

# KLAVIYO FB LIVE



#### WANT TO INCREASE YOUR CONVERSION RATE?

#### Do You know?



The total number of ecommerce websites on internet ranges between 12-24 million, but only about 650,000 of them are able to cross \$1,000 mark in annual sales.

Source: Internet Retailer

In fact, the second half of this information is worth more focus and attention than the first one. Why is it that no more than **650,000** of them are able to generate more than \$1,000 in annual sales?

The answer to this question might lie in another piece of information:

- √ 53% of businesses allocate less than 5% of their total marketing budget to the process of conversion optimization.
- ✓ Conversion rate for 35% of the businesses is reported to be less than 1%.

Source: success.adobe.com



#### WHO IS THIS FOR

- Everyone who has an eCommerce store
- Everyone who wants to learn automated email marketing
- Everyone who wants to increase their sales
- SAAS companies that are looking for more ecom oriented automated email marketing solution



#### WHAT ARE WE GOING TO COVER TODAY

- Pre-sale automated email marketing (flows)
- Post-sale automated email marketing (flows)
- Lists and Segments
- Email Campaigns and Product Feeds
- Seamless integration with Facebook Ads for retargeting
- Custom Audiences
- BONUS email templates
- Special Bonus!



#### WHO AM I?

- I've been in business over15 years building websites
- Specialize in eCommerce optimization
- Recently got certified with Digital Marketer (Ezra Firestone) and ConversionXL (Drew Sanocki)
- Klaviyo business partner







#### WHAT IS AUTOMATED EMAIL MARKETING

- Automated email marketing is a system of emails that fire automatically based on user behavior.
- Once the system is put in place every visitor/customer will go through the same cycle automatically which drastically increases user interaction which ultimately leads to sales.
- The more tight the automation, the more relevant customer experience which leads to more sales



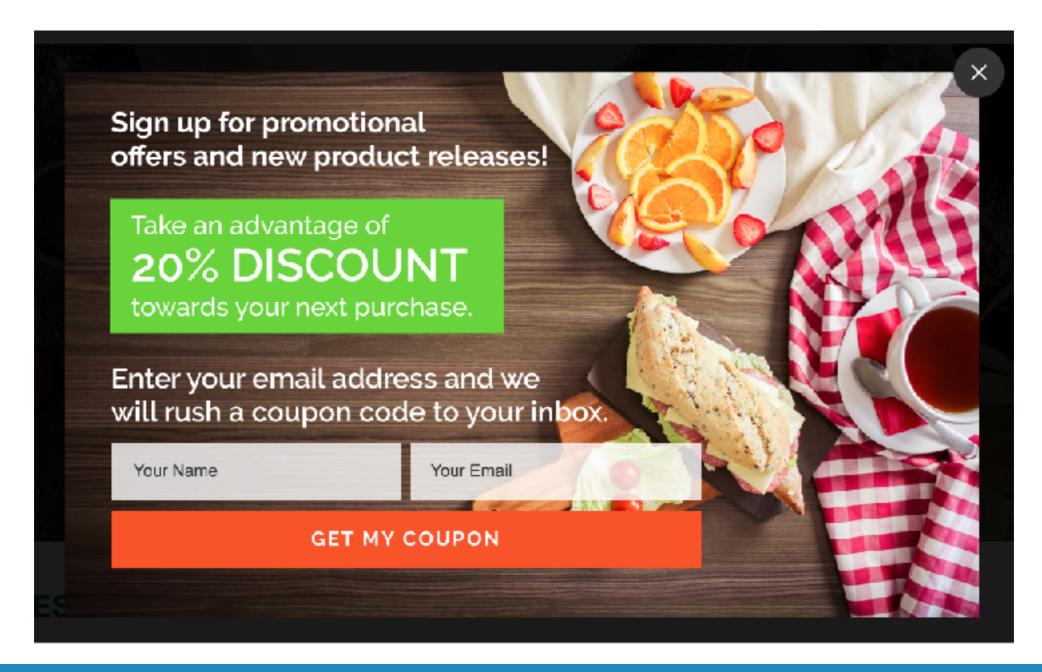
#### WHAT IS AUTOMATED EMAIL MARKETING

- In Klaviyo customer is automatically moved from one segment to another based on their actions.
- By setting up email flows the work is done upfront and once set up the system works on it's own.
- The key is to get as many email sign ups as possible through email optin boxes.



