little crank.

Blue Dinosaur®

Klaviyo Strategy

Automations

Campaigns

Email Capture

19/09/2020

little crank. and Blue Dinosaur

Klaviyo Strategy

A robust email strategy for Blue Dinosaur will use a strong on-site email capture experience and an automation strategy that will take customers on a journey from new visitor, new customer, returning customer and lifetime customer.

A Direct to Consumer approach for Blue Dinosaur is a new channel for their business and we want to help grow this channel to meet the following **Klaviyo Benchmarks (2020 Data):**

Campaigns	**Automations**
Open Rate: 20.79%	Open Rate: 43.73%
Click Rate: 2.06%	Click Rate: 6.91%
Conversion Rate: 0.28%	Conversion Rate: 2.13%
Revenue Per Recipient: $0.20	Revenue Per Recipient: $1.32

Email Capture

Median Submit Rate: 2.3%.

High Performing: 6.5%

Goal Submit: 3%

Email Capture

Rules:

- 1 to 3 visits
- 30 seconds on site (60 seconds split tested)
- Has not purchased
- Has not subscribed

Email Capture 1
(non incentivised capture)

Email Capture 2
(incentivised capture)

Rules:

- 4+ visits
- 30 seconds on site (60 seconds split tested)
- Has not purchased
- Has not subscribed

User Subscribes

User Subscribes

Welcome Series
(thanks for subscribing)

Welcome Series
(discount sent)

Email Capture 3
(incentivised capture)

Rules:

- Exit intent
- Shown on Key Pages eg. **checkout** AND/OR **/cart**
- Has seen and closed **pop-up** AND/OR **pop-up 2**
- Has not purchased
- Has not subscribed

User Subscribes

Welcome Series
(discount sent)

Recommended platform: JustUno

We want to remove the immediate 15% OFF discount currently used on-site. This current offer will train your customers to expect discounts and the offer shows too quickly and could be more engaging.

We want to give your customers a chance to look at your great products first as we anticipate this would be enough to engage them to subscribe.
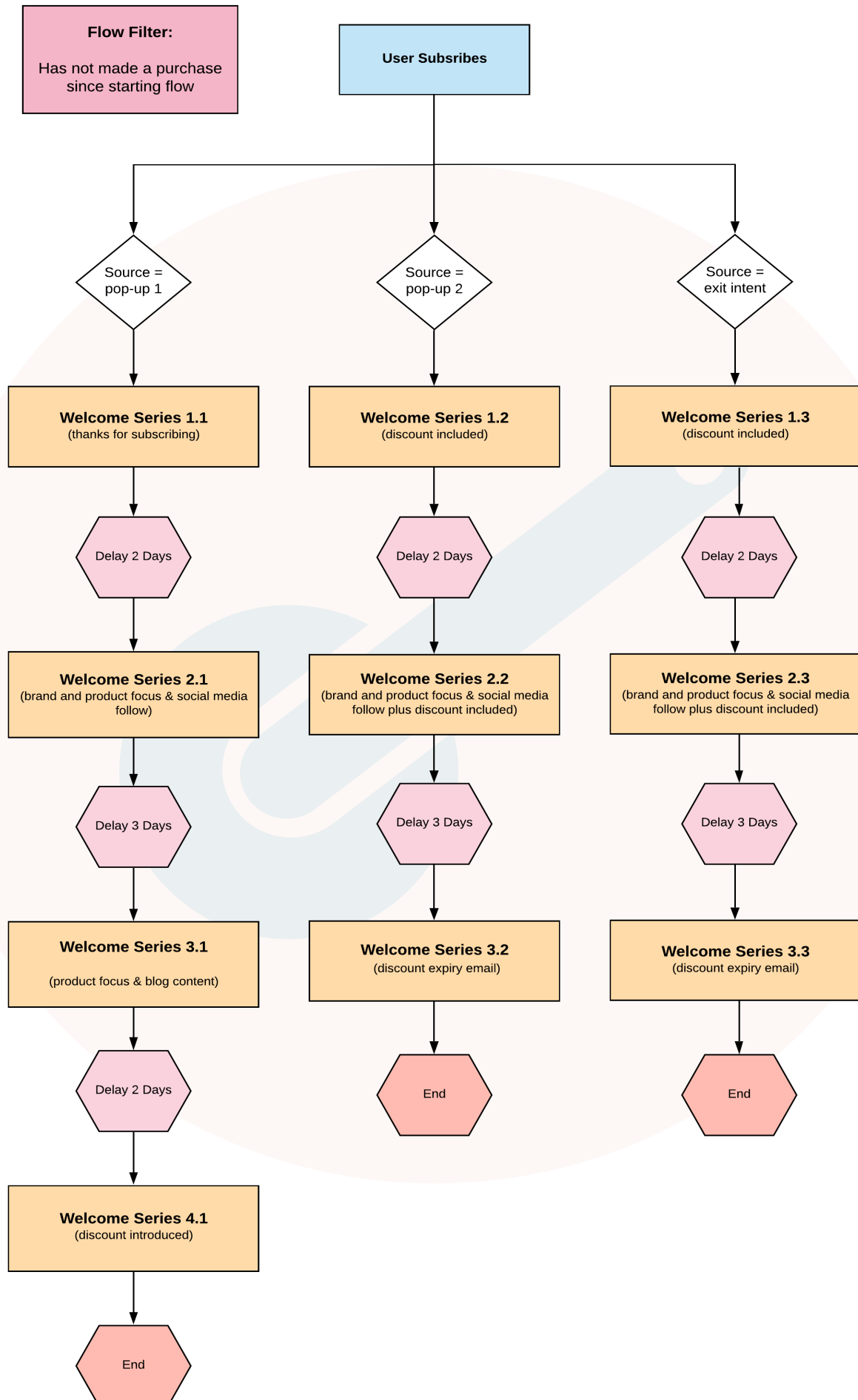
Email Capture

