



— ECOMMERCE —

REORDER MARKETING

BEST PRACTICES & EXAMPLES

PRESENTED BY 

Author Profile



Steve Haase

Steve Haase arrived in marketing via an unconventional path, starting his professional career as a trumpet instrumentalist in the U.S. Navy Band in Washington, DC. He went on to co-found a software company for online learning that morphed into a content marketing agency for Fortune 500 brands. Since joining the HubSpot services team in 2012, Steve has specialized in eCommerce, helping over 200 businesses leverage the HubSpot software to increase their revenue and delight their customers.

When he's not studying marketing, Steve enjoys a wide variety of nerdy and difficult things, including JavaScript, Lean Startup methodology, public speaking, classical music, meditation, and rowing. Connect with him about any of these topics on Twitter @stevehaase.

Introduction

It goes without saying that repeat customers are more profitable for your business than new customers. After all, you've already done the hard work of acquiring them in the first place!

And the data agree: according to the Harvard Business School, increasing customer retention rates by 5 percent increases profits by 25 percent to 95 percent.

This makes customer remarketing ***one of the most effective levers you have*** for increasing the lifetime value and profitability of your customers.

And when the overall value of a customer goes up, so too should your budget to reach new ones. And who doesn't love more budget?

Ready to start remarketing? Fantastic! Let's dive in.



Building Your Lists

To Whom Are You Marketing?

The secret to having people respond to your reorder marketing is to meet their interests. Unfortunately, there are often as many ways to determine the interests of people on your list as there are data points in your marketing system(s).

To help you cut through the clutter, here are some simple yet effective ways to segment your data:

BIG SPENDERS

Your big spenders. You can create a list of everyone whose total orders placed are greater than, say, \$1,000. When you pick an amount that only your top 10% of customers have spent at your store, you will have a segment of your VIP customers.



Study the people on this list closely and provide them with special deals, behind-the-scenes access, exclusive products, personal touches, etc. These are your biggest fans (and a powerful potential marketing channel) and you would do well to acknowledge as much.

DEMOGRAPHICS

Demographics-based lists. If you sell clothing, do you have separate lists of men and women? I'm consistently surprised by how irrelevant are some of the messages I've received from retailers—even by these simplest of criteria.

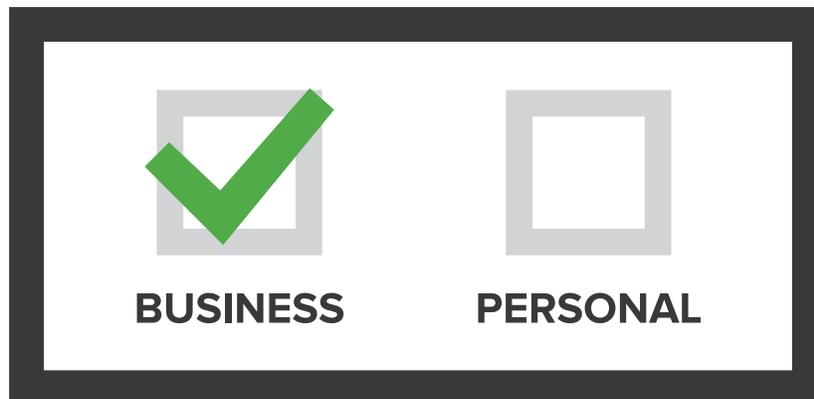
For instance, I recently joined a trendy eCommerce site and purchased a pair of men's shoes. Now I'm receiving emails about everything from women's blouses to bed sheets to cookware. I'm millimeters away from hitting the unsubscribe button on this merchant.

Had they simply put me on a list for men and focused their remarketing efforts on improving my wardrobe, I wouldn't be as annoyed. Bonus points to them had they sent me style ideas for those sweet new shoes. But that's for another chapter.



BUSINESS VERSUS PLEASURE

One thing I've noticed is that often times companies have business buyers as well as everyday consumers. Let's say you sell specialty messenger bags. How do you know if someone buying your bag works at a company that could go on and make a large B2B purchase from you? Are you providing opportunities for this potential "business buyer" to identify him or herself?



Many merchants think that a B2B customer will simply call them up and start chatting about making a large order, but why take the risk? Wouldn't it be better to simply allow them to self-identify in some way during the sales or research phase, and then send them business-related nurturing material? Do you have any business-related material on your site? If they've downloaded it or looked at those pages, you can add them to the "business" list for some light nurturing down the road.

In this way, you could focus your business buyers on taking the next step of speaking with you or otherwise requesting a quote, and not fall prey to the old "they'll call me when they're ready" fallacy.

INTERESTS

Are you building interest-based lists for your buyers yet? If not, your post-purchase marketing is probably bugging them, and at best it's irrelevant.

Some of the best ways to build interest-based lists are:

Ask them. If you don't know who in your customer list is, say, a surfer versus who is a kiteboarder, then create a landing page that lets people customize their experience. That is, they can tell you that they prefer surfing, kite boarding, or both. The information you gather on the landing page can be as rich or sparse as you feel comfortable asking your customers. For instance, I recently saw a landing page that asked 15+ questions about someone's interests and background. But if you're going to go that far, you best be prepared to deliver a customized experience for those answers!