#### WHAT ARE EMAIL OPTINS? - QUALITY MATTERS

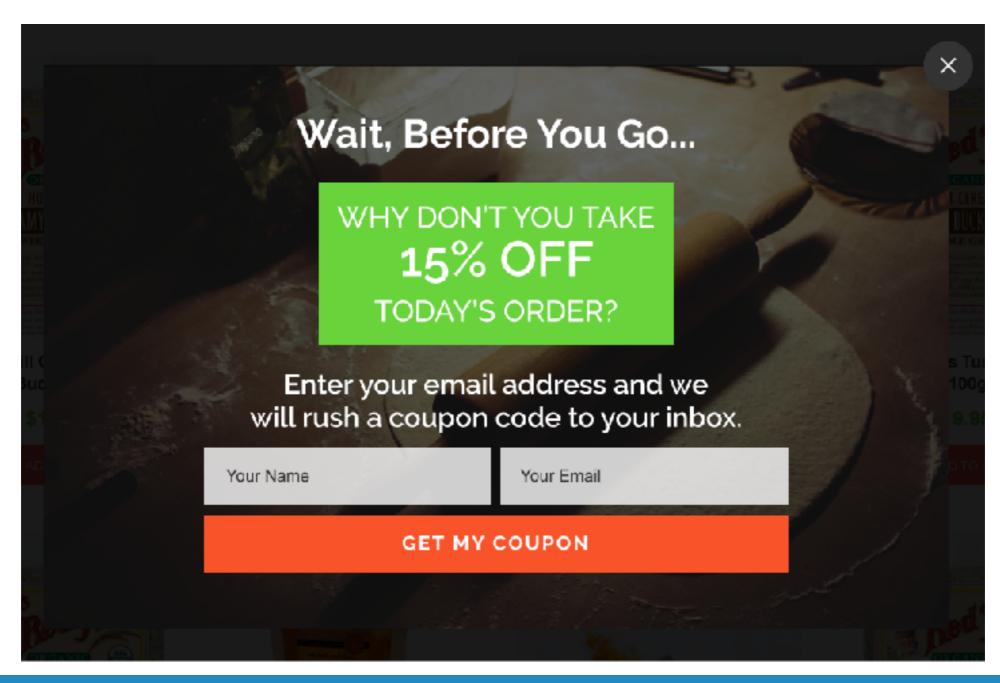
Home page popup





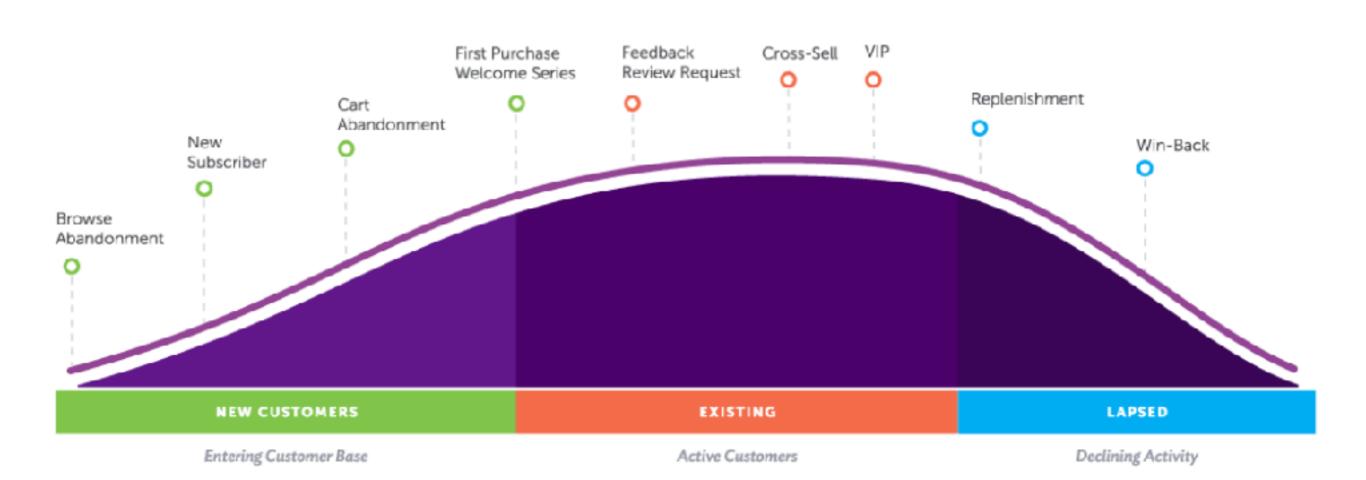
#### WHAT ARE EMAIL OPTINS? - QUALITY MATTERS

Exit Intend





## **CUSTOMER LIVE CYCLE**





#### **QUESTIONS?**

# QUESTIONS?



#### PRE-SALE EMAIL SEQUENCE

- Browse Abandonment
- New Subscriber
- Welcome Email
- Cart Abandonment
- First Purchase

## Can we entice you back to complete your purchase?

Hi Kinga,

We appreciate your visiting our MadeInNewMexico.com online store.

Would 10% discount coupon code bring you back to complete your purchase? We would love to see you giving us a try. Here is your coupon code in case you decide to come back: **Klay10off** 

We hope to see you back soon!

email: service@madeinnewmexico.com | phone: 8505-795-5870

We offer FREE SHIPPING on orders over \$100

Price:

SHOP NOW

You might also like...