It is appreciated that there is a level of nuance to the current pop-up ecosystem with mobile and desktop assets used and in particular the way the mobile pop-up is on the bottom 3rd of the screen. This is more than most brands focus on the customer experience.

With this great basis we really want to expand this ecosystem to be more intuitive with the custom journey. Factors that are important to this are the number of visits to the site, the time spent on site to be shown these pop-ups, and the key pages that the user is on.

JustUno is a great platform to add this level of complexity but we can see there is a system already in use outside of the Klaviyo pop-ups and we would like to test to determine if this platform can accommodate the following pop-up rules:

- **Time spent on site (30/60 second split test)**

- **Shows on Exit Intent**

- **Number of Visits (1 to 3 & 4+)**

- **URL contains: /cart & /checkout**

- **Has seen and closed a pop-up previously**

Welcome Series

Flow Filter:

Has not made a purchase since starting flow

User Subsribes

Source = pop-up 1

Source = pop-up 2

Source = exit intent

Welcome Series 1.1
(thanks for subscribing)

Welcome Series 1.2
(discount included)

Welcome Series 1.3
(discount included)

Delay 2 Days

Delay 2 Days

Delay 2 Days

Welcome Series 2.1
(brand and product focus & social media follow)

Welcome Series 2.2
(brand and product focus & social media follow plus discount included)

Welcome Series 2.3
(brand and product focus & social media follow plus discount included)

Delay 3 Days

Delay 3 Days

Delay 3 Days

Welcome Series 3.1
(product focus & blog content)

Welcome Series 3.2
(discount expiry email)

Welcome Series 3.3
(discount expiry email)

Delay 2 Days

End

End

Welcome Series 4.1
(discount introduced)

End

Welcome Series

The Welcome Series is the most important email series with the highest order rates, conversion value, and lifetime value creator of any email automation. This is the automation we want to work on the most as it creates the customer profile that you want to fill your database with.

The first move we wish to make is to remove the immediate discount if possible and place customers on a unique journey that will compel them to purchase by using your great brand assets, brand story, content, and then finally discounting at the end of this journey when the customer needs a final push to convert.

We are using a discount for unconverted visitors and for customers with a product in their cart as they show exit intent to leave the site. This will be a very small fraction of subscribers however and will be a unique single-use Klaviyo discount.

The reason we want to remove immediate discounts is a desire to create a database that does no expect discounts. This will mean your database is more engaged with your brand and when you do on the very rare occasion run a sale (such as Black Friday) your database will respond very positively.