Mine the order data. Ideally your eCommerce store and your marketing database are tightly connected and sharing purchase information. If so, you should be able to create a list quite easily of everyone who bought one kind of product from you versus another.

Mine the website data. If someone has browsed a certain category on your site 10 times in the past week, chances are they're looking to make a purchase there. Why not add them to a list for cross-sell nurturing on those products they're newly interested in?

First Follow-Up

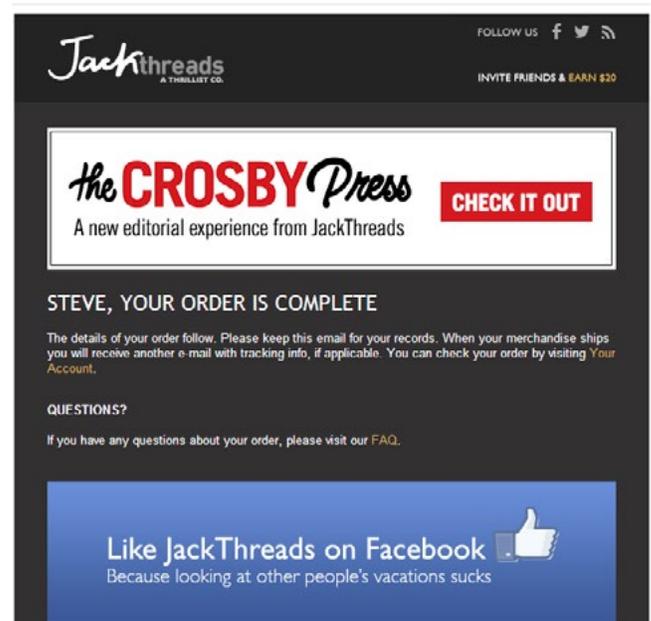
The Basics

Now that you have your lists, you can start following up with them. Every retailer needs a strong nurturing campaign for a customer's first purchase. They just said "Yes!" to you, so it's time to put your best foot forward and follow up strong. The following pages will walk you through the essential elements of a campaign to deepen the relationship between your company and its new customers.

SPICE UP YOUR TRANSACTIONAL EMAILS

Just because the first email post-purchase is transactional doesn't mean it has to be boring (or lacking a CTA for that matter). Nearly everyone opens a confirmation email after making a purchase, so make it work for you!

You can include secondary incentives to purchase and further engage with your company. This email from JackThreads (purchase details removed from message body) includes calls to action to view their blog and follow them on Facebook.



AND SHIPPING EMAILS TOO!

This confirmation email from JackThreads offers a prominent incentive to invite friends. You could also include educational content preparing people for the product that is about to arrive at their doorstep. Is there anything on your blog that would help a customer see more value or usage from the product? Include a link to that in your message.



Of course, another approach is just to charm the heck out of your customer, getting them to talk about you to any and all who might be nearby when they open your email (as I did with when I received this Warby Parker email).

Let the obsessive package tracking begin

 **Warby Parker** <sayhello@xm.warbyparker.com>

Look at their excitement-building (and oh so true) headline!

Your order has shipped.
To view this email as a web page, [go here](#).

WARBY PARKER

Here it comes!

Your order has shipped

Where is it?

SEND A THANK YOU NOTE

Your mother taught you well. So why not send thank you notes to the people you appreciate at work too (most of all, your customers)?

As long as it's a heartfelt message, people will appreciate it. And if you've done your homework and put them on the right list, the product recommendations you choose to make in the email will add value as well.

In addition, you can thank them with a discount or credit towards their next purchase. Here is an example from Home Depot which also makes good use of their educational resources, the "How-To Community".

THE HOME DEPOT More saving. More doing.®

SIGN UP FOR THE HOME DEPOT EMAIL EXCLUSIVE SAVINGS >

APPLIANCES BATH LIGHTING FANS FLOORING OUTDOORS TOOLS & HARDWARE

THANK YOU

FOR YOUR RECENT PURCHASE ON HOMEDEPOT.COM
Sign Up to Receive Exclusive Savings >

ADDITIONAL ITEMS THAT MAY INTEREST YOU

 <p>\$19.98 Shelvey Forest Easy to Install Instant Screen Door ★★★★☆ (188) Shop Now ></p>	 <p>\$99.95 Cuisinart Power Blend Dual Blender/Food Processor ★★★★★ (7) Shop Now ></p>	 <p>\$218.00 Surya Jill Rosewald Coral 3 ft. 6 in. x 6 ft. 6 in. ★★★★★ (1) Shop Now ></p>	 <p>\$114.99 Elegant Home Fashions Tahiti 6-Piece Complete Bath Set in Espresso ★★★★★ (0) Shop Now ></p>
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FREE SHIPPING ON OVER 300,000 ITEMS*. **NEED IT NOW? BUY ONLINE AND PICK UP IN STORE.**

GOT QUESTIONS?
We're Here to Help
Get answers to some frequently asked questions >

THE POWER OF LOW PRICES. GUARANTEED.**
If anyone tries to go lower, we'll beat their price by 10%.