Thank you for your business and continued interest in madeinnewmexico.com/

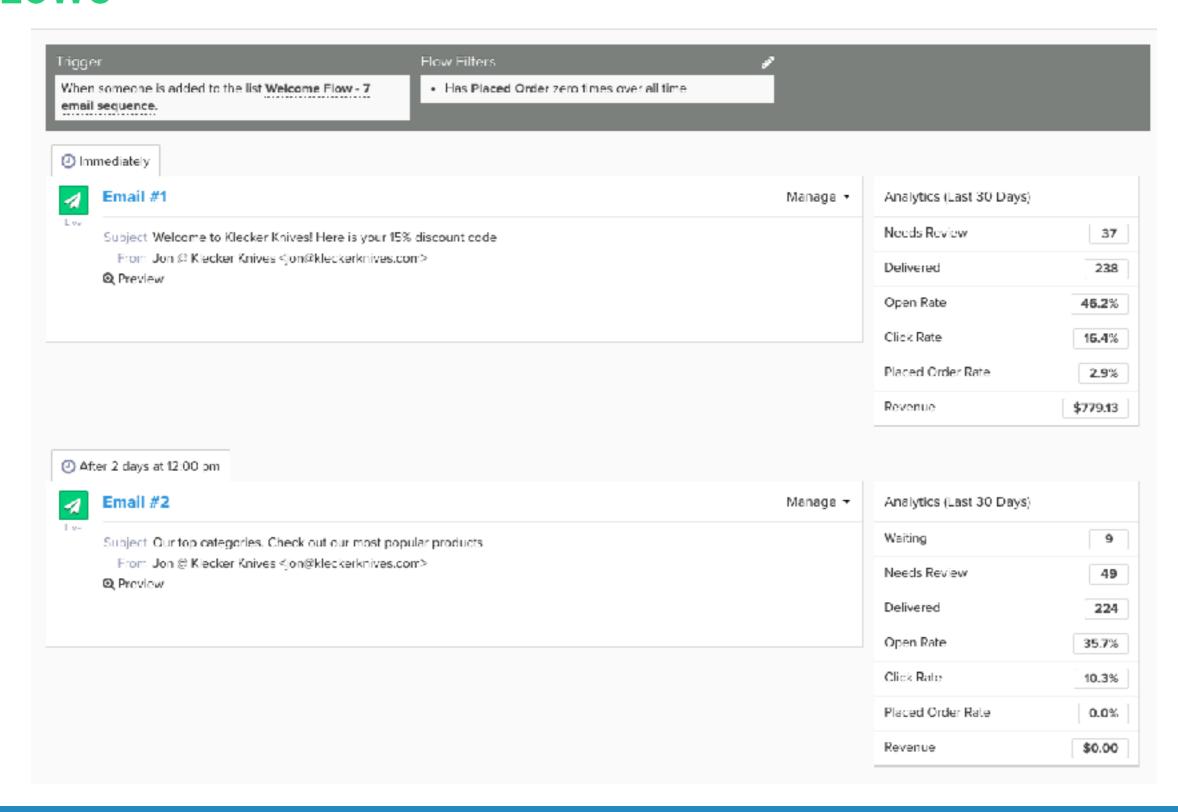


#### **FLOWS**

- Abandoned Cart 2 steps
  - After someone Checkout Started. Only include someone if has Placed Order zero times since starting this flow and has Checkout Completed zero times since starting this flow.
- Browse Abandonment 1 step
  - After someone Viewed Product. Only include someone if has Checkout Started zero times since starting this flow and has Placed Order zero times since starting this flow and has not been in this flow in the last 30 days.
- Customer Winback 2 steps
  - After someone Placed Order. Only include someone if has Placed Order zero times since starting this flow.
- New Customer Thank You 1 step
  - After someone Placed Order. Only include someone if has Placed Order equals 1 over all time.
- Product Review / Cross Sell 1 step
  - After someone Fulfilled Order. Only include someone if has Fulfilled Order zero times since starting this flow.
- Repeat Customer Thank You 1 step
  - After someone Placed Order. Only include someone if has Placed Order equals 2 over all time.

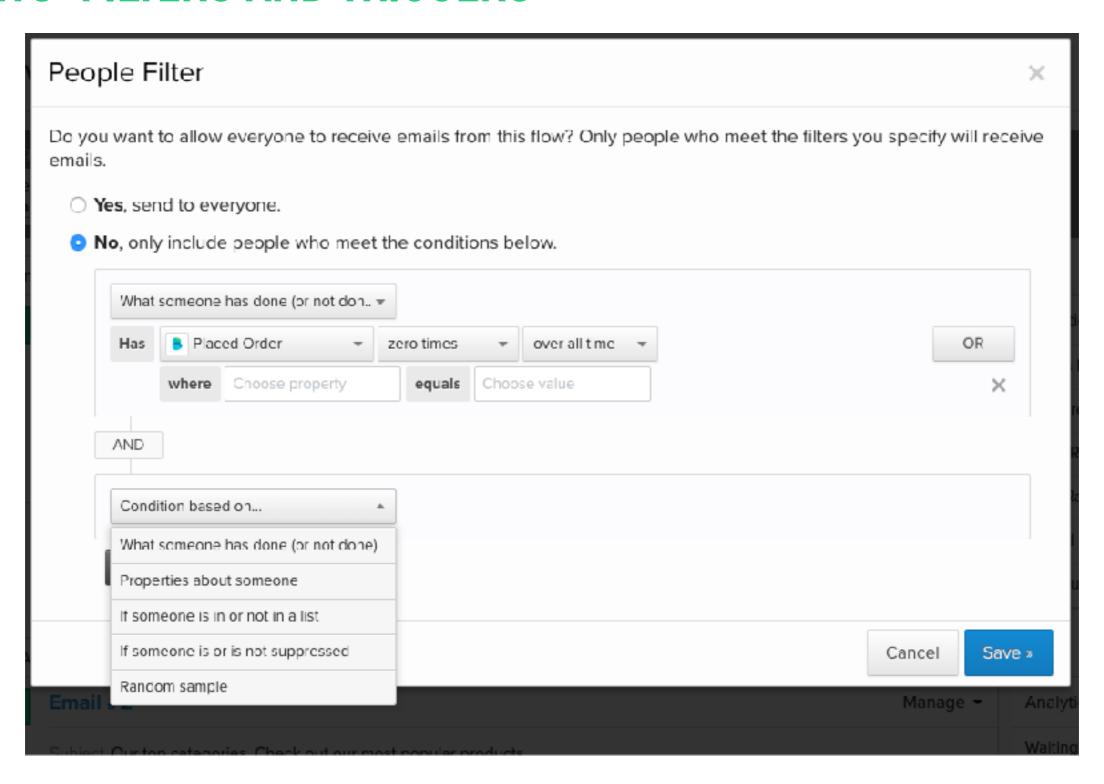


#### **FLOWS**



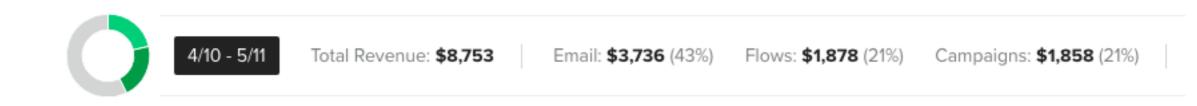


#### FLOWS-FILTERS AND TRIGGERS





## FLOWS-FILTERS AND TRIGGERS (RESULTS)



Flow	Revenue
Welcome Series Exit Popup	\$1,362
Welcome Flow	\$1,128
Welcome Flow - 7 email sequence	\$923
Klax Page Exit Popup	\$340
Abandoned Cart	\$210
Browse Abandonment	\$115



#### **QUESTIONS?**

# QUESTIONS?



#### POST-SALE EMAIL SEQUENCE

- Feedback Review Request
- Cross-Sell
- VIP
- Replenishment
- Win-Back

#### We Miss you!

#### We haven't seen you in a while. As a reminder:

- We have a real store located in Taos, New Mexico
- We only offer unique local products, made only in New Mexico!
- We make your gift giving easy with a large assortment of gift baskets!
- 99% of our orders ship in 24 hours!
- Sign up for our Salsa of the Month Club and experience the diverse flavors of Mexico.
- We offer free shipping on orders over \$100.
- Visit our blog for updates on activities and events around New Mexico.
- Check out our camera on Taos Plaza, you might see a friend....
- · Follow us on Social Media.

When you come back, we would love to treat you to 10% off your purchase. Here is your coupon code: Klav10off good towards your next purchase.