On the next page you will find samples of the content needed for the automation which will be expanded upon for your creative team to design the assets needed. This can be discussed further based on your teams needs.

Welcome Series Sample Email Content

Welcome Email 1.1

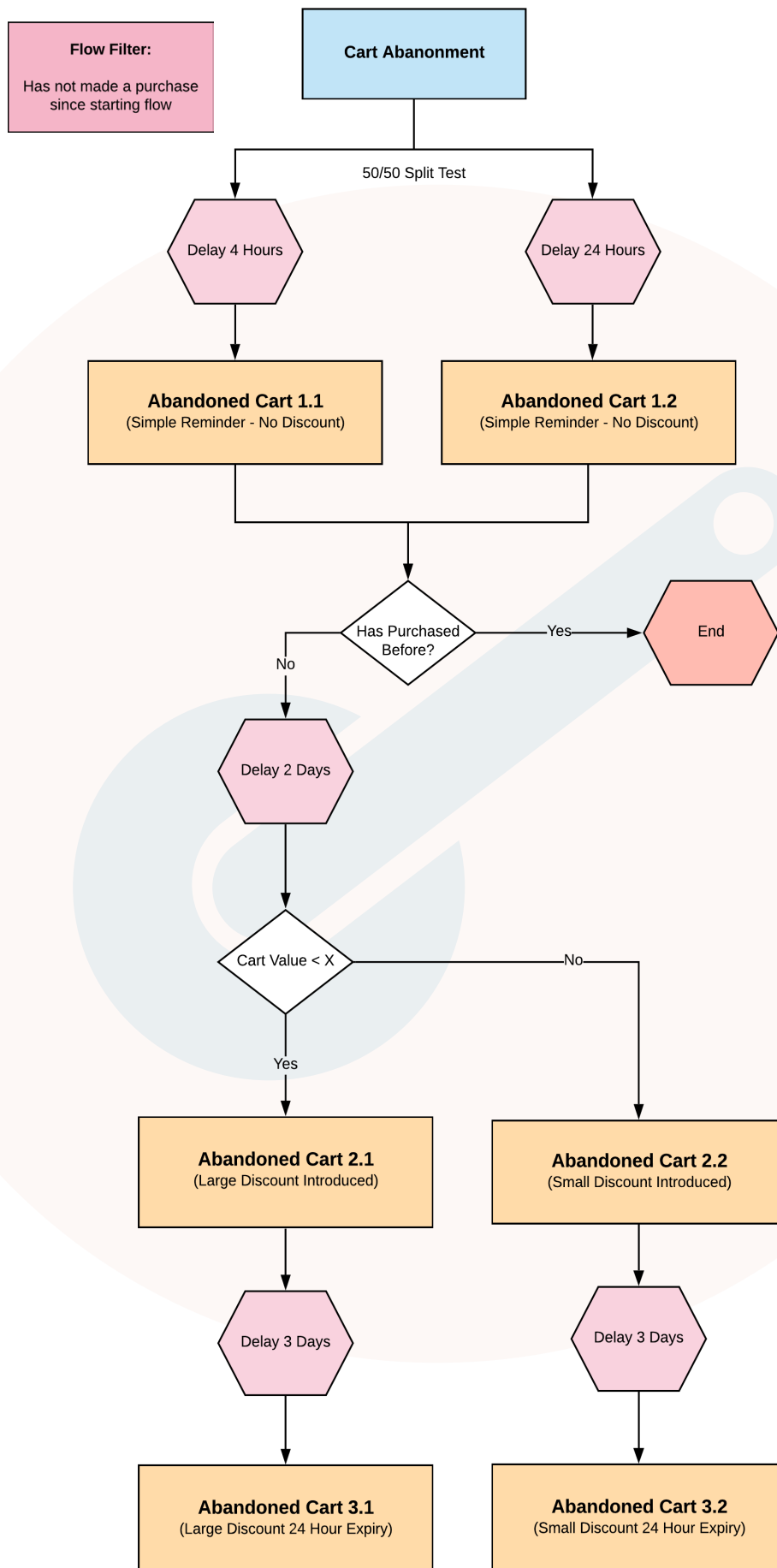|	
Timing	• Sent immediately upon sign up
Rules	• Has not placed order since joining automation • Source = New Visitor
Content	• Banner - Thank you for subscribing • Stay up to date with the latest from Blue Dinosaur • Klaviyo Product Feed • Social Follow Block.
Objective	• To greet the customer with an engaging email and show the Blue Dinosaur Products

