

The Elite Seven Email Flows



1
Leads Retarget
Engaged previously
but not converted.



2
Abandoned Browse
Recent window
shoppers



4
Abandoned Checkout
Highest intent but left
checkout process.



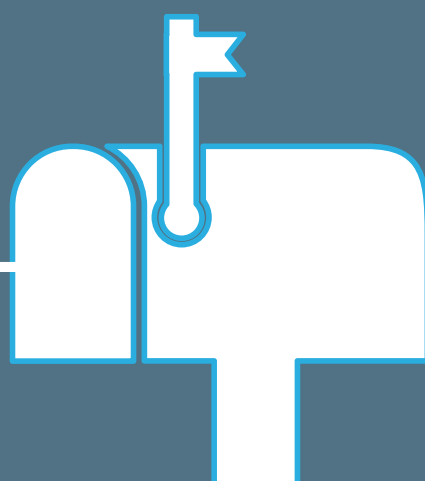
3
Abandoned Cart
Shown high intent but
not entered checkout.



5
Welcome
New & Return
customer split.



6
Cross/Up Sell
Repeat customers.



7
Winback
Past customers.
Disengaged.



**AUTOMATED
EMAIL
PROFITS**

The Elite Seven

Email Flows

LEADS RETARGET



This flow contains four emails.
This is a Top of Funnel flow that positions the brand & educates then incentivises the lead.

ABANDONED BROWSE



This flow contains five emails.
This middle of funnel flow dynamically targets the user with their last viewed product, & incentivises purchase.

ABANDONED CART



This flow contains five emails.
This middle of funnel flow dynamically retargets the user with their last cart version & provides a convenient return while incentivising purchase.

ABANDONED CHECKOUT



This flow contains five emails.
This middle of funnel flow dynamically retargets the user with their last checkout version, providing a convenient return + incentivises & adds scarcity.

WELCOME NEW/RETURN



This flow contains five emails. It thanks, positions & trains the user to expect more emails & updates.

CROSS/UPSELL



These flows contain two emails. They thank, reward & recommend complementary products. These flows increase AOV & LTV

WINBACK



This long-tail flow contains five emails.
This thanks, repositions, educates, reinforces, & incentivises. This flow does a lot of heavy lifting.



AUTOMATED
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Quick Guide to Commercial Emails

MAKE YOUR MESSAGE CLEAR

When writing emails, imagine your customer on a packed subway, it's early morning, she's late for work, balancing a coffee & phone, stealing a quick glance at her personal inbox.

If your message can't cut through all of her distractions in that moment, it will fail.

A REASON TO CLICK

Your email is bait, all it needs to do is entice a click. Give the user a reason to click, nothing more. Do not over-complicate, make it obvious. Entice, Incentivise & engage.

LAYOUT & STYLING

Give your message 'room to breathe' by using padding & dividers. Less is more. Whitespace is your friend. Use an inverted triangle layout to draw the eye down the email & focus on your CTA.

CONTRAST = ATTENTION

Use contrast as a method to draw the eye. Use colour, shade & font-weight to **make your CTA stand out**. Be uniform with this styling - don't mix styles.

SUBJECT LINES & PREVIEW TEXTS

If your subject line is bad, your email isn't getting opened. Focus on clarity, brevity & use active phrasing. Use the Preview Text to allude, not reveal.

- **Focus on a single message**
- **Write & design simply**
- **Clarity is key**