Hatch Green Chile Roasted Santa Fe Ole Medium



Hatch Green Chile Extra Roasted Santa Fe Ole



505 Green Chile



Hatch Green Chile Seeds



Hatch Green Chile Roasted Santa Fe Ole Hot



Monthly Salsa Club

Shop Now!



**EMAIL CAMPAIGNS** 

- Weekly email campaigns
- Discount offer or special offer
- Expiration time (urgency)
- Keep branding the same and consistent with the flow emails
- Easily add Data Feeds

20% off your next purchase. Limited time offer. Expires May 10, 2017.
The Axe and Multi-Teel Door o Senefits of the KLANF



Hi person first\_name ,

The Axe and Multi-Tool Duo: 5 Benefits of the KLAX® I Klecker Knives



#### THE KLAX®: THE GREATEST TOOL YOU'LL EVER NEED

From hiking enthusiasts, to campers, to survival experts and beyond—everyone needs a great tool. It can literally be the difference between life and death or simply the difference between a comfortable trip and an uncomfortable trip. A great tool should offer advantages that others tools don't. Plus, a great tool should be...

Continue reading...

Discount Code: A6E8J8NWXH

For 20% off your next purchase Offer expires May 10, 2017







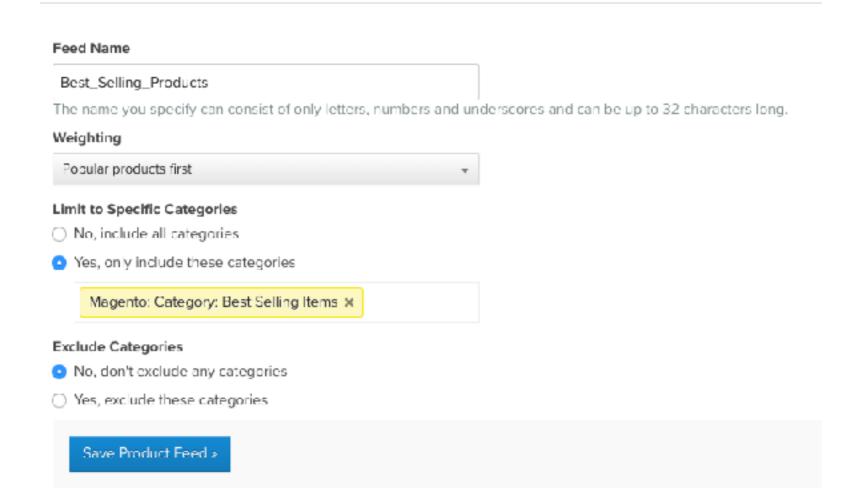
Contact us at anytime: 503.871.9755 customerservice@deckerknives.com

CONTACT US



#### **EMAIL CAMPAIGNS AND DATA FEEDS**

#### Data Feeds » New





#### Don't wait till last minute. Only 6 days left before Christmas.

Order you favorite New Mexico products today!

#### coupon code: DEC10 for additional discount



Hatch Green Chile Extra Prossted Santa Fe Ole



Chili Pepper Ristra Sandia.



Chile Pepper Ristra Piquin



New Mexico Red Chili Pepper Wreath



Hatch Green Chile Roasted Santa Fe Ole



Green Chile Roasted Santa Fe Seasons



## **EMAIL CAMPAIGNS(RESULTS)**



2/9 - 5/11

Total Revenue: \$57,456

Email: \$13,362 (23%) Flows: \$1,670 (3%)

Campaigns: \$11,691 (20%)

Campaigns Only showing the most recent eight campaigns for this period.



Sent At	Campaign	Revenue	\$ / Recipient
5/9	Biscochito's are Perfect for Graduation Parties!	\$129	\$0.02
5/6	The Perfect Breakfast after Cinco de Mayol	S66	\$0.01
5/4	Mothers day gifts email	\$521	\$0.08
5/2	Victoria de Almeida art work	\$578	\$0.09
4/29	Cinco de mayo email	\$346	\$0.05
4/27	Mimbres Coffee Mug email	\$592	\$0.09
4/25	web cam is working	\$126	\$0.02
4/22	salsa history email	\$485	\$0.07



### EMAIL CAMPAIGNS-SMART SENDING

Campaign Name	Folder
Blog promotion - second email - full list - outside US	Unfiled
Which lists are you sending this campaign to?	
subscribers living outside of the USA (2,289 members)	
Include or exclude another list.	
Expected Recipients This campaign would be sent to 2,007 people.	
Use smart sending?	
Yes, do not send this campaign to people who received an email	in the last 16 hours.
No, send this campaign to everyone.	
<b>What is this?</b> Klaviyo's smart sending allows you to limit the number of Your current account settings will only send a message if someone will only send a message if someone will only send a message if someone will be a send of the sending send of the sending	of messages someone can receive, so you can try different ideas and not worry about upsetting recipients or increased unsubscribe rates. vas not sent another message in the last 16 hours.
Other options	
Add Google Analytics tracking to Inks. This allows you to track web activity in Google Analytics, For every	en better web tracking, add Klawyo's web tracking script to your weasite.
	Exit Save & Continue to Content »