HOW-TO COMMUNITY
Find project guides, expert advice, buying guides and more >

DOWNLOAD OUR MOBILE APP | HOW-TO COMMUNITY | FOLLOW US ONLINE: [f](#) [t](#) [in](#)

SAVINGS CENTER | LOCAL AD | STORE FINDER | THE HOME DEPOT CREDIT CARD | UNSUBSCRIBE

BUILD YOUR COMMUNITY

I open almost every single email I receive from Betabrand. Their combination of humor, creativity, and great gear make their communications irresistible. Below are the latest I've received from them, including two of the funnier headlines and campaigns I've ever seen.

As a tangent, the campaign for their spring women's line featuring exclusively women with PhDs as models landed them an enormous amount of press and buzz. It begs the question: What can your business do to stand out in your market? But I digress...

<input type="checkbox"/>	☆	Betabrand, me, Erin (8)	Five New Woodies Shirts - From: Betabrand >>>> Date: Thu, Mar 13, 2014 at 2:10 PM >>>> Subject: Five New Woodies	Mar 13
<input type="checkbox"/>	☆	Betabrand (2)	SuckerLab Is Back - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&utm_campaign=da6366b0a2-newsletter_	Mar 11
<input type="checkbox"/>	☆	Betabrand (2)	Our Latest Crowdfundable Creations - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&utm_campaign=0d43	Mar 6
<input type="checkbox"/>	☆	Betabrand (2)	Bike-Commuter Crowdfunding - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&utm_campaign=3093ec99b!	Feb 27
<input type="checkbox"/>	☆	Chris Lindland (2)	The Betabrand Newsletter: Smartest Email In Your Inbox? - Tons of brand-new products! View this email in your browser (ht	Feb 25
<input type="checkbox"/>	☆	Chris Lindland	Betabrand Innovations in Yoga, Cycling & Meat - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&utm_campaign=	Feb 21
<input type="checkbox"/>	☆	Chris Lindland	All-American Supersucker Seersucker, Space Jacket News & More - www.betabrand.com/?utm_source=The+Betabrand+Newslet	Feb 19
<input type="checkbox"/>	☆	Chris Lindland	The William Howard Taft Sexy-Savings Spectacular - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&utm_campa	Feb 17
<input type="checkbox"/>	☆	Chris Lindland	Betabrand's Most Romantic Presidents' Day Sale Ever - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&ut	Feb 13
<input type="checkbox"/>	☆	Chris Lindland	Disco DEFCON 1: Betabrand's Gold & Purple Disco Pants, Hoodies - www.betabrand.com/?utm_source=The+Betabrand+!	Feb 11
<input type="checkbox"/>	☆	Chris Lindland	Betabrand's New Performance Dress Shirt, Harka & Boardroom Pants - www.betabrand.com/?utm_source=The+Betabrand+News	Feb 7
<input type="checkbox"/>	☆	Chris Lindland (2)	Betabrand Presents: Pantasia! - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&utm_campaign=11c22b55e:	Feb 4
<input type="checkbox"/>	☆	Chris Lindland (2)	Betabrand's New Après Sweatpants - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&utm_campaign=9529%	Jan 30
<input type="checkbox"/>	☆	Chris Lindland (2)	What'll You Put In Your New Betabrand Cornucopia Bag? - www.betabrand.com/?utm_source=The+Betabrand+Newsletter&utm_c	Jan 28
<input type="checkbox"/>	☆	Chris Lindland (2)	New From Betabrand: Lobster Fighting, PhD Supermodeling, Shirts - www.betabrand.com/?utm_source=The+Betabrand+Newslet	Jan 24
<input type="checkbox"/>	☆	Chris Lindland (2)	Betabrand Presents: New Executive Hoodies & Stock Photobombing - www.betabrand.com/?utm_source=The+Betabrand+Newsli	Jan 22

MORE COMMUNITY!

Another element that gives Betabrand their marketing power, in addition to their great clothes and personality, is their community of users. Once you purchase from them, they not only invite you to join the community and share pics of yourself doing awesome things in their gear, they actively promote said community to their users.

Here's a recent email from them, highlighting adventurous users of their disco ball fabric.

Can you highlight your customers using your products? It's the B2C version of a case study, and you might be surprised how many people want to show off their love for your product. Share their stories on social media, on your blog, or in a special "community" area of your site.

Our Customers: Infinitely Cooler Than We Are

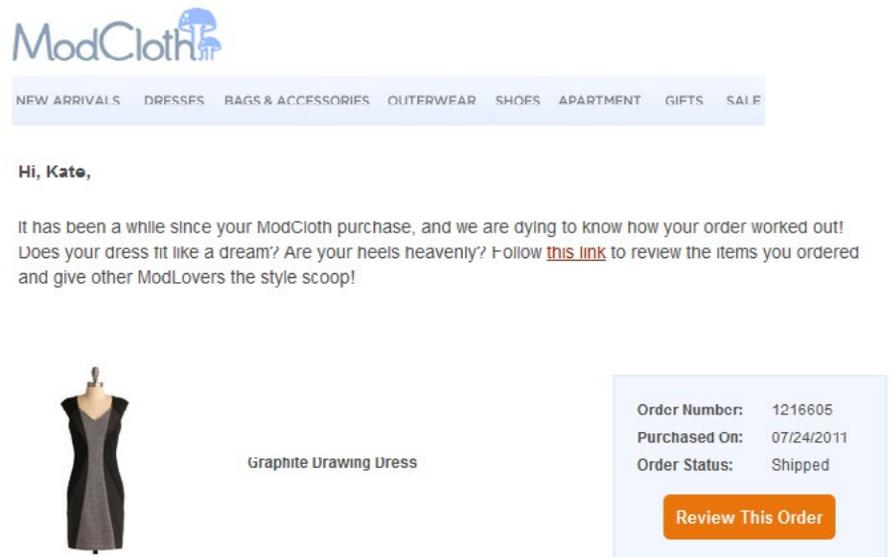
As we not-so-subtly suggested, Betabrand Model Citizens have been doing some pretty incredible things in their [Disco duds](#) lately. See for yourself:



ASK FOR A REVIEW

Product reviews are gold. For starters, they increase customer loyalty (once you've put your name to something in public, research on consistency of behavior shows that you're more likely to stand behind your vote later on).

Reviews also influence new customers, and have been shown to increase conversions on a product page by as much as 30%. Sending an email that requests a review is an effective practice for increasing this valuable on-site asset. Here is an example from ModCloth.



The screenshot shows a ModCloth email header with navigation links: NEW ARRIVALS, DRESSES, BAGS & ACCESSORIES, OUTERWEAR, SHOES, APARTMENT, GIFTS, SALE. The main body of the email starts with "Hi, Kate," followed by a friendly message: "It has been a while since your ModCloth purchase, and we are dying to know how your order worked out! Does your dress fit like a dream? Are your heels heavenly? Follow [this link](#) to review the items you ordered and give other ModLovers the style scoop!" Below the text is a product image of a black and grey dress on a mannequin, labeled "Graphite Drawing Dress". To the right of the image is a light blue box containing order details: "Order Number: 1216605", "Purchased On: 07/24/2011", and "Order Status: Shipped". At the bottom of this box is an orange button that says "Review This Order".

And check out Warby Parker's simple copy and delightful headline:



Three cheers for feedback (& a chance to win a \$100 Amazon gift card!)



Warby Parker <sayhello@xtm.warbyparker.com>

To view this email as a web page, go [here](#).

WARBY PARKER

A great big thank you

FOR SHOPPING WITH WARBY PARKER

CONNECT WITH A REAL LIVE HUMAN BEING

This example shows Ann Taylor offering personal assistance to increase engagement and develop relationships. Offer a personal consultation to help your customers get exactly what they're looking for. Most businesses find that both the conversion rate and average order value increase tremendously when a customer is working directly with a sales person, so give them the chance to do it!

The arrow points to the in-person call to action for the email.

ON DUTY
Command attention
in head-to-toe navy.

TRENDS
with
BENEFITS

40% OFF
YOUR ENTIRE PURCHASE

Use Code TRENDS40 SHOP NEW ARRIVALS ▶ SHOP SALE ▶

ENJOY FREE SHIPPING ON \$150 OR MORE!™

GET STYLED FOR THE SEASON. **STYLE ON CALL** BOOK AN APPOINTMENT NOW ▶



THERE'S AN ANN NEAR YOU
Come in & get styled

Faneuil Hall
1 S Market Street
Boston, MA 2109
(617) 742-0031

Newbury
18 Newbury Street
Boston, MA 2116
(617) 262-0763

Here is the landing page where you schedule your appointment after clicking the link on the previous page. Pay attention to a few pro tactics being used on this form:

- The benefits of booking an appointment are listed above the form, helping confirm the value of booking a consultation. This will increase conversions once people arrive at the page.
- They have a 2-step conversion process, with the first being email and phone, so that they can follow up with anyone who starts to book an appointment but doesn't follow through. Page two is a much longer form where you enter your details.

SHIPPING TO:

TRENDS WITH BENEFITS: 40% OFF YOUR ENTIRE PURCHASE!
SIGN UP TO GET THE CODE [Details](#)

[BAG \(0\)](#) [ORDER STATUS](#) | [SIGN IN](#) | [blog](#)

ANN TAYLOR

[CLOTHING](#) | [SHOES](#) | [ACCESSORIES](#) | [PETITES](#) | [TALL](#) | [WEDDINGS & EVENTS](#) | [LOOKBOOK](#) | [SALE](#)

[NEW ARRIVALS](#) | [MUST-HAVE LOOKS](#) | [TOPS](#) | [KNITS & TEES](#) | [SWEATERS](#) | [DRESSES](#) | [SKIRTS](#) | [SUITS](#) | [PANTS](#) | [SHORTS](#) | [DENIM](#) | [JACKETS](#) | [OUTERWEAR](#) | [SWIM](#)

STYLE ON CALL

BOOK AN APPOINTMENT.
GET STYLED FOR THE SEASON.
Personal, one-on-one styling
Trend tips
Special store hours (shop early or late!)

Email

Phone

Yes, sign me up for Ann Taylor Emails

*Required Field.