Welcome Email 1.2

Timing	• Sent immediately upon sign up
Rules	• Has not placed order since joining automation • Source = Returning Visitor
Content	• Banner - Thank you for subscribing, your discount is below. • Discount Given (unique code) • Klaviyo Product Feed • Social Follow Block.
Objective	• To give the unengaged returning visitor a discount for subscribing to prompt them to finally convert

Welcome Email 1.3

Timing	• Sent immediately upon sign up
Rules	• Has not placed order since joining automation • Source = Exit Intent
Content	• Banner - Thank you for subscribing, your discount is below. • Discount Given (unique code) • Klaviyo Product Feed • Social Follow Block.
Objective	• To give the exiting visitor a discount to prompt them to complete their cart purchase

Abandoned Cart Series

Flow Filter:

Has not made a purchase
since starting flow

Cart Abanonment

50/50 Split Test

Delay 4 Hours

Delay 24 Hours

Abandoned Cart 1.1
(Simple Reminder - No Discount)

Abandoned Cart 1.2
(Simple Reminder - No Discount)

Has Purchased
Before? — Yes → End

No

Delay 2 Days

Cart Value < X — No

Yes

Abandoned Cart 2.1
(Large Discount Introduced)

Abandoned Cart 2.2
(Small Discount Introduced)

Delay 3 Days

Delay 3 Days

Abandoned Cart 3.1
(Large Discount 24 Hour Expiry)

Abandoned Cart 3.2
(Small Discount 24 Hour Expiry)

Abandoned Cart Series

The Abandoned Cart Series is the second highest converting series within Klaviyo and works to drive purchasers through reminder emails and then an eventual discount based on cart abandonment size.

We also want to consider existing customers in this journey by ensuring they are not continually given a discount when abandoning their cart. Only new visitors can go into the longer abandoned cart automation which will eventually lead to a discount based on their cart size. This cart size and discount is to be determined based on Average Order Value (AOV).

Customers abandon their cart for a variety of reasons and typically there is no need to discount the product to get them to purchase as they may have every intention to purchase later.

After we have removed previous customers from the automation we will then send a discount to your customers based on cart value, and then finally a "tripwire" email with messaging around the expiration of the discount in 24 hours to further create an incentive to drive them to convert.

