

Giving Thanks

USING THANK YOU MESSAGES
IN YOUR EMAIL MARKETING
STRATEGY



A Marketing Story Presented By:



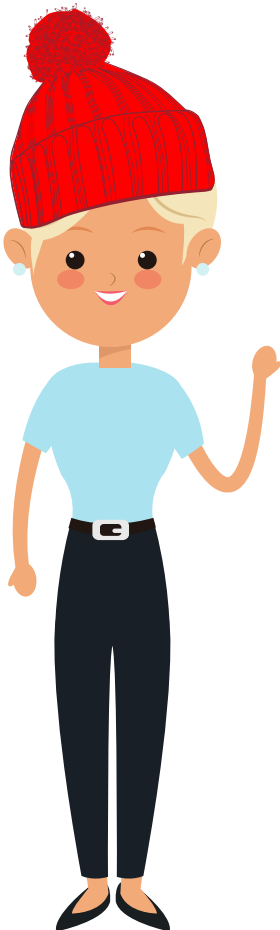
Today we're going to talk about giving thanks.


No, not like in a "go around the dinner table and say what you're grateful for" kind of way.

We mean actually saying "thank you" to customers.

I'll explain...

Hi! I'm Amber,
Content Strategist at
EmberTribe.



A cartoon illustration of a woman with blonde hair, wearing a red beanie with a pom-pom, a light blue t-shirt, and dark pants. She is standing on the left side of the image, looking towards a large speech bubble on the right. The speech bubble is grey with a red outline and contains three lines of text. The background is white with some faint, stylized grey lines and a few brown and green leaves scattered around.

You spend a lot of time trying
to convince people to buy from
your store.

You tell them about your UVP,
create targeted ads, optimize
your website, and then it
happens!

You've converted a stranger
into a paying customer.

Congrats! That's a huge deal.

But...now what?

Sure, you've found yourself a one-time customer. But what if you could nurture this individual to become a returning customer?

This is where **giving thanks** comes in.



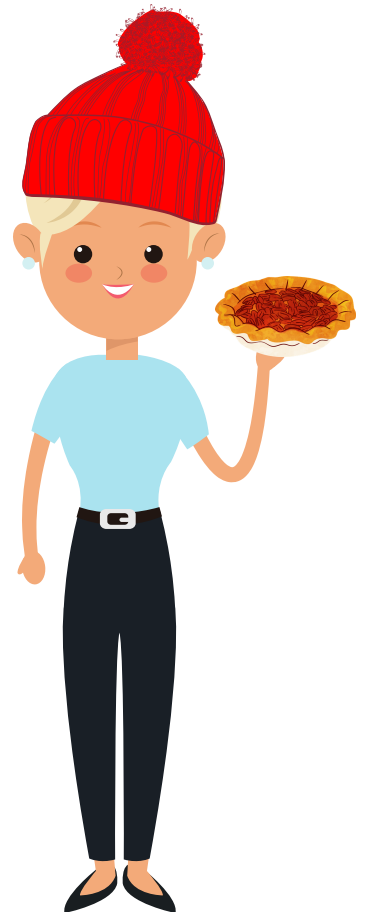
That's right, I'm talking about
sending thank you emails to your
customers!

Have you ever considered this for
your email marketing strategy?

The secret behind these emails is
that they're a little action with
potentially huge impacts.

The best part: it's easy as pie.

I know a thing or two
about pie, believe
me!



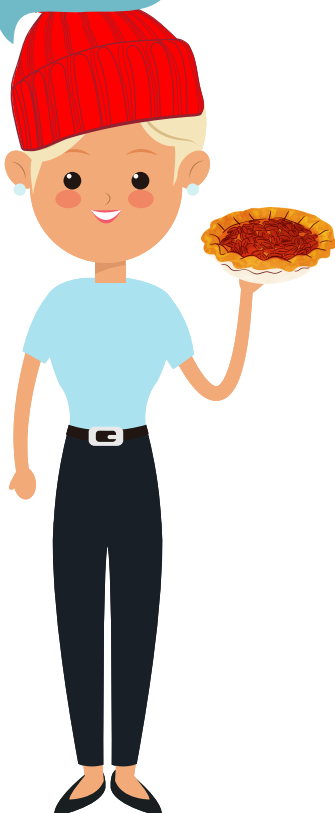
Let's talk about the "why" first.

