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Google Analytics Social Media SEO PPC / Paid Social
Amazon Email Influencer Market

Unique Skills

Now in its 28th year, Premiere is a boutique digital ecommerce agency focused on revenue growth.

- ✓ **Search Engine Optimization**
- ✓ **Email Marketing**
- ✓ **Google PPC / Paid Social**
- ✓ **Influencer Marketing**
- ✓ **Amazon Marketing**
- ✓ **Social Media Audience Analysis**
- ✓ **Google Analytics**

The Problem

1.

**Your email marketing isn't
doing what it can for you.
You know it.
The results speak for
themselves.**

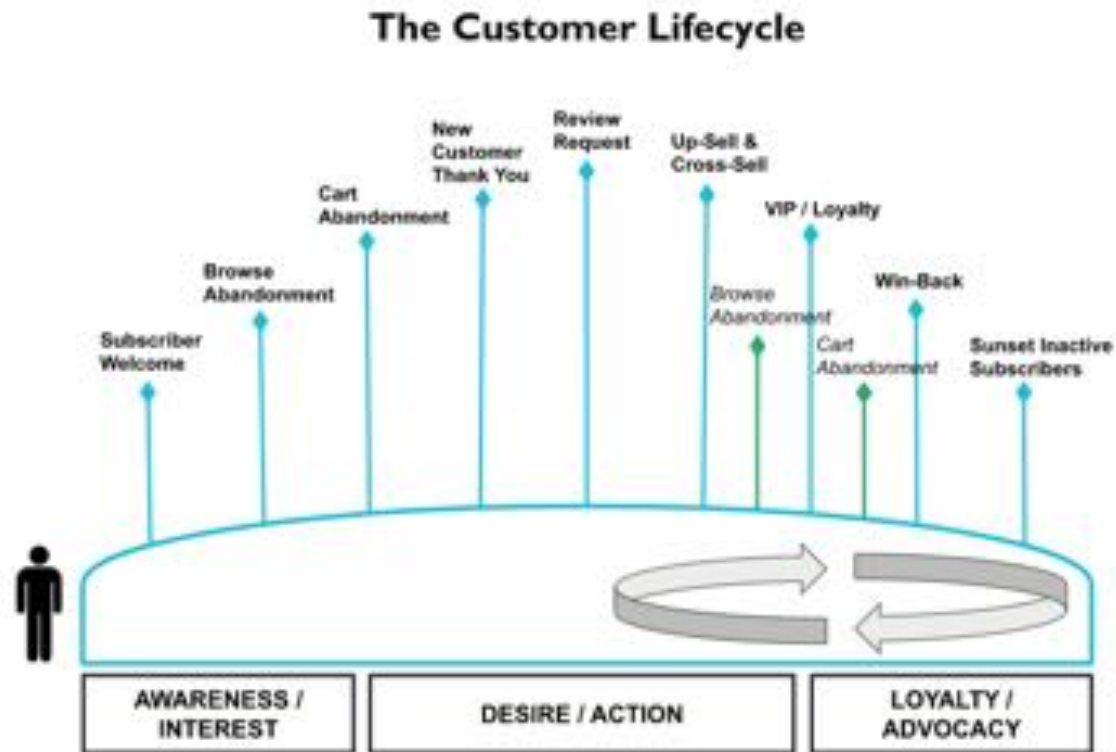
2.