This and all discounts will be a Klaviyo Unique Discount and will only work once per customer to ensure the codes don't get spread on "Honey" or on Facebook groups.
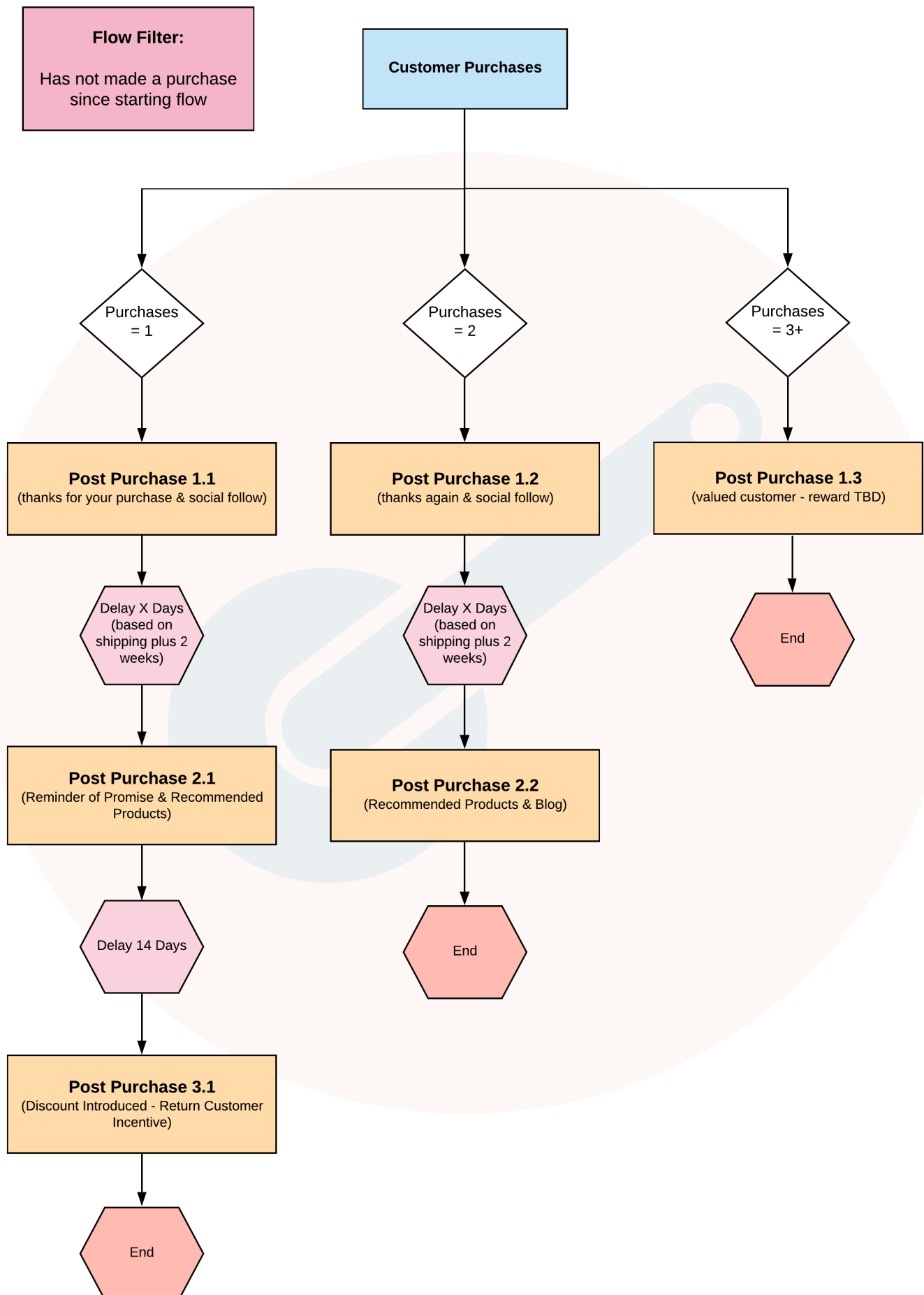
Abandoned Cart Series Sample Email Content

Abandoned Cart 1.1 (split test)

Timing	• Sent 4 hours after cart abandonment
Rules	• Has not placed order since joining automation
Content	• Banner - You left something behind • Dynamic Cart Block • Social Follow Block.
Objective	• To get the customer to complete their purchase without discounting the product • A simple reminder email • 4 hour and 24 hour split test (Klaviyo recommended)

Abandoned Cart 1.2 (split test)

Timing	• Sent 24 hours after cart abandonment
Rules	• Has not placed order since joining automation
Content	• Banner - You left something behind • Dynamic Cart Block • Social Follow Block.
Objective	• To get the customer to complete their purchase without discounting the product • A simple reminder email • 4 hour and 24 hour split test (Klaviyo recommended)

Post Purchase Series

Flow Filter:

Has not made a purchase since starting flow

Customer Purchases

Purchases = 1

Purchases = 2

Purchases = 3+

Post Purchase 1.1
(thanks for your purchase & social follow)

Post Purchase 1.2
(thanks again & social follow)

Post Purchase 1.3
(valued customer - reward TBD)

Delay X Days (based on shipping plus 2 weeks)

Delay X Days (based on shipping plus 2 weeks)

End

Post Purchase 2.1
(Reminder of Promise & Recommended Products)

Post Purchase 2.2
(Recommended Products & Blog)

Delay 14 Days

End

Post Purchase 3.1
(Discount Introduced - Return Customer Incentive)

End

Post Purchase Series

The Post Purchase Series is where we turn first time customers into returning and then lifetime customers. It is an essential automation as it helps with the overall objective every e-commerce business, which is to create returning customers.

