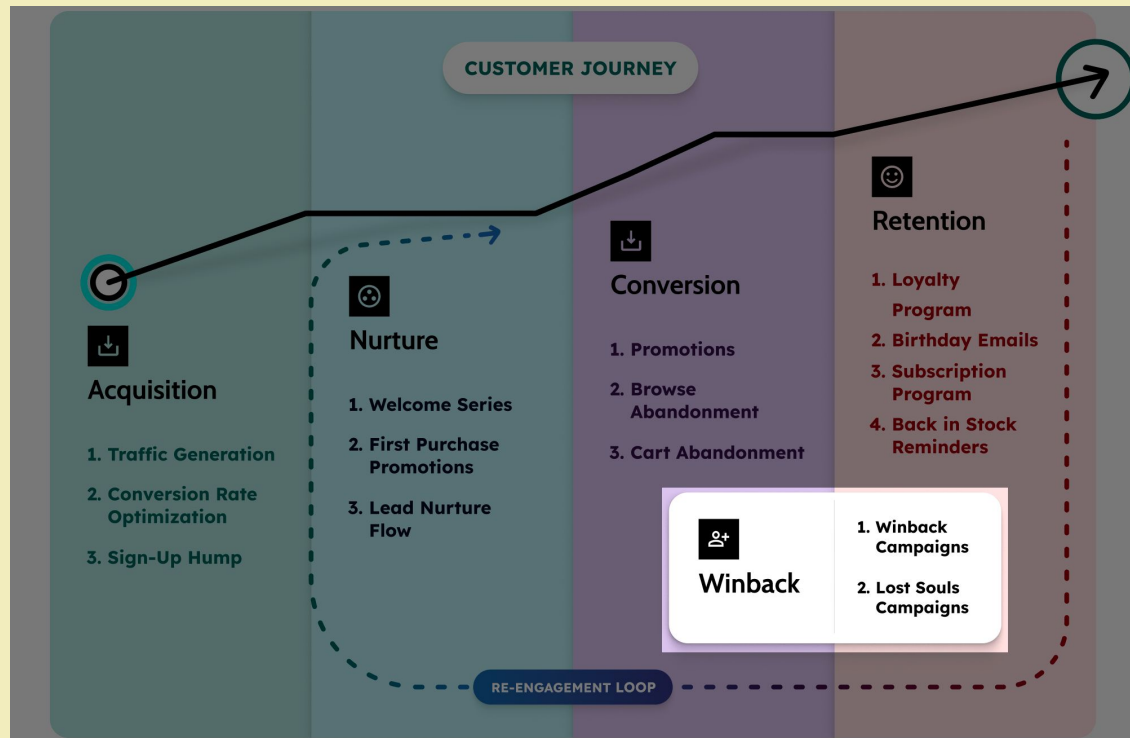
## Retention - Best Practices

- Personalize messages based on order habits
- Create a loyalty program
- Reward VIPs
- Make VIPs feel special
- Don't neglect post-purchase emails like shipping confirmations, delivery notifications, etc.



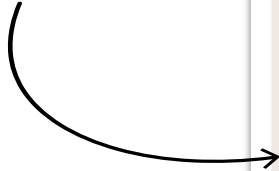


# Winback



# Winback - The Sincere Offer

*Let people know  
why they should  
reconnect*



girlfriend  
collective

Hey Alex,

It's been a minute, no? We'd love to catch up sometime and show you all the new stuff we've been working on. Take a look around, browse a little, and enjoy \$20 off your next order, on us, using the code below.

GFWFKL5XQN

Xx

Girlfriend

P.S. This code expires in 30 days, so don't sleep on it. ;)



# Winback - The Question

*Questions like this  
can attract  
attention*



## hunker.

HELLO?  
ANYONE  
HOME?

