

Quantum Lifecycle Marketing Email & SMS Checklist

Acquisition

- Static form in footer
- “Above the fold” form
- Sign up incentives
- Time-delayed pop-up
- Exit pop-up
- Checkout opt-in

Nurture

- Welcome series
- Newsletter
- Holiday campaigns
- Seasonal campaigns
- Sales alerts
- New arrivals

Conversion

- First purchase promotion
- Abandoned cart series
- Browse abandonment
- Low stock
- Back in stock
- Bundles

Retention

- Post-purchase email journey
 - Order confirmation
 - Shipping confirmation
 - Delivery confirmation
 - How to make the most of your new item
 - Review request
 - “You Might Also Like...”
- Loyalty program
- Subscription program
- Birthday
- Anniversary
- Referral request

Winback

- “We Miss You”
- “The Big Offer”
- “Is This Goodbye?”