[CONTINUE TO BOOK](#)

LOFT | maternity

[STYLE FOR STUDENTS](#) | [STORE LOCATOR](#) | [CREDIT CARDS](#) | [GIFT CARDS](#) | [CUSTOMER SERVICE](#) | [CORPORATE](#) | [RESPONSIBLY ANN](#) | [CAREERS](#) | [PRIVACY](#) | [SITE MAP](#)
Your California Privacy Rights [SIGN UP FOR EMAIL UPDATES](#)

OFFER RELATED PRODUCTS

Are there items that go perfectly with what someone just purchased? Let them know in a targeted “related products” email. The more targeted your recommendations, the better they’ll perform—on average, targeted emails convert 200% higher than batch and blast emails.

Setting up personalized recommendations will allow you to achieve the “Amazon effect” and delight your customers through a customized experience. This email from Baudville displays items related to the previous product someone has purchased. This targeted email sees a significant lift in click-through rate over their normal emails.



BAUDVILLE
THE PLACE FOR DAILY RECOGNITION

ORDER BY 6PM AND IT SHIPS TODAY

STELLA SERVICE EXCELLENT

#1 IN CUSTOMER SERVICE

SHOP NOW NEW PRODUCTS CLEARANCE Search By Keyword / Item # SEARCH

Shop for Summer Events: **DRINKWARE, T-SHIRTS & MORE!**

SHOP NOW!

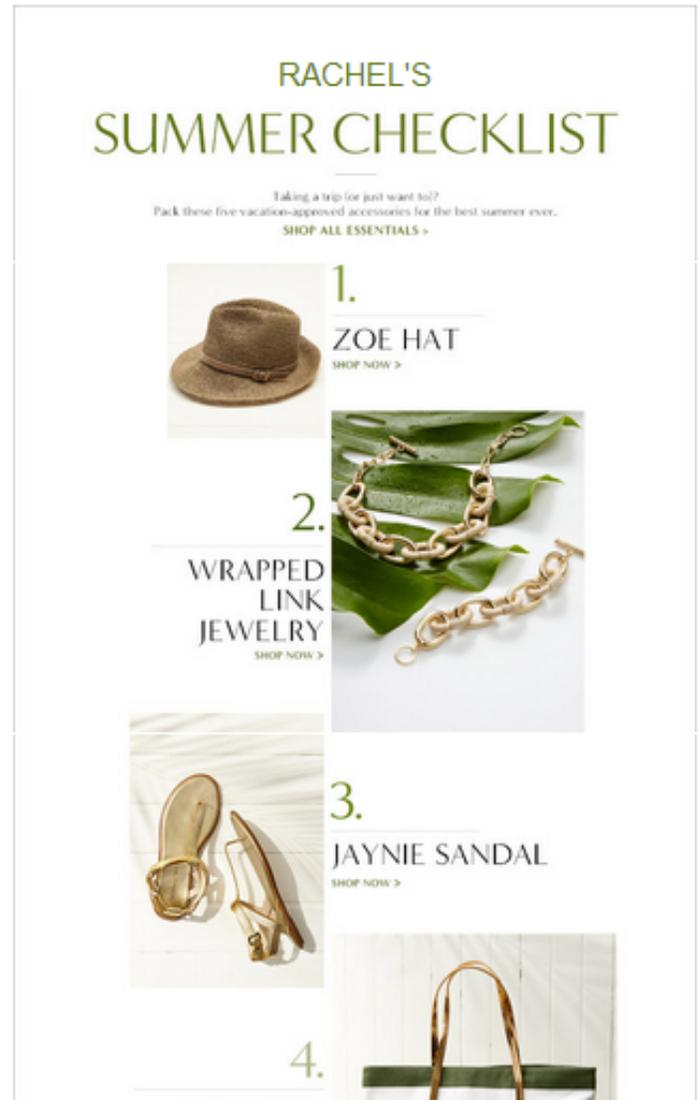
IDEAS FOR YOU

<p>Time to Reorder?</p>  <p>Twist Top Tumbler Shop Now></p>	<p>Trending Now</p>  <p>PVC Memo Clip Pack Shop Now></p>	<p>On Clearance</p>  <p>Paperweight Trophy Shop Now></p>
<p>On Sale</p>  <p>Stom Water Bottle Shop Now></p>	<p>You May Also Like</p>  <p>Character Pin with Presentation Board</p>	<p>Trending Now</p>  <p>California Tumbler Shop Now></p>

NAIL YOUR SUGGESTIONS

Check out how Banana Republic uses the customer's name to suggest a personalized summer checklist. Apparently their product choice algorithm worked pretty well, as the recipient of this particular email was interested enough to click through.

Nailing suggestions in this way provides benefits far beyond the mere click and possible sale. Ensuring your recommendations are actually helpful sets you apart from companies that send the standard slew of product choices, and it makes the recipient feel like you know them. And that's a good thing. We like people who pay attention to us. That builds loyalty and drives repeat purchases.



IMPROVE YOUR SERVICE

If you haven't used the ultra-simple yet effective Net Promoter Score (NPS) survey, I highly recommend you start doing so. It's as simple as sending an email to your customers asking how likely they are to recommend your store to others.

Set up each number for the response as a hyperlink, with 0 – 6 (detractors) linking to a “Sorry you didn't have a great experience” page; 7 – 8 (passive) linking to a “Help us do better” page; and 9 – 10 (promoters) linking to a “Yay! We love you too, and here's how you can share us with your friends” page.

Track responses to the email either through the clicks or through the page views on your three landing pages. This will both give you insight into the quality of your customer experience and help you follow up with people according to their responses.