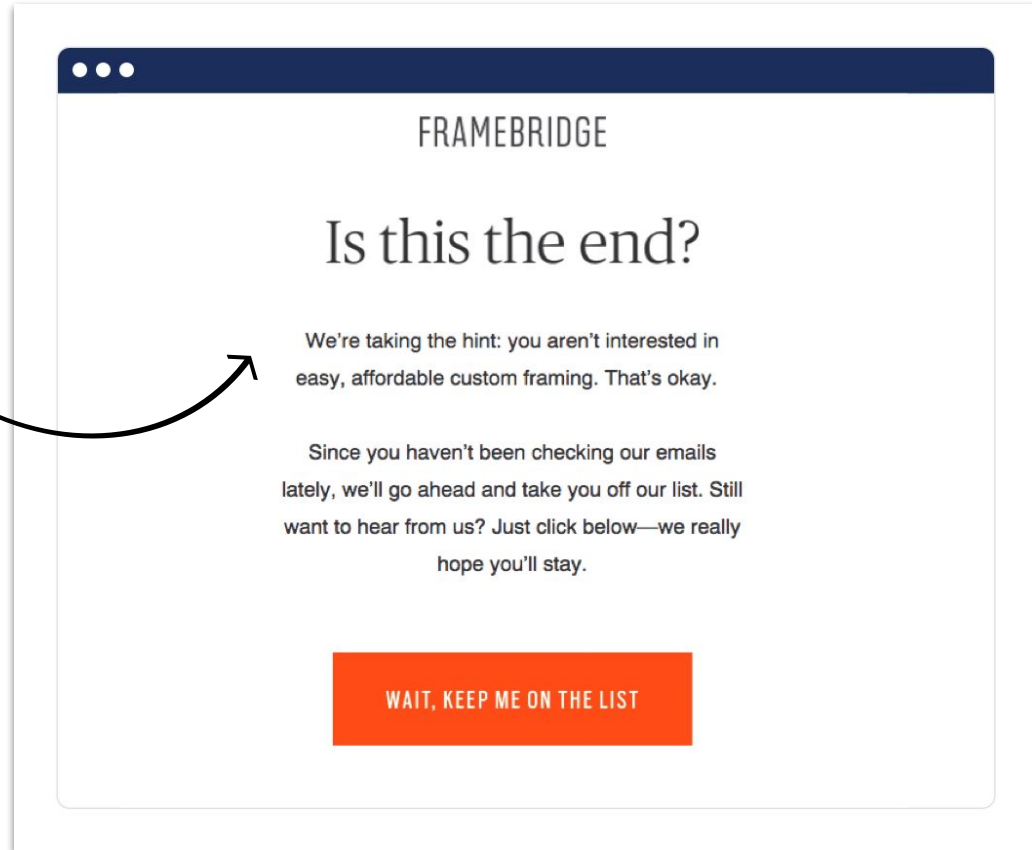


We just wanted to say that, well, we miss you. And we've had tons of cool stuff happening with Hunker! Like, for example, did you know we have our own live/work space in Venice? We've been hosting lots of events and DIY workshops **there**.