**You remain under
pressure to increase
revenues and deliver
results.**

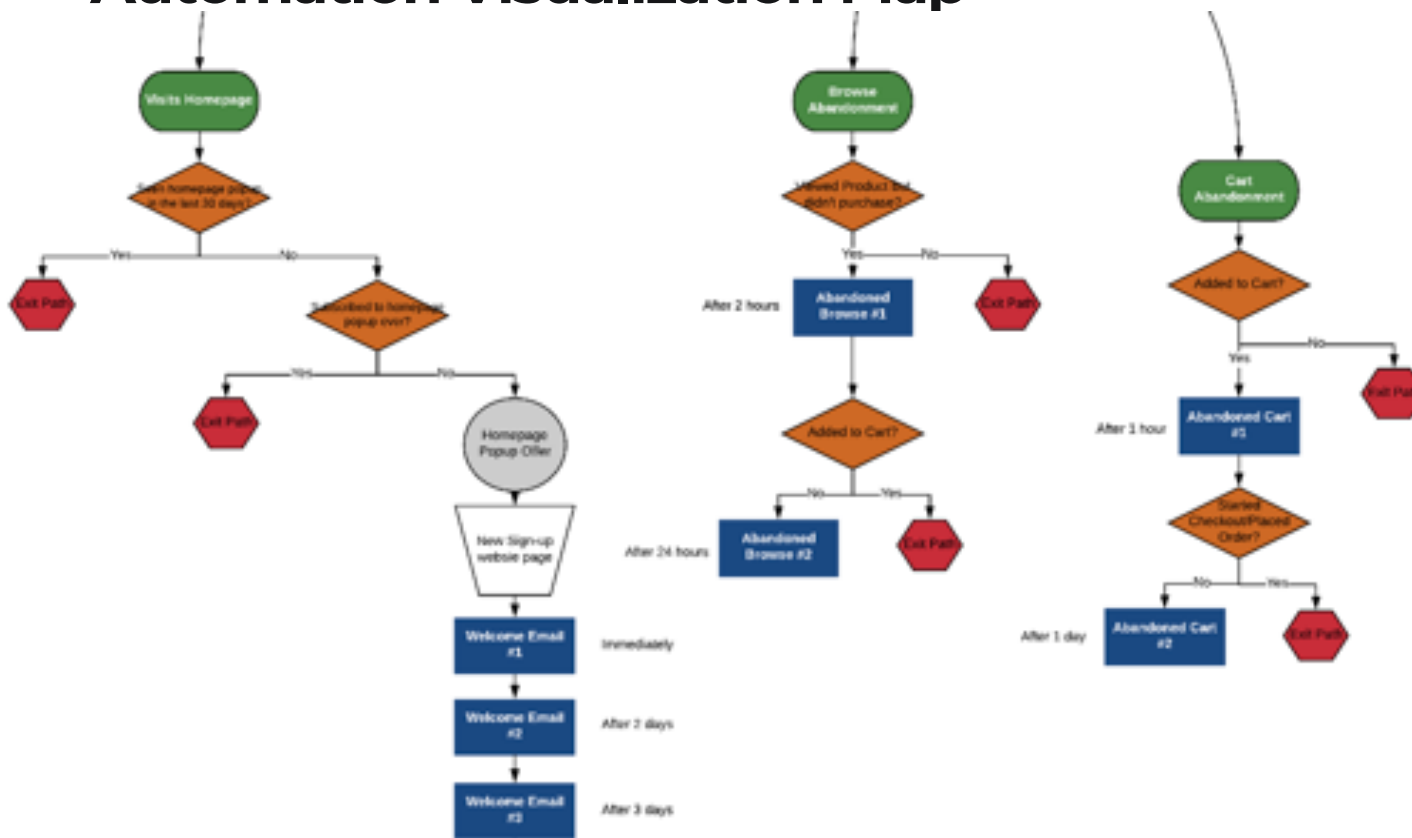
3.

You need a win.

Nurturing Prospects



Automation Visualization Map



List of Automations

- Welcome Series
- Browse Abandonment
- Cart Abandonment
- Checkout Abandonment
- New Customer Thank You
- Repeat Customer Thank You
- Pre VIP
- VIP
- Birthday

- 37. One Hit Wonders
After someone is added to the list z-4
- 38. Just Passing Through
After someone is added to the list z-J
- 39. False Starts
After someone is added to the list z-F
- 4. Repeat Customer Thank You
After someone **Placed Order**. Only in
- 5. Cross Sell + Reminder Flow
After someone **Fulfilled Order**. Only in
- 6. VIP Reminder Customer Welco
After someone is added to the list VII
- 8. Checkout Abandonment
After someone **Checkout Started**. Or has **Placed Order** zero times in the la
- 9. Gift Card
After someone **Placed Order**. Only in is at least 295 over all time and has R