First of all, because it's delicious.

Oops, sorry...got distracted by
the pie for a second.

First of all, because it's an easy
way to engage your customer
and build on a relationship.

Mmmm, pie...



If your eCommerce store were a brick-and-mortar, your customers would get to interact with the clothes, the space, and the sales associates.

Without these things available to you, you have to find other ways to establish a relationship with your customers.

This is where emails enter the picture.



By setting up your automated emails to engage with a customer right after a purchase, you are essentially doing what a good sales associate does after a customer checks out.

It's the equivalent of saying "Thank you! I hope you shop with us again!"

Doesn't good customer service always leave a positive impression?



There's also an element of striking while the iron's hot.

You're already at the top of your customer's mind, so why not remind them what they like about you?

A meaningful, well-crafted email after a purchase can add value to the overall transaction in a few key ways.



"Thank you" emails can help:

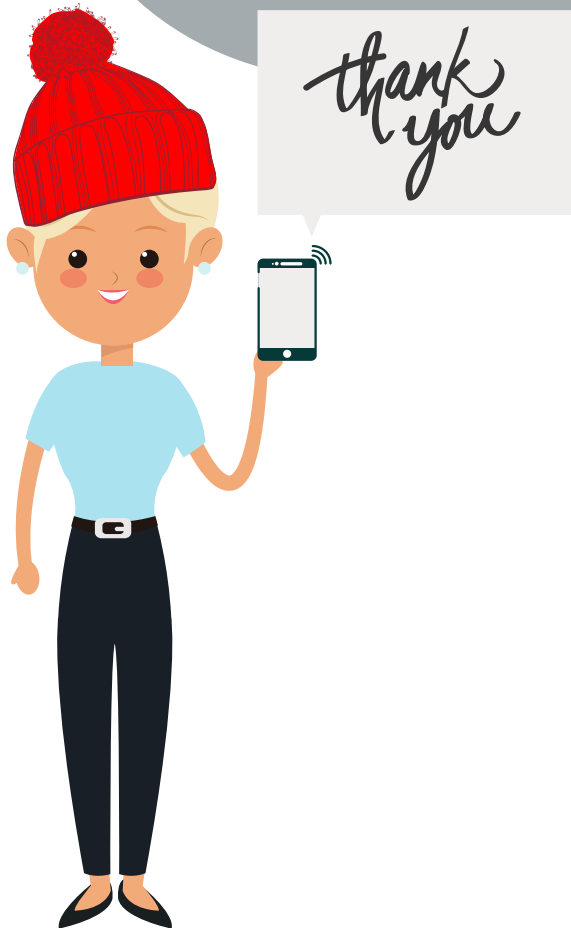
1. Build a healthy long-term relationship with the customer.
2. Cross-sell and upsell your relevant products.
3. Establish a two-way relationship with your brand.
4. Keep the customer interested with upcoming collection drops or discounts.



But you can take your "giving thanks" emails even further to build meaningful email communications of gratitude into your year-round email marketing plan.

What do I mean by this?

Show your customer how thankful you are for their return business with strategic emails!



Some example of emails that "give thanks" to your customer **and** help boost your customer retention:

- Birthday discount codes
- Exclusive deals for loyal customers
- Holiday-specific messages
- Prompts to follow your social media



If writing a bunch of personalized emails sounds like a lot of work, that's because it is!

But with the help of a sophisticated plan and finely-tuned email marketing automation software, you can get a real leg up on customer retention.

This can ultimately lead to improved LTV, brand advocates, and even higher average order value.

Thank you emails can give you a leg up... get it?





www.embertribe.com

Thanks for reading! Keep up
with me and check out some
great resources on our
website.

