



HOW TO USE EMAIL TO GET CUSTOMERS FROM PURCHASE #1 TO PURCHASE #2

Congratulations! You've connected with a new customer, and converted their initial interest into a purchase – whether in-store, via your website, or at another sales touchpoint. But this customer's relationship with your is only beginning. Now that you've got this customer's email address, it's up to you to cultivate an ongoing relationship with them, by serving them content that resonates with their interests and makes them want to purchase from you again.

When handled correctly, an email list can serve as a long-term source of revenue – a channel where loyal customers are constantly discovering new offers and features that connect with their interests and goals; where you present them with personalized content they didn't even know they wanted yet.

But first, let's talk about how to leverage email to get a first-time customer across that crucial threshold from purchase #1 to purchase #2.

1. Send a shopping cart reminder.

This can be a simple, personalized message, greeting the customer by name, reminding them that they've still got a few items left in their shopping carts – or a few un-purchased items they favorited on your site. A surprisingly high percentage of the time, this actually triggers a second purchase.

2. Create a personalized time-based offer.

Thank your customer for their purchase, by sending them a “just for you” offer, featuring a product or category related to the one that customer initially purchased – but only on a limited-time basis. After all, if they were willing to treat themselves once, they may be in shopping mode again – particularly when they see that your special offer is tailored especially for them.

3. Send a special-occasion offer.

Whether it's for a holiday, a certain time of year, or simply “just because,” a special sale can often attract customers' attention. Be sure to feature product categories related to the one the customer originally purchased. The more tailored your sale is around their interests, the more likely they'll be to open the email.

4. “Remail” an email the customer has received but not opened.

Just because a customer didn't open an email doesn't mean they're actively disinterested in it. They may simply have deleted it by accident, or let it slip below more time-sensitive messages in their inbox – but if they were interested enough to purchase from you once, now may be the ideal time to “reemail” that email they didn't open before.

5. Offer a smart product recommendation.

Any company can send a bunch of “You might also like...” emails based on customers' shopping patterns – but if you take the time to understand why certain customers purchase certain types of products, you can often guide them toward a second purchase simply by recommending something complementary. If they bought a sundress, recommend some sandals to go with it. If they bought a tent, recommend some hiking boots. It's astonishing how effective this tactic can be, when you put some thought into it.



All these tactics can serve as effective components in an email campaign strategy – but they're also only as effective as the timing and targeting with which you use them. For example, not every customer needs or wants a special offer; many may be perfectly willing to pay full price, but simply aren't aware you offer the product they're looking for. Along similar lines, some artificially intelligent software can learn from individual customers' purchase patterns, offering tailored recommendations that get smarter over time.