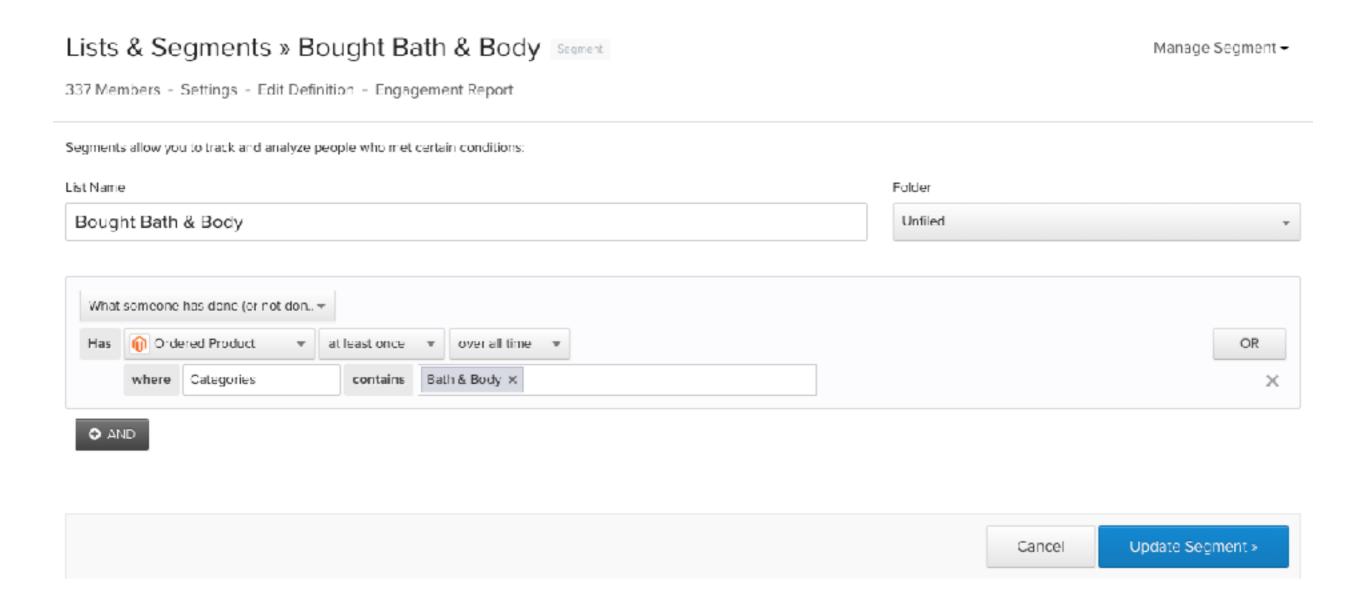


## LISTS AND SEGMENTS

Bought Candles, Incense & Smudges	<b>86</b> Members
Bought Bath & Body & Segment Created on Mar 31, 2017 at 4:33 p.m.	337 Members
Bought a Chile Ristra or Wreath Segment Created on Mar 31, 2017 at 3:09 p.m.	<b>306</b> Members
Bought New Mexico Green Chile  Segment  Created on Mar 31, 2017 at 3:04 p.m.	294 Members
Customers have spent \$251 to \$499 *Segment * Created on Mar 31, 2017 at 2:41 p.m.	<b>90</b> Members
Customers that have Spent \$100 to \$250 * Segment ** Created on Mar 31, 2017 at 2:38 p.m.	<b>573</b> Members
Subscribers with 1 purchase	419 Members
Subscribers with 2+ purchases **Segment ** Created on Feb 17, 2017 at 10:51 a.m.	<b>97</b> Members
Subscribers with total spend under \$100 Fegment Treated on Feb 17, 2017 at 10:51 a.m.	398 Members
Subscribers with a purchase in the last 30 days *Segment * Created on Feb 17, 2017 at 10:51 a.m.	55 Members



#### LISTS AND SEGMENTS





#### **QUESTIONS?**

# QUESTIONS?



Manage List ▼

#### FACEBOOK INTEGRATION

Lists & Segments » Welcome Flow - 7 email sequence ust

374 Members - Settings - Sign Up Forms - Subscribe Pages - Quick Add - Reports -

List ID & Name	List Contact		
This list's ID is <b>LbbFSy</b> . You might need this for integrations that requires a Klaviyo list or segment ID.	The primary contact for this account is <b>Klecker Knives <jon@kleckerknives.com></jon@kleckerknives.com></b> . If the contact information for this list is different, specify it below.		
List Name	Contact Name		
Welcome Flow - 7 email sequence			
	Contact Email		

#### Opt-in & Unsubscribes

The generic unsubscribe page for this list is: https://manage.kmail.lists.com/subscriptions/unsubscribe?g=LbbFSy.

When someone unsubscribes from Welcome Flow - 7 email sequence, unsubscribe that person from all future emails.

**Note:** Your account is currently set to treat any unsubscribe as an unsubscribe from all emails. View settings.

Require subscribers to confirm their subscription before being added to your list.

#### Facebook Advertising

This list is syncing with the **Welcome Flow - 7 email sequence** Facebook audience. You can view the status of that audience within Facebook here.

Change audience or delete the sync with Welcome Flow - 7 email sequence.



## FACEBOOK INTEGRATION - SYNCING AUDIENCES

Subscribers with a purchase in the last 30 days § Segment	6 Members
Subscribers with total spend under \$100 *Segment ** Created on Feb 12, 2017 at 11:52 p.m.	260 Members
Subscribers with total spend greater than \$500 * Segment ** Created on Feb 12, 2017 at 11:52 p.m.	34 Members
Subscribers with total spend \$100-\$500 # Segment ** Created on Feb 12, 2017 at 11:52 p.m.	497 Members
Subscribers with 1 purchase & Segment & Created on Feb 12, 2017 at 11:52 p.m.	682 Members
Subscribers with 2+ purchases **Segment ** Created on Feb 12, 2017 at 11:52 p.m.	116 Members
Recent Subscribers, Last 30 Days *Segment ** Created on Feb 12, 2017 at 11:35 p.m.	<b>O</b> Members
Unengaged Subscribers *Segment ** Created on Feb 12, 2017 at 11:35 p.m.	569 Members
Engaged Subscribers ** Segment **	541
Created on Feb 12, 2017 at 11:35 p.m.	Members



## FACEBOOK INTEGRATION - SYNCINC AUDIENCES

Visitors who left chekout	Custom Audience Websits	400	Ready
Visitors that put items in the cart	Custom Audience Websits	1,000	■ Ready
Kax page retargeting - visitors that did not sign up	Custom Audience Websits	20,000	Ready
Anyone who visited the website in the last 14 days	Custom Audience Websits	4,700	■ Ready
Anyone who visited the website in the last 9 days	Custom Audience Website	3,100	Ready