The Offers

- % off
- Spend X and get \$ off
- Tier spend – increases savings
- Free shipping
- Free gift
- Buy 1 get 1 free
- Get Free guide, eBook, white paper
- Special deals or exclusive updates



Welcome Series

- Series of 4(+) emails
- Overlay strong visual and offer; timing immediate, 30 sec, 1 minute?
- Showcase best sellers, new products, Social Proof, Social Media
- Email #1 immediate includes offer in subject line
- Email #2 hits 2 days after Email #1
- Email #3 hits 3 days after Email #2
- Email #4 hits 4 days after Email #3 (social proof)
- Exclude anyone who made purchase after any of these Emails
- Include recommended products for cross sell



Get \$25 off your first order!

Choose a meal kit, stock up on the staples your family needs, or treat yourself to some local favorites. Check out today to redeem.

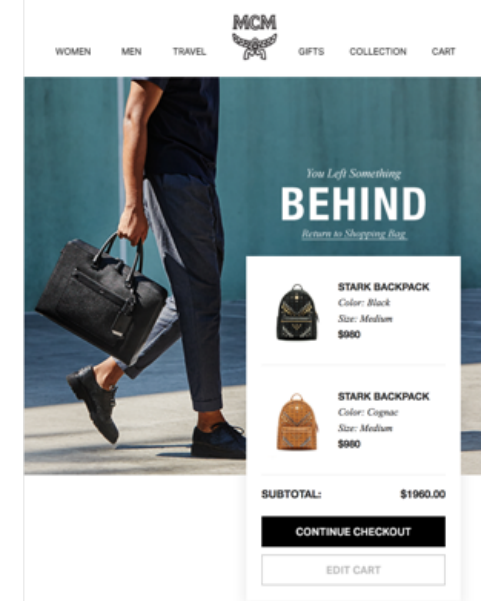
[Shop the Market](#)

Use code **CHOOSEYOURGIFT**

**PREMIERE
CREATIVE**

Browse Abandonment

- Two emails
- Have not started Cart or Checkout
- Applicable last 30 days
- Email #1 hits 2 hours
- Email #2 hits 24 hours after Email #1
- Include the offer(s) in the subject line
- Show them what they were looking at



Cart Abandonment

- Two emails
- Have Added to Cart
- Applicable last 3 days
- Email #1 hits 2 hours
- Email #2 hits 24 hours after Email #1
- Include the offer(s) in the subject line
- Include recommended products for cross-sell
- Consider offering discount if over a certain spend amount



Hey, items are still in your shopping cart. This is your last chance to get FREE SHIPPING on those items but you have to act fast.

Keep shopping »

