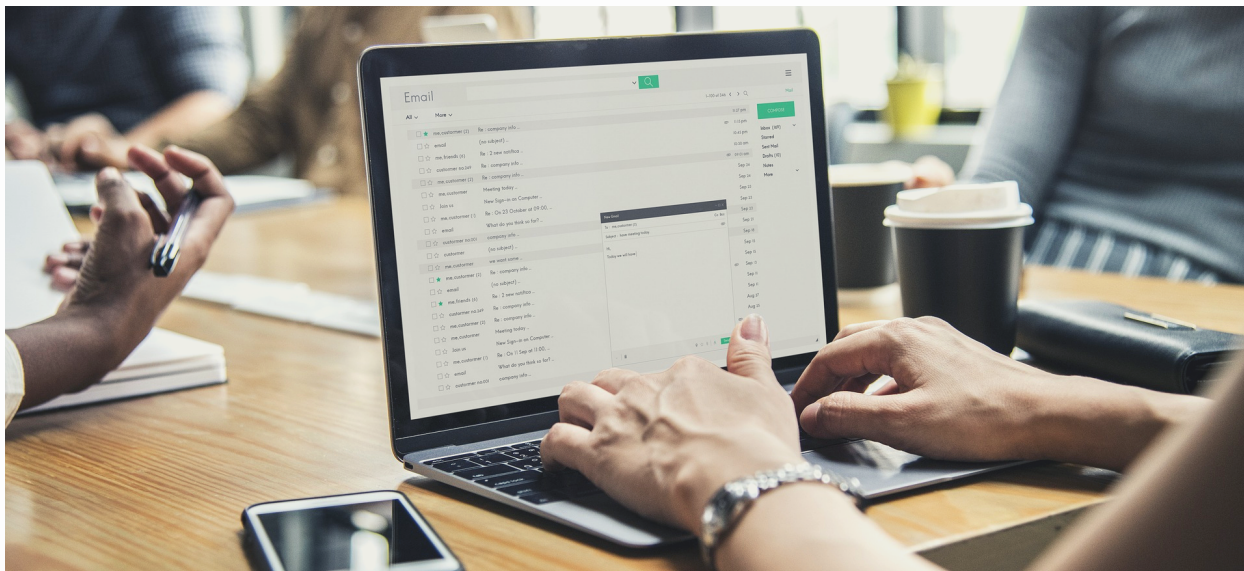




# INCREASE ENGAGEMENT WITH PERSONALIZED EMAILS

DRIVEN BY SMART INSIGHTS TECHNOLOGY



## Personalized Emails Drive Relationships

### PERSONALIZED EMAILS SIMPLY DRIVE LOYALTY & SALES

As the premier engagement marketing company, with nearly a decade of experience, we have worked with companies of all sizes.

One of the recurring challenges for all of them that we discuss is breaking through "all the noise" so they can engage customers more often and more conveniently.

Engagement can be a difficult job but you increase your chances when you are able to connect with customers in a personal way. Yes, engagement is tough but it's the crucial cornerstone of every business in today's world.

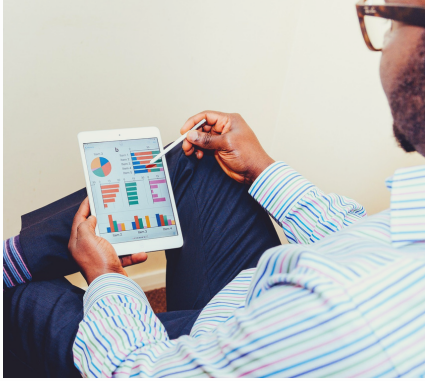
Here are several ways to use personalized emails to empower your team, improve customer engagement, boost your company's sales overall and create loyal customer who are likely to become proud brand ambassadors.

57% of Business Owners Agree  
Customer Relationships  
Drive Ongoing Loyalty!

## BOOST ENGAGEMENT THIS QUARTER!



Toll-Free:  
800-547-1618



**"Personalized emails work for customers and employees to a thriving community. It drives a higher lifetime value per customer, and creates users who will happily evangelize your brand."**

## **PERSONALIZED MEANS PERSONAL**

When planning to personalize an email campaign, keep three words in mind; "recognize, remember, offer." In a recent study, 56% of the surveyed consumers revealed that the simple act of recognizing them and including their name in communications meant that would be more likely to buy from a company.

Including a person's name in the subject line increases open rates by 26%, but with today's capabilities there's so much more that can be done. Adding a name is great and, as mentioned previously, can affect open rates but personalizing with more information based on traits you know about a particular customer segment, their location, and purchase history can affect click through rates by up to a third more than not doing so.

## **SEGMENT FOR SUCCESS**

The first step is to create personalization through segmenting emails based on engagement levels. You can personalize email content based on engagement level indicators such as buying frequency, purchase cycle, and average order size. In fact, email list segmentation has been among the most effective email marketing strategies for the past 2 years.

A great benefit of segmenting customers based on their engagement level with your business is that you can custom tailor messages and content to fit where they are in the buying cycle or history with your company. Case in point, 58% of consumers say they are more likely to buy from a company who recommends product options based on their past purchases. Time and again, brands have seen how personalized product recommendations can drive click through rates dramatically all because they speak personally to the consumer and where they're at. One tactic that works is enticing new users who browsed a site but didn't add anything to their cart with special offers for top selling products or services in their emails which also creates social proof on how great the products are.

## **PREVENT ABANDONMENT ISSUES**

Another great way to personalize the recommendation of products in email is having an "abandoned cart series". These emails are filled with information about the exact items that a user showed interest in on a website, as well as recommending related products that they might also want to see and buy.

As you collect more information about what types of items a customer likes to buy, you can send product recommendations before they've initiated another browsing session. This can be accomplished through the use of automated and transaction based emails which are triggered by customer actions to deliver a real-time experience. While automated messages make up a tiny fraction of all emails sent, they account for more revenue. Top email marketing brands and programs generate at least half of their email marketing revenue from triggered emails.

You can take these already impacting emails and make them even more meaningful by adding a dash more of personalization. Emails triggers based on a customer's past purchase cycle, or an estimation of how long the product they bought previously will last can be used to serve timely and personalized reminders to come back and buy more.

## CONCLUSION

All of the email personalization tips we've covered to increase engagement are useful, and in most cases can be put into action today, there are a few extra considerations to make them work as best they can. First and foremost, have a testing plan. You need an overarching personalization plan for all of your marketing efforts and a system to try and test personalized email tactics can save time in the long run.

While it's tempting to start using a handful of strategies today, it's important to be strategic about using the methods. When testing, stick to one idea at a time and monitor results closely. Then keeping your goals in mind, prioritize which email personalization tactic to use first. For example, if you are focused on increasing open rates, your personalization efforts should start with subject lines. Alternatively, if your business goals could be reached with higher click-through rates then try personalizing email content. If you're looking to increase both your open rates and CTRs, you can still do so with personalization, but you'll want to try these tactics one at a time.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using mobile apps and what we've discussed to increase their bottom line?

Connect with us today!

## Get Your Free Personalized Engagement Strategy Session Today!

Email: [Sales@NextBeemedia.com](mailto:Sales@NextBeemedia.com)

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>



Toll-Free:

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NextBee has been tremendous in putting in place all the variables for us to be successful!



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