Unengaged Subscribers Synced from Klaviyo's Facebook Audiences integration.	Custom Audience Customer List	500	Ready     Last updated 05/10/2017
Subscribers with total spend greater than \$500 Synced from Klaviyo's Facebook Audiences integration.	Custom Audience Customer List	30	<ul> <li>Ready         Last updated 05/03/2017     </li> </ul>
Subscribers with a purchase in the last 30 days Synced from Klaviyo's Facebook Audiences integration.	Custom Audience Customer List	_	Audience too small
Subscribers with 2+ purchases Synced from Klavlyo's Facebook Audiences integration.	Custom Audience Customer List	90	<ul> <li>Ready         Last updated 05/09/2017     </li> </ul>
Subscribers with 1 purchase Synced from Klaviyo's Facebook Audiences integration.	Custom Audience Customer List	600	Ready     Last updated 05/09/2017
Subscribers with total spend \$100-\$500 Synced from Klaviyo's Facebook Audiences integration.	Custom Audience Customer List	400	<ul> <li>Ready         Last updated 05/05/2017     </li> </ul>
subscribers living in the USA Synced from Klaviyo's Facebook Audiences integration.	Custom Audience Customer List	1,700	<ul> <li>Fleady         Last updated 06/10/2017     </li> </ul>
subscribers living outside of the USA Synced from Klavlyo's Facebook Audiences Integration.	Custom Audience Customer List	1,600	Ready     Last updated 05/10/2017
Welcome Flow - 7 email sequence Synced from Klavlyo's Facebook Audiences integration.	Custom Audience Customer List	300	Ready     Last updated 05/10/2017



#### FACEBOOK INTEGRATION - SYNCINC AUDIENCES

Subscribers with a purchase in the last 30 days \* Segment \*\*

Created on Feb 12, 2017 at 11:52 p.m.

Subscribers with total spend under \$100 \$ Segment \*\*

Created on Feb 12, 2017 at 11:52 p.m.

Subscribers with total spend greater than \$500 Megment 🌟

Created on Feb 12, 2017 at 11:52 p.m.

Subscribers with total spend \$100-\$500 \*Segment \*\*

Created on Feb 12, 2017 at 11:52 p.m.

Subscribers with 1 purchase # Segment | \*\*

Created on Feb 12, 2017 at 11:52 p.m.

Subscribers with 2+ purchases \*Segment \*\*

Created on Feb 12, 2017 at 11:52 p.m.

Recent Subscribers, Last 30 Days 4 Segment \*\*

Created on Feb 12, 2017 at 11:35 p.m.

Unengaged Subscribers \* Segment \*\*

Created on Feb 12, 2017 at 11:35 p.m.

Engaged Subscribers # Segmen. \*\*

Created on Feb 12, 2017 at 11:35 p.m.

Unengaged Subscribers

Synced from Klaviyo's Facebook Audiences integration.

Customer List

Custom Audience

Custom Audience

Subscribers with total spend greater than \$500

Customer List

Synced from Klaviyo's Facebook Audiences integration.

Subscribers with a purchase in the last 30 days

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience Customer List

Subscribers with 2+ purchases

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience Customer List

Subscribers with 1 purchase

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience Customer List

Subscribers with total spend \$100-\$500

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience Customer List

subscribers living in the USA

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience Customer List

subscribers living outside of the USA

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience Customer List

Welcome Flow - 7 email sequence

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience Customer List

Klax page retargeting

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience Customer List

Subscribers with total spend \$100 Synced from Klaviyo's Facebook Audiences integration. Custom Audience Customer List

Recent Subscribers - Home Popup

Synced from Klaviyo's Facebook Audiences integration.

Custom Audience

Customer List



#### **CUSTOM AUDIENCES-RETARGETING**





## Retarget customers who have viewed a product.

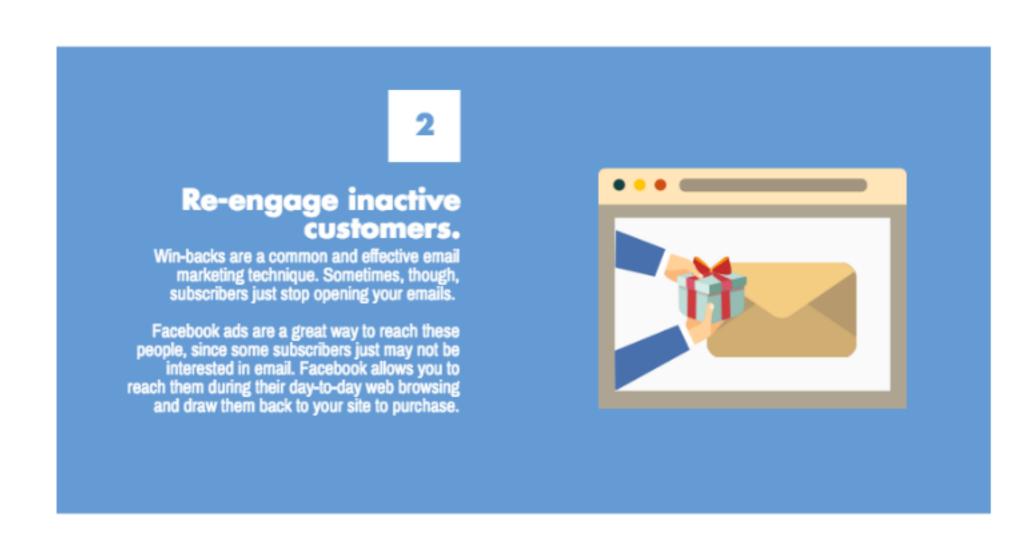
Customers who have been retargeted are 70% more likely to convert on your website. Showing subscribers images of products they have already seen will draw their attention and encourage them to give them a second look.



Customers who have been retargeted are 70% more likely to convert.