This automation thanks the customer for their purchase and segments this automation based on how many purchases the customer has completed. Through the natural lifecycle of the product use, and taking into account the delivery times of the orders, we will be able to send well-timed emails to capture the customer as they are most interested in your brand and are enjoying the products.

As the customer goes through this automation we will thank them for their purchase, remind them of the "brand promise", share your "FAQs", prompt them to follow Blue Dinosaur on social media, share your very good blog content, and then finally when it is time to make another purchase, we will showcase your products and give them a discount if they are yet to have ordered after they have received their second reminder email (this email is sent usually after shipping times PLUS two weeks approx.).

We want to ensure this automation is well made as it has the most expansion opportunities through Shopify Applications and can be the largest automation in your account.

Post Purchase Series Sample Email Content

Post Purchase Email 1.1

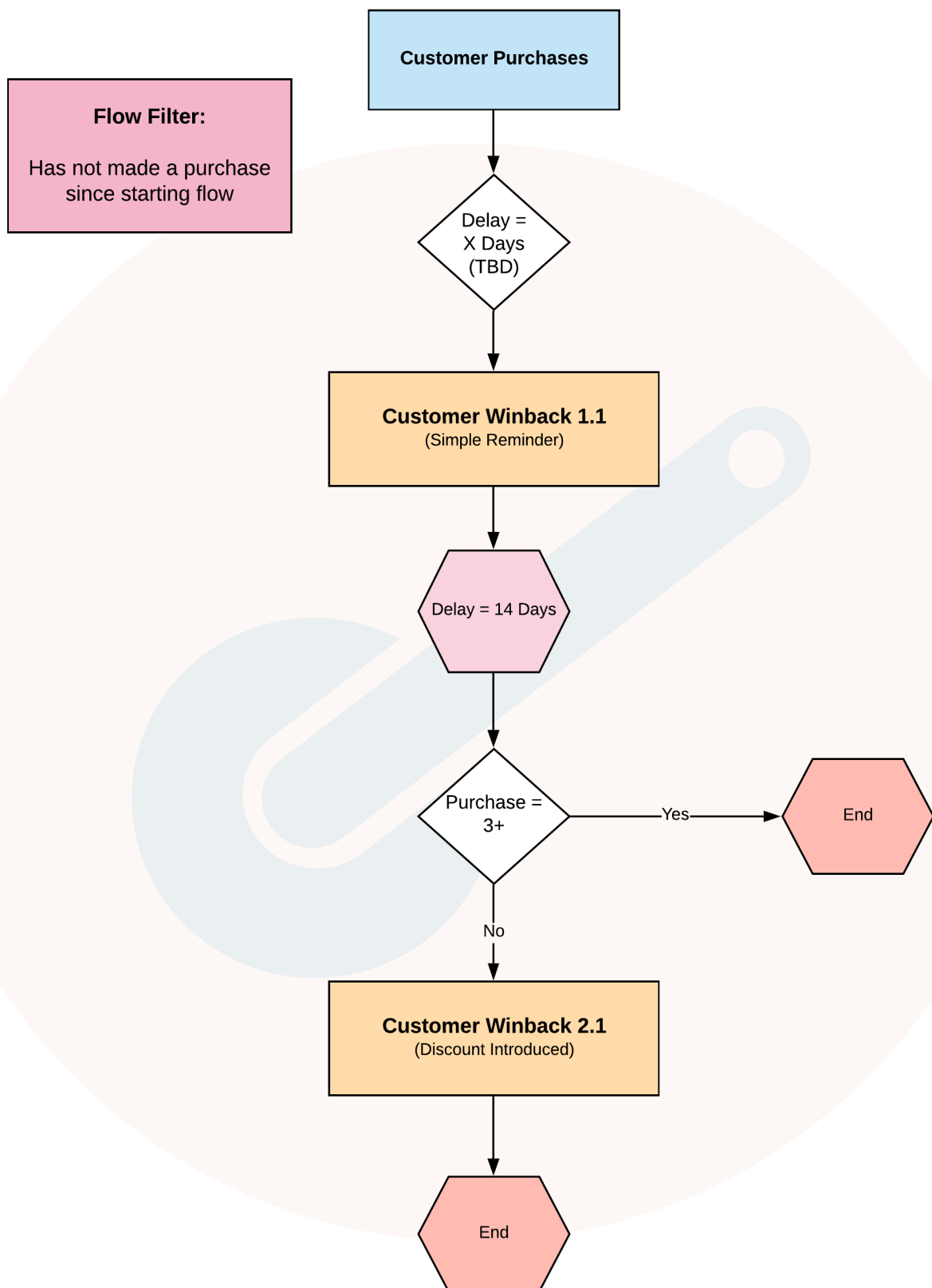|	
Timing	• Sent immediately after purchase
Rules	• Total orders = 1 • Has not placed order since joining automation
Content	• Banner - Thank you for your purchase • Stay up to date with the latest from Blue Dinosaur - read out blog. • Our Promise. • Social Follow Block.
Objective	• To thank the customer, introduce the brand, set expectations and prompt them to follow on social media.