Here is an NPS example from HubSpot's swag store, the HubShop.



Your Feedback Is Important. Please take a moment to share.

Hi CONTACT.FIRSTNAME,

We strive to go above and beyond in creating a legendary experience for our customers. To help us better improve our service, please answer the following question to the best of your ability.

How likely are you to recommend HubShop to your friends or family?

(0 being not at all, 10 being absolutely)

[0](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

Your feedback is important and we use this as an indication of our overall success. Thank you for taking a moment assist us in improving our customer service.

Cheers,

MK



MK Getter | eCommerce Inbound Marketing Consultant



Replenishment

TIME TO REORDER

If your product is consumable with a specific time frame for replenishment, create a workflow that sends an email prior to when it will run out, encouraging people to reorder.

This example from PrevaGen is sent 10 days before the item purchased is scheduled to run out. They send another email 10 days later.

Your replenishment emails can be built either around the standard purchase cycle for a product, or if you have more advanced systems in place, a customer's average re-order timeframe. Some companies do a little math on their customers' buying dates and set up workflows to execute based on how frequently an individual customer actually purchases from them.

This is a fairly advanced tactic and certainly isn't necessary in order to do effective replenishment marketing, but if you have some good tech people on your team, this might be a good way to kick your nurturing program up a notch.



YOUR SUPPLY IS ALMOST OUT.

GET A FREE BOTTLE

PrevaGen[®] Improves Memory
Dietary Supplement 30 Capsules

Buy 2 Bottles, Get the 3rd for FREE!
YOU SAVE \$59.95!

ORDER NOW

It's Time to Reorder!

We wanted to get in touch with you to make sure you have plenty of time to order PrevaGen before your last bottle is empty.

We would also like to take this opportunity to tell you about our special 3-month supply offer.

WHEN TO COUPON?

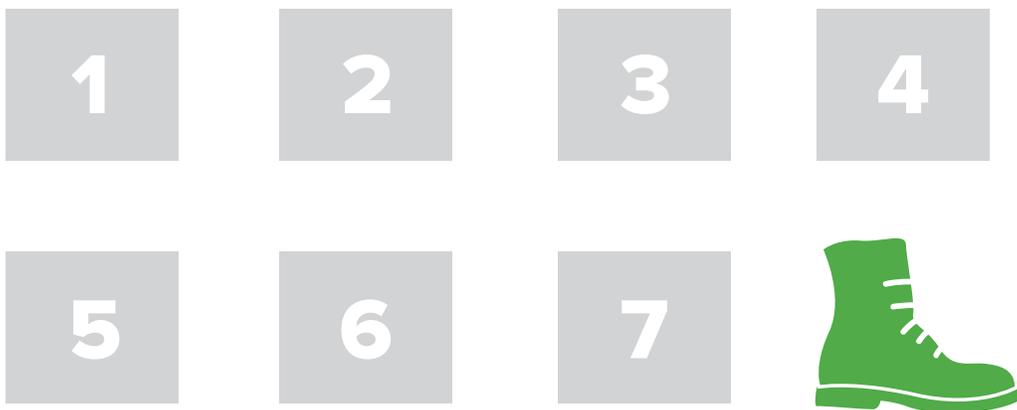
Ideally you can start with a simple reminder, and you might want to add a small discount at the time when the supply has run out. Save your deep discounts for 7-10 days after the customer's supply has theoretically run out. If your customer is a big fan and consistent user of your product, simply the reminder that it might not be part of their life if they don't act now will be enough to motivate them.



REORDER EXAMPLES

I work with a number of companies who sell food online. This is one of the most obvious and powerful opportunities for replenishment marketing, because the customer is supposed to eat your product. When it's time to order more, try sending a targeted email that includes the details of what they purchased the last time: product name, product image, URL on your site to reorder. Also include related products, in case they want to experiment with other items you carry.

Clothes, shoes, boots, and other apparel are interesting in terms of replenishment campaigns. Are there items in your product line that are consumable? For instance, running shoes should only be worn for 400 – 500 miles before buying a new pair (for the runners out there). Combat boots should be repurchased every 8 months (for the soldiers out there). If your product itself isn't consumable, are there parts or accessories that are? Air filters, for instance, need frequent replacing and are a bit of a pain to remember. If you do the reminding, you're adding value, and that will turn into revenue.



GIFT OPTIONS

If people have replenished their supply a few times, chances are good they're a fan. Encourage them to share the love with someone in their life. They already know that your product or service is amazing, that's why they keep buying it, so make it easy and desirable for them to share that product with their friends and family. Two approaches here would be to either "refer a friend" or to actually purchase a product or gift card for their friend.