#### **CUSTOM AUDIENCES-REENGAGEMENT**





#### **CUSTOM AUDIENCES-LOCATION TARGETING**



3

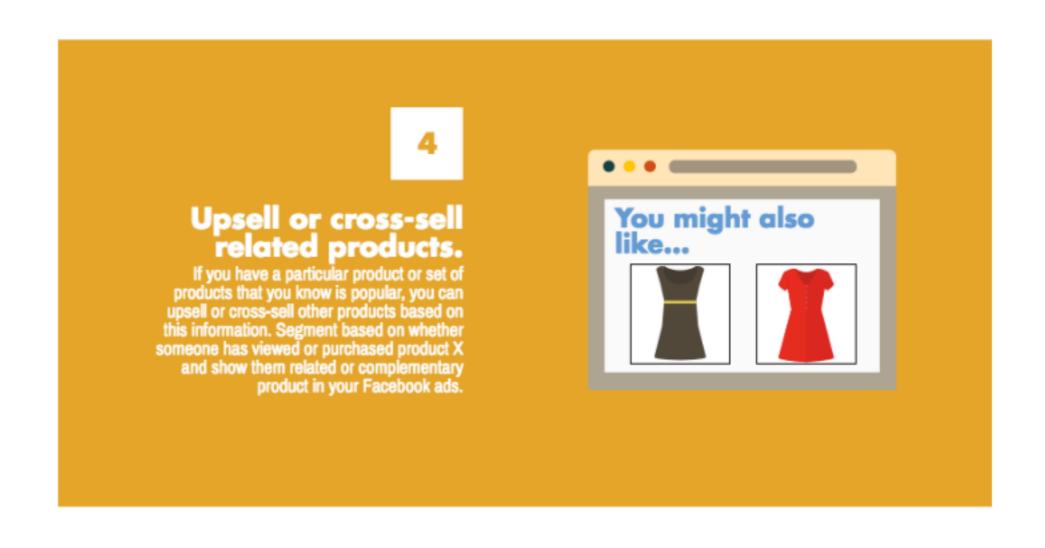
## Target subscribers based on their locations.

Lookalike audiences must be limited to one country anyway, but segmenting based on a more specific location can help you promote events, like new store openings or popup shops.

If you ever have events in particular cities, showing tailored Facebook ads to subscribers and potential subscribers in these locations will help you get the word out.



#### **CUSTOM AUDIENCES-UPSELL/CROSS-SELL**





#### **CUSTOM AUDIENCES-PROFILE TARGETING**





Target customers based on their profiles.
Say you split your email list into male and female subscriber – you can show your male subscribers men's products and your female subscribers women's products in your Facebook ads.



#### **CUSTOM AUDIENCES-PAST PURCHASE TARGETING**





### **CUSTOM AUDIENCES-WEBSITE ACTIVITY**





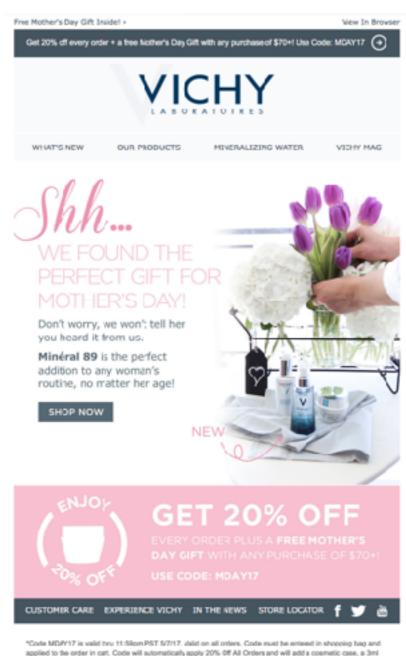
## Target subscribers based on their activity on your website.

on your website.

Segmenting based on whether or not a subscriber has been active on your site is a broad sweep you can take to reach any subscribers who may be interested in purchasing.



#### EMAIL EXAMPLES THAT I LIKE

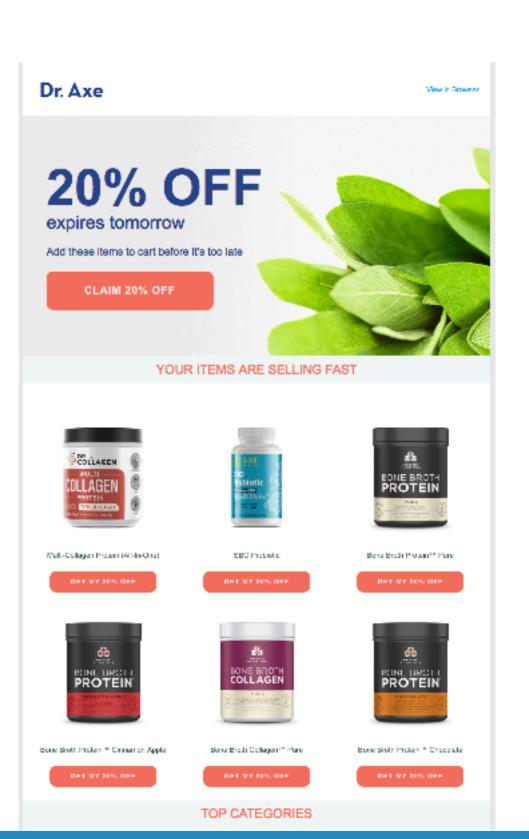


applied to the order in cart. Code will automatically apply 20% off All Orders and will add a cosmetic case, a 3ml idealia Radance Boosting Serum, a 15ml idealia Night, a 15ml/One Step Chanser, and a 30ml ideal lody Milk Serum to all orders over 70 USD. Promotion code valid only at www.vichyuss.com on items in stock. We reserve the right to versuel any unter dure to unauthorized, altered on healytide use of offer and to modify or versuel this promotion due to systememor or unforeseen problems.

Please add Vichy ( <u>Vichy@news.vich-usamail.con</u>) to your Address Book to continue receiving Vichy emails in your Interes.

If you'd like to be removed from this email list, simply update your profile.