Post Purchase Email 1.2

Timing	• Sent immediately after purchase
Rules	• Total orders = 2 • Has not placed order since joining automation
Content	• Banner - Thank you for continued support • Stay up to date with the latest from Blue Dinosaur- read our blog. • Social Follow Block.
Objective	• To thank the customer for their ongoing support, answer from FAQs, set expectations and prompt them to follow on social media.

Post Purchase Email 1.3

Timing	• Sent immediately after purchase
Rules	• Total orders = 3+ • Has not placed order since joining automation
Content	• Banner - You are a valued customer • Stay up to date with the latest from Blue Dinosaur - read our blog. • Social Follow Block. • Private Facebook Group (potential)
Objective	• A personalised email that shows the customer how valued they are for their continued support

Win Back Series

Customer Purchases

Flow Filter:

Has not made a purchase since starting flow

Delay =
X Days
(TBD)

Customer Winback 1.1
(Simple Reminder)

Delay = 14 Days

Purchase =
3+

Yes → End

No

Customer Winback 2.1
(Discount Introduced)

End

Win Back Series

The Win Back Series is a low resistance automation that follows the typical buying behaviour of your customers and, based on the typical order timeframes (Shopify Data or [Lifetime App](#)), prompts the customer to re-engage with you after exceeding the typical reordering cycle.

This automation works very well to remind customers that your great products are available and as you get busier it will act as a strong performer to keep engaging your existing customers are make them return and purchase.

The Lifetime App works great to determine when your customers should be re-ordering, and failing that, should be prompted to place an order. There is not yet enough data for this, so we will have to test and use your experience within your business to determine the timings of this automation.

It is a simple automation with two emails sent for customers who have ordered less than three times, and one email for those more engaged customers.

Campaigns and Database

Has Subscribed and Accepts Marketing & is not Wholesale: 3990

- This is your most engaged B2C database.

Active Profiles (not suppressed): 14,722

- These are all email addressed who CAN be emailed but will need to be strategically emailed as it can cause high spam complaints and blacklisting.

Klaviyo Campaigning operates using "segments" of your database. Don't be surprised if you are making a new segment every campaign, we actually recommend this.

Your customers don't want to be spammed - ideally one email a fortnight should suffice - but with proper segmentation (e.g. customers who have ordered "Lamington" flavoured bars or energy bars, etc.) you may be sending more than a Campaign a week to these specific segments.

Essentially, you always want to ensure your Campaigns are relevant to the customer based on the email journey they are on and exclude customers in the Welcome Series.

We recommend a strategy created for your very large database in an attempt to re-engage them as only 30% of your database has signed up to your newsletters, the rest are not "unsubscribed" but are a very high risk of unsubscribing if they are ever emailed.

Health Check

MXTOOLS

We will conduct a domain health check for you to ensure your **info@bluedinosaur. com.au is safe to email from.** We use MXTOOLS for this task.

Blacklist Check

We will also ensure your domain is not on any Black Lists as it will affect email delivery. If there are any flags we will help you create a new domain and warm this domain accordingly.

Klaviyo Domain Authority

Klaviyo has their own method of Domain Authority which involves registering your domain with them and allowing your domain to send using "klaviyomail". We will check this and ensure that we do not need to add or update any SPF records with your domain host.