STAYING TOP OF MIND

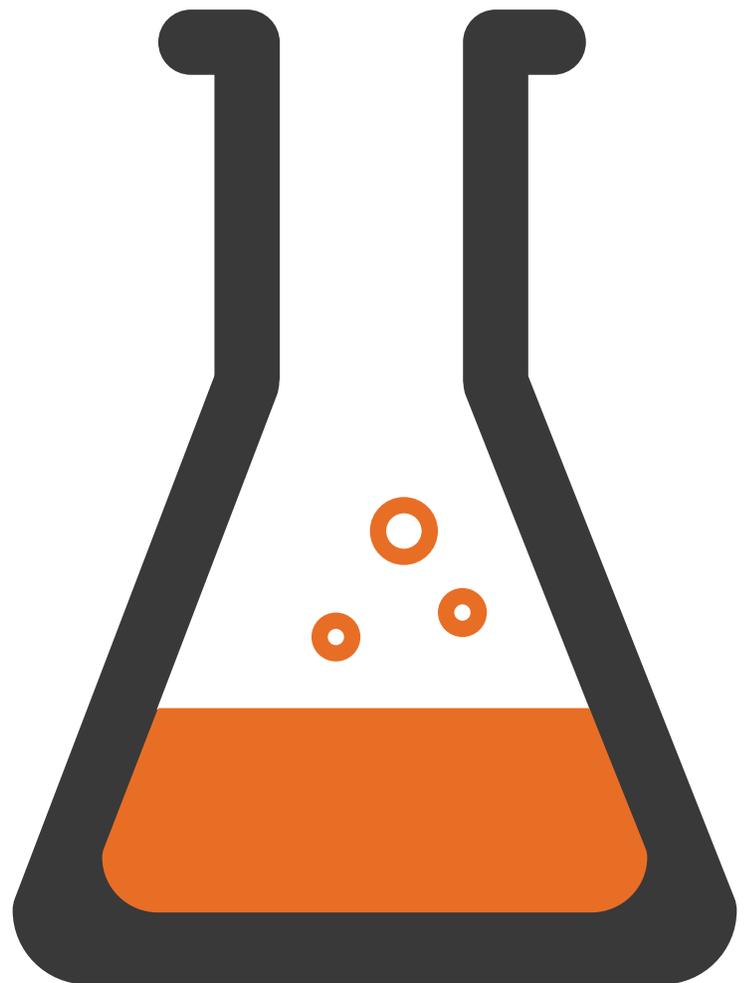
Sometimes a replenishment period is longer or more unexpected than a typical 60-day workflow. In that case, how are you staying in front of people prior to replenishment time? If you've been studying inbound marketing, you're hopefully doing so with great content and helpful information for your customers. Bake this into your post-purchase nurturing to build the relationship with your customers and be the first one they think of when they need to reorder your product.

GET SCIENTIFIC

In medical circles, whether or not someone is using the treatment or therapy prescribed is known as compliance. While this might sound extra creepy in marketing circles, a similar idea applies.

Are you helping your customer get more benefit from the product they've purchased while they should be using it? Have you sent a user guide, helpful blog posts, or invited a customer to your community of users?

The more you invest in customers seeing the benefit from using your product over time, the more natural it will be for them to reorder when that time comes around. Not to mention the fact that if they're using the product, it will actually be gone (rather than the half-empty bottles of vitamins and other items so many of us have around the house).



Lapsed Customers

NOVELTY VERSUS HABIT

We all know that the first time you do something it's a novelty, and the chances that you'll do it again tend to be quite low. The second time you do something—like purchasing from a store for instance—you're establishing a pattern. But the third time you do something, you're at the beginning of a new habit.

As marketers, we want to make sure that our customers go from first-timers to lifers (or at least “third-timers”). Of course, your business itself needs to provide the kind of value that would cause someone to become a lifelong customer, but your marketing can certainly help the process.

Are you focusing on your first-time customers that haven't reconverted? Try to find out why they didn't make it to the next purchase. Can you tweak your marketing in order to spur them towards that new habit? Test aspects of the follow-up such as timing, messaging, visuals, channels, etc. Moving the needle at this crucial stage of the process—when people are still engaged with you but haven't yet establish their long-term allegiance—will yield tremendous benefits.

WIN CUSTOMERS BACK

Winback emails are a good time to offer a surprise coupon. Set up your workflow so that if they haven't purchased another item from you after 60 days, they get a little reminder and a reason to do so. This email from Crocs is a good example of how to reach out with humor and value.

Of course, your winback emails can also be effective simply by reaching out and reminding people why they purchased your product in the first place. As always, let that personality shine!

[view this email as a webpage](#)

 Share:  

[new arrivals](#) [women](#) [men](#) [girls](#) [boys](#) [sale](#) [jibbitz](#) [ocean minded](#)

we haven't heard from you lately
but we'd love to.

let's make up:
enjoy \$10 off
your next purchase of \$50*

enter code **LUV-THZ75T3Z3743** at checkout

[shop now >>](#)

or break up: if you don't click on this email, we'll remove you from our list. sniff. sniff.

[unsubscribe or update your crocs email preferences here](#)

 3,000,000 pairs of shoes donated — and counting. [Learn how you can help >](#)

CAPITALIZE ON FOMO WITH A BREAKUP EMAIL

Let's face it, if a contact hasn't opened or clicked any of your emails in the past three to four months, they might never come around. In that case, you'd be better off focusing on your contacts who are engaged than sending messages to people who don't want to hear from you (even if their preference is stated passively).

This "break-up" email from NTEN is lighthearted yet focused, and can often spur dormant contacts back to life.