FINISH CHECKING OUT

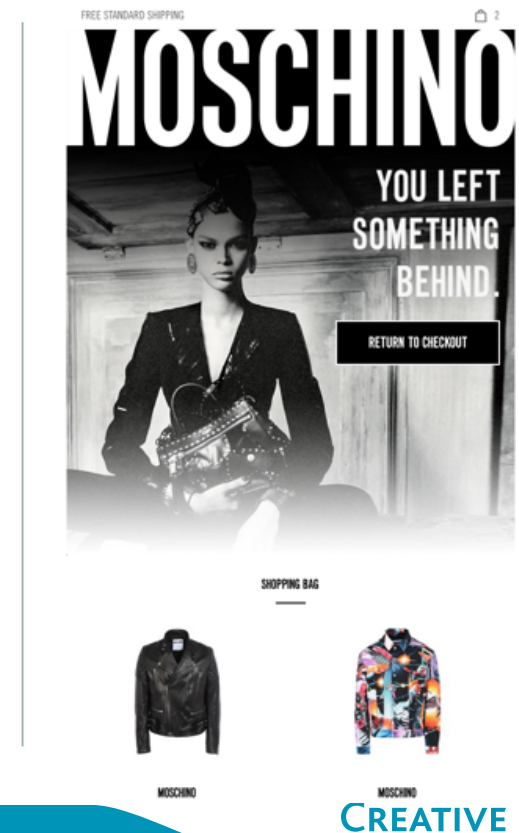
WHAT'S IN MY CART



3/4 Cuffed Sleeves
Notch Collar Blazer
30% OFF
Regular price \$39.99
\$27.99

Checkout Abandonment

- Three emails
- Have started checkout process and stopped
- Applicable last 3 days
- Email #1 hits 2 hours
- Email #2 hits 24 hours after Email #1
- Email #3 hits 24 hours after Email #2
- Include the offer(s) in the subject line
- Include recommended products for cross sell
- Consider offering discount if over a certain spend amount



New Customer Thank You

- One email
- Have placed 1st order
- Email #1 hits 1 hour
- Include new arrivals products as teaser
- Do not serve up discount as they just made 1st purchase with a discount



Thanks for joining . We have so many fashion items to share with you. Visit our website to check out the latest styles and trends.

SHOP NOW

HERE ARE SOME ITEMS YOU MIGHT LIKE



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CREATIVE**

Repeat Customer Thank You

- One email
- Have placed 2 orders
- Email #1 hits 1 hour
- Include recommended products for cross-sell
- Give them something to encourage future order in next 30 days



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Pre VIP

- Two emails
- Establish how many purchase or how much spent to qualify (i.e., 3 purchases last 12 months or calendar year)
- Email #1 hits 20 days later
- Email #2 hits 25 days after Email #1
- Exclude anyone who made 4th purchase after Email #1
- Include Pre-VIP text in the subject line
- List benefits of becoming VIP (4 – 5)
- Include recommended products for cross-sell



Place your next order and become a **VIP**. You'll get special offers like 20% off future purchases.

SHOP NOW

SHOP NOW FOR GREAT STYLES LIKE THESE



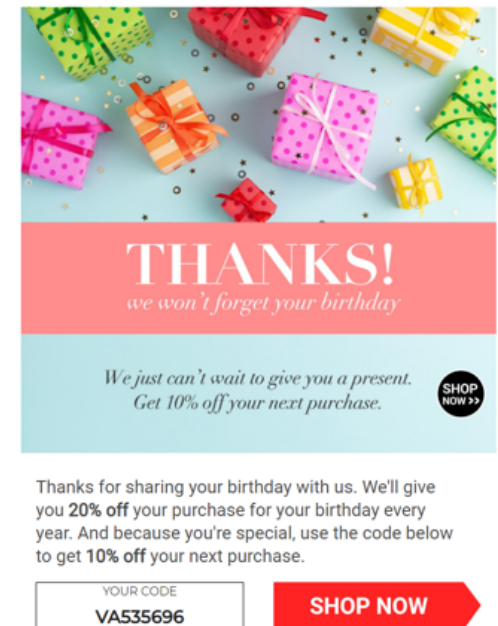
VIP

- Two emails
- Establish how many purchase or how much spent to qualify (i.e., 3 purchases last 12 months or calendar year)
- Email #1 hits 4 hours
- Email #2 hits 10 days after Email #1
- Exclude anyone who made 4th purchase after Email #1
- Include VIP text in the subject line
- List benefits of VIP (4–5)
- Include recommended products for cross sell
- Should re-qualify every year (calendar)?



Birthday

- Everyone wants to celebrate their birthday – let them know you care
- Newsletter email (not automation) asking to sign up
- Automation to anyone who signs up for birthday same day with 10% off coupon as thank you (induce immediate sale)
- 1 week later anyone who didn't give birthday gets repeat automation reminding them sign up
- 2 weeks later anyone who didn't sign up gets email newsletter #3 to anyone who didn't provide their email address.
- email automation 7 days before birthday with 20% off





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