For questions or commerts, please cartact Vichy by calling 1-877-37-VICH" (1-877-378-4249) or writing us at: Vichy 3434 Altampore D. Suite #200 | Dallas, TX 75241 Attr. Customer Support



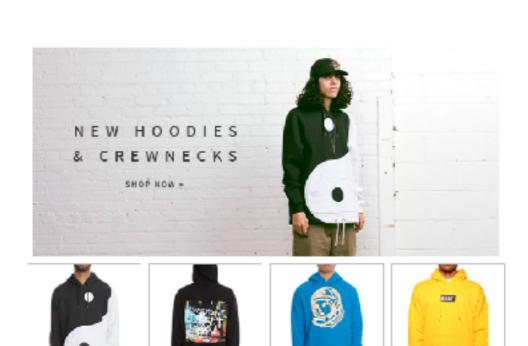


BREEZY EXCURSION

THE BEST BOX HOODIE IN GOLD YELLOW

#### EMAIL EXAMPLES THAT I LIKE - GO LONG







BILLIONAIRE BOYS CLUB

THE BRINGLESS PULLOYER HOODIG IN NAVY

EVERYONE ISSUE LOVAL

THE SAY HELLO PULLOVER HOODIS IN BLACK

10 DEEP

20% OFF SITEWIDE ON ORDERS OVER \$100
USE CODE: 20KRNALOOP

NEW ARRIVALS



Thanks for eigning up/

Can't see images? Clot fore to view in a browser



FREE SHIPPING ON ALL U.S. ORDERS! (888) 222-0637



"Offer may only be used once. Gifts and discounts cornol becombined. Offer excludes orders already placed, other percent off specials, cales, theo gift with purchases, gift sets, stearance, and any products that are already on cale.

Free shipping only applies to USA orders. Product lines that do not allow discounts such as

Epicuren, Eminence, Dermalogica, and Environ are excluded from this sale.

You have received this error of hippino(Qurrent com because you signed up for Skincore By Abors error's.

Skindare By Alana - 34179 Golden Lantern, Guite 101, Dana Point, CA 92929.

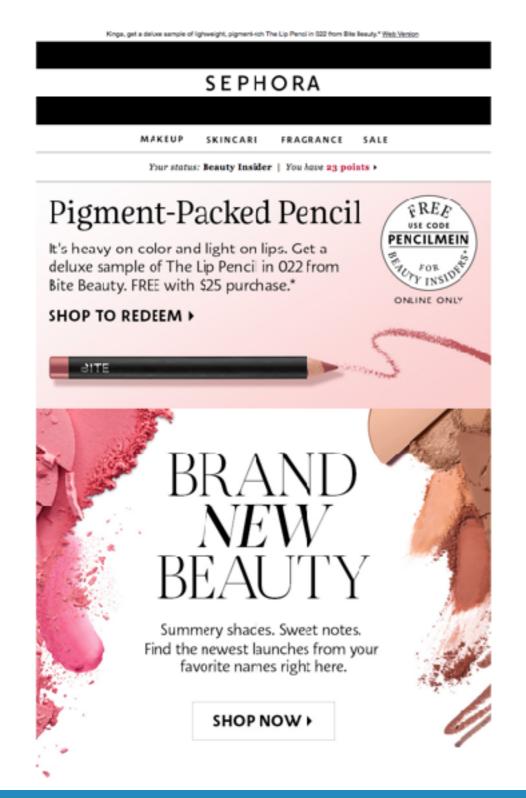














#### Art as Makeup. Makeup as Art.

Discover the UD Jean-Michel Basquiat Collection, inspired by one of the most influential artists of the twentieth century. Limited quantities available.

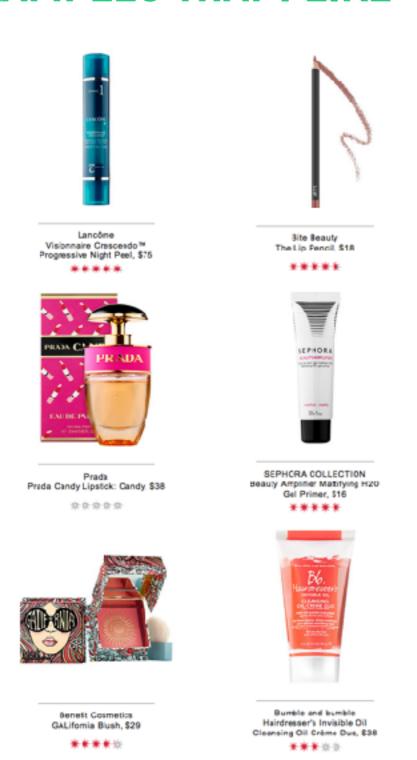
#### NEW.

URBAN DECAY

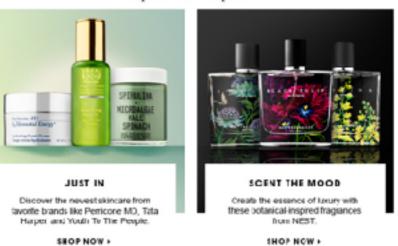
UD JEAN-MICHEL BASQUIAT COLLECTION, \$17-\$39

SHOP NOW >

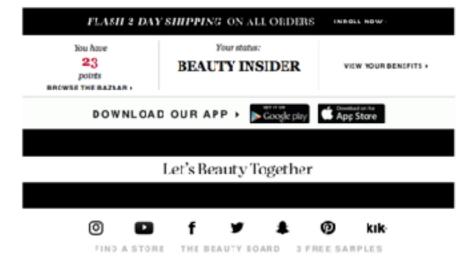
















Get the perfect mix of fashion and comfort by beloved brands from around the globe.



#### NAOT

Hailing from Israel. anatomic cork and latex footbeds give you the all-day support you need.

SHOP NOW

#### **EL NATURALISTA** Rooted in Spain, these shoes feature comfort shaping insoles that mold to your feet for a natural feel. SHOP NOW









Vitamins and powders

Muesli and cereals

Coffee, tea and drinks







Canned fish

Nuts, seeds and spreads

Crackers









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#### **BONUS**

#### RELEVANT MARKETING MAKES MORE MONEY

Klaviyo helps you drive sales by using data from your eCommerce platform to send automated abandoned cart emails, create personalized product recommendations, deliver post-purchase engagement campaigns, run better Facebook ads, and more. It's data-driven marketing, made simple.

## 15% off next 6 months

use this link to sign up

https://klaviyopartners.wufoo.com/forms/klaviyo-lead-registration/def/field311=001d0000027RUP4

expires June 15, 2017

www.kingadow.com