Dear Suzanne,

We miss you! We've noticed it's been awhile since you opened any of our emails or interacted with NTEN in other ways, so while we strive to provide you with interesting, informative, and relevant content, we also don't want to add to your inbox if you'd prefer not to hear from us.

If you'd like to **continue receiving NTEN emails**, [click here](#) by **Friday, August 2nd**. Yay! This makes us very happy.

If you'd rather not receive NTEN emails, we're [sad](#) to see you go. Simply delete this email and in a short time your account with NTEN will be removed from our systems.

Of course, if you change your mind, you can always [sign up](#) again.



Thanks for being a part of the NTEN community,
Julia

Julia Smith
Community Development Manager
NTEN: The Nonprofit Technology Network



A community transforming technology into social change.

CONTESTS

Contests can be a good way to get people excited and reenergize a sleepy section of your email list. The warning here is that just because someone signs up for something free doesn't mean they're necessarily interested in your product. So the action you see around contests might be a false indicator as to people's engagement with your brand. That being said, for the relatively small investment in a prize or reward, you may be able to generate outsized buzz amongst your target audience, and bring some of those lapsed customers back to the checkout page.



Outside the Inbox

CONNECT SOCIALLY

Find a tool that integrates with a list of contacts to see which of your customers are active on social media (yes, HubSpot does this). If you have a large volume of customers, you can focus this list only on your most valuable, or those who are most influential online. Nurture them via Twitter a few weeks after their purchase to surprise and delight these VIP customers.



Here are tips to remove some of the manual aspects of this process:

- Send an automated internal email to the person at your company responsible for social media letting them know that about the new customer to be contacted.
- Include the contact's Twitter Username (ideally this will be automatically populated via a user token, as in the example below).
- Provide a draft tweet for your social media person to copy and customize when reaching out to the new customer.
- Include any other relevant data about the contact (products purchased, etc).

Here's the email template for this process in action, taken from HubSpot's swag store:



Hey there good lookin',

There's a customer who needs to be **DELIGHTED**.

Ready to be awesome? Copy and paste the Tweet below and fire away

Hey @CONTACT.TWITTERHANDLE! How are you liking your new swag from HubShop? Send us a pic of your gear in action!

Prepare yourself though ... You are about to make someone's day. After that Tweet is sent, feel free to add "**baller status**" to your resume.

Go forth and be awesome,

MK



MK Getler | eCommerce Inbound Marketing Consultant



DYNAMIC CONTENT

There are a good number of systems that provide product recommendations based on past purchase or browsing behavior (yes, including HubSpot). Setting this up on your site can turn your pages themselves into effective reorder marketing tools. By offering an option to sign up and receive promotions and personalized on-site recommendations, you also turn this feature into a lead generation tool, increasing your conversion rate for new visitors who become contacts in your database.

RELATED ITEMS



By offering insight into which products go best with other products, beyond the standard “related items” list at the bottom of a product page, you’re adding value to a customer’s shopping process. You’re helping them become a more educated consumer and see more value from your business as a whole.

REWARDS PROGRAMS

Countless volumes have been written about rewards programs, so I won't go into too much detail here. Needless to say, they work. The one suggestion I would make for your program is to give people a head start. For instance, if they need to purchase ten times from you to claim their reward, offer credit for the first two purchases with their first one as thanks for getting started. The added momentum makes anyone feel like they're closer to the goal, and adds enthusiasm.

CROWD SOURCING

The leading edge of eCommerce is in including your customers in the product creation phase itself. Talk about getting buy-in! Companies such as Modcloth (Be the Buyer), Betabrand (Think Tank), and The Ortega Project (a crowd-sourced cigar) are showing the world how this approach can be fun and profitable, and yield spectacular results. By reaching out to your early adopters and VIPs, your crowdfunded project can gain early momentum and draw in less active members of your community, as well as new customers. The crowd-sourced items also give people something to talk about, spreading your brand via word of mouth; not to mention the interesting product ideas that could be generated.



ACKNOWLEDGE SPECIAL DATES

Daddy & Co, a “new daddy” clothing store, notes the due date for a customer or contact (acquired with permission during the buying journey) and sends them a few choice emails before and after the big day. If your company sells products to help with any other types of events or activities, find out the date of someone’s next activity (say, a charity auction or party of sorts) and nurture around that date.

Other options are sending “happy birthday” emails on a customer’s birthday, or “happy anniversary” emails a year after someone’s first purchase. While we are back in the land of email with this suggestion, we’re also connecting email with real-life occasions for your customers, bringing them into a closer relationship with your company.



Wrapping It Up

Perhaps you're already implementing many of the suggestions in this ebook, or maybe you're just getting started with reorder marketing. Either way, my advice for how to move forward remains the same: use the resources you currently have (content, writers, designers, etc.) to implement the activities that will have the biggest ROI for you. For instance, if you don't have a handful of segmented lists, create those. If you aren't running a basic post-purchase campaign, launch that. If you aren't sending winback emails, launch those. If you're not doing replenishment nurturing, get started. Most importantly, build something, take it live, learn from it, optimize and repeat.

If you have any other suggestions for post-purchase nurturing not covered in this ebook, or stories of how these suggestions or others have helped you, just shoot me an email at steve@hubspot.com, or find me on Twitter at [@stevehaase](https://twitter.com/stevehaase). I'd love to hear from you.



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