# Winback - The Farewell

*Tactical empathy  
is very useful*

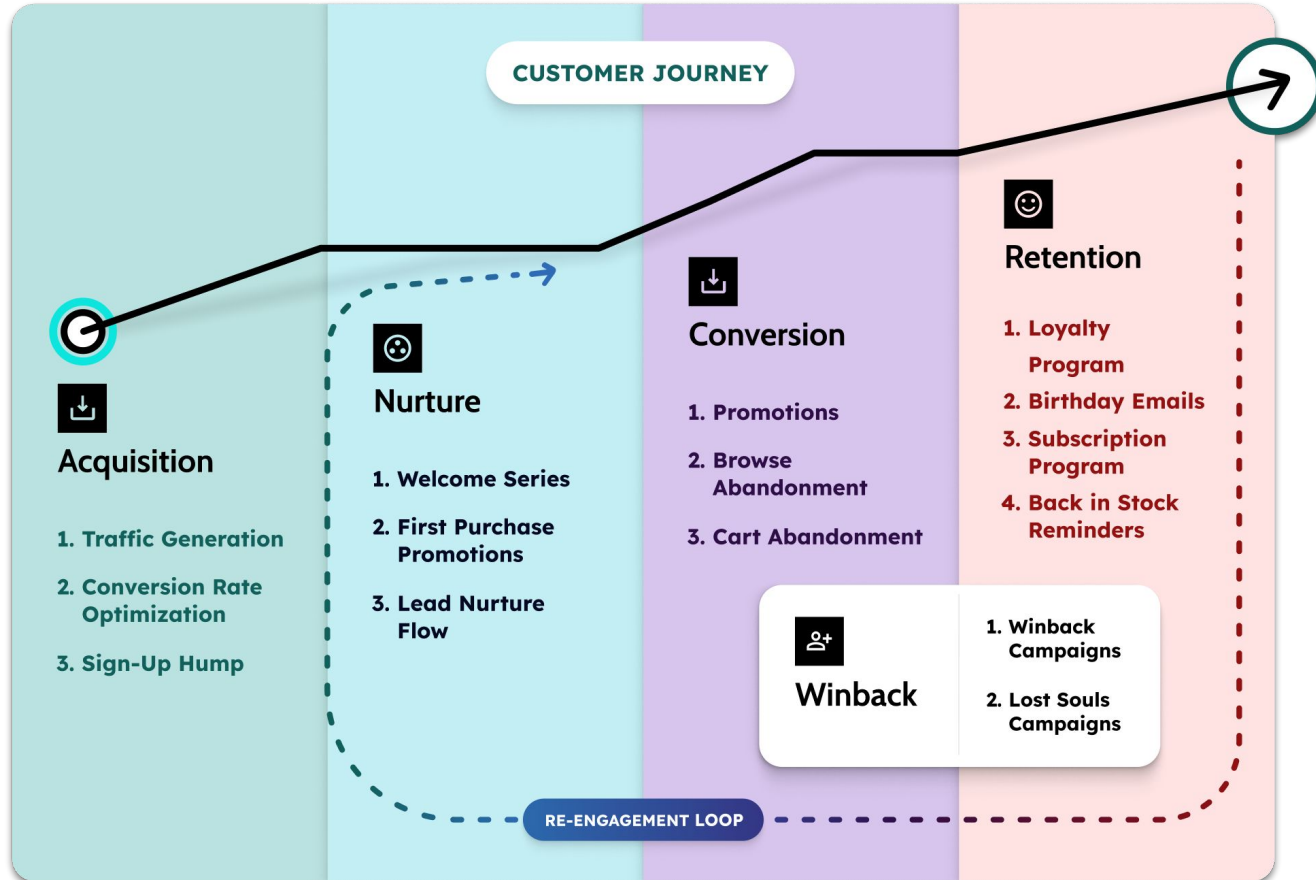


# Winback - Best Practices

- Be very thoughtful about segmentation
- Sincerity works
- Make a compelling offer

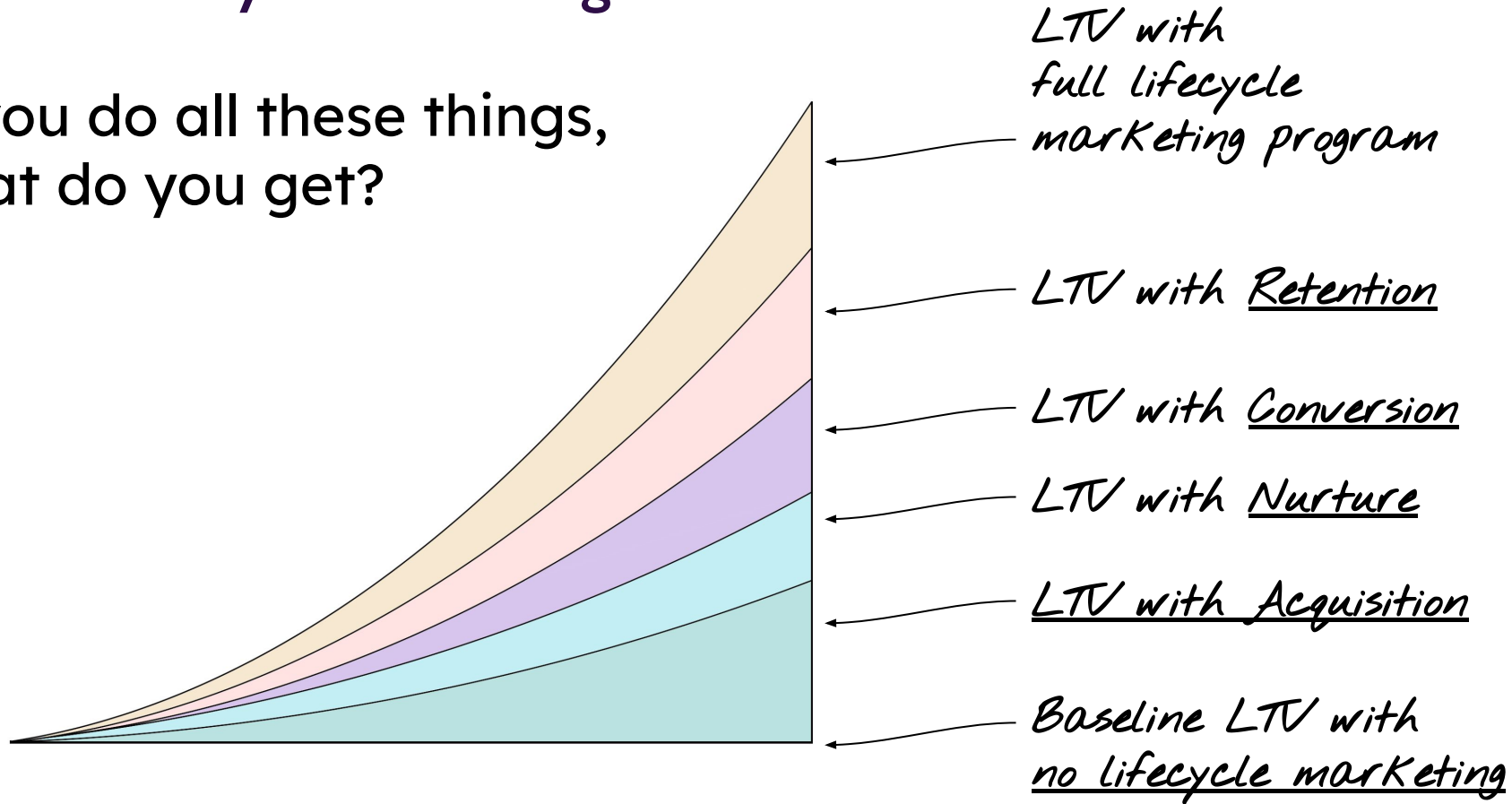


# What is Lifecycle Marketing?



# What is Lifecycle Marketing?

If you do all these things,  
what do you get?





Download this full guide to lifecycle marketing  
**plus** get our bonus email & SMS checklist at:

**[bit.ly/digital-summit-download](https://bit.ly/digital-summit-download)**

