

# 11 Marketing Automation Tips for Your eCommerce Business

Marketing automation allows you to nurture customers according to their needs by speaking *with* them and not *to* them. Here are 11 ways in which marketing automation can build your business.

## Tip #1: Send a welcome email



Welcome emails have one of the highest ROIs of all automated emails. Personalize them with coupons, materials like eBooks or other giveaways.

## Tip #2: Salvage abandoned carts

The typical cart abandonment rate varies between 60-80%. Try sending an automated email educating people on why the product would be beneficial for them, so that they complete the purchase process.



## Tip #3: Sell more



Based on previous purchases, encourage your clients to buy more by suggesting complementary products that will improve their experience, an upgraded version of the item they have, or a product that has additional features.

## Tip #4: Send order confirmation emails

Order confirmation emails have a 70% open-rate. This is a huge opportunity to further develop your relationship with your clients and test out various calls to action.



## Tip #5: Segment your high-quality leads



You may want to consider segmenting your audience by location, age, new leads, paying customers, or other factors specific to your company. Then send them relevant and personalized offers that they are bound to engage with.

## Tip #6: Provide educational content

Providing free educational content shows that you are going the extra mile. Based on their stage in the customer lifecycle, you may want to direct customers to your useful resources.



## Tip #7: Re-engage customers who have gone AWOL



Not all customers are forever. Re-engage those folks by sending a customer survey, offering a promotion, or prompting them with alternate products.

## Tip #8: Improve customer service

An automated flow of customer service (that still looks like it was written by a human), massively improves your email productivity and customer engagement, thus increasing your retention rate.



## Tip #9: Provide helpful reminders



Is there an upcoming holiday that people relate to gift-giving? Provide relevant tips and reminders to your audience and connect with their emotions to increase the value of their purchase.

## Tip #10: Promote loyalty

Keeping current customers has a greater value than acquiring new ones. Send emails to educate your customers on your loyalty program, to remind them about their bonuses and to reward them.



## Tip #11: Send subscription reminders



Send a timely automated email to avoid losing a customer to something preventable like not realizing their subscription was coming to an end.

For more information and resources, please view the [11 Marketing Automation Tips for Your eCommerce Business](#) article on the 2Checkout blog!

2checkout

Modern Commerce. Simplified.

[www.2checkout.com](http://www.2checkout.com)

[facebook.com/2Checkout.2CO](https://facebook.com/2Checkout.2CO)

[twitter.com/2Checkout](https://twitter.com/2Checkout)

[linkedin.com/company/2checkout](https://linkedin.com/company/2checkout)

[instagram.com/2checkoutinc](https://instagram.com/2checkoutinc)