

The 7-Step Email System Working with Meta and Google Ads

[▶ The 7-Step Email System Working with Meta and Google Ads](#)

Welcome to the realm of Elite 7 Email Flows, where email marketing transforms from mere communication to captivating engagement. Here, we weave stories that resonate, engage, and compel action, turning potential interest into unwavering loyalty. Ready to elevate your brand in the bustling digital marketplace? Let's dive into the strategies that make it happen.

Unpacking the Elite 7

The Elite 7 isn't just a set of automated emails; it's a carefully crafted journey tailored to each customer's actions and interests on your website. Here's a closer look at each flow:



1. Lead Retargeting (Welcome Series)

This initial touchpoint targets potential customers who've shown interest by signing up. It's an opportunity to warmly introduce your brand and set the stage for future engagements.

2. Abandoned Browse

Recognizes and re-engages visitors who showed interest in specific products without adding anything to their cart. It's a gentle nudge to remind them of what caught their eye.



3. Abandoned Cart

Targets users who added items to their cart but stopped short of purchasing. This flow is crucial for recovering potential sales by addressing common barriers and offering timely reminders or incentives.

4. Abandoned Checkout

Focuses on individuals who initiated the checkout process but didn't complete their purchase. This flow is key to understanding and mitigating last-minute hesitations.

- Besides email being the first touch point, this flow can include SMS messages, if the customer has provided consent, as the second touch point, creating a multi-channel approach.



5. Welcome: Post-Purchase Retention

A celebratory and engaging follow-up for new customers, this flow reinforces their decision, encourages product reviews, and fosters a sense of community around your brand.

6. Cross-Sell/Upsell

Identifies opportunities to enhance the customer's experience by suggesting complementary products or premium alternatives, thereby increasing their lifetime value.

7. Win-Back/Honeymoon

Re-engages lapsed customers with targeted messages that reignite their interest in your brand, often leveraging personalization and special offers.

The Impact of Relevance and Timing

Each of these flows is designed to match the customer's specific actions and interests, making every email feel personal and relevant. From reminding them of an abandoned cart to welcoming them after a purchase, the Elite 7 keeps your brand top-of-mind in a way that's engaging and not intrusive.

Case Study Spotlight

Dan's exploration into this case study sheds light on a compelling narrative: a client's transformative journey over a span of two and a half years, utilizing the Elite 7 Email Flows to a significant advantage.

The recent data speaks volumes, with email marketing contributing to more than a third of the client's total revenue in just the last month. A noteworthy portion of this achievement is attributed to the meticulously crafted automated flows.

This narrative underscores the transformative power of targeted email marketing, highlighting how the Elite 7 turns potential interest into enduring loyalty.

Conversion metric

Ordered Product

Time period

Jan 15, 2024 - Feb 14, 2024 compared to previous period

New Sender Requirements Completed

Dismiss

Business performance summary

Jan 15, 2024 - Feb 14, 2024

View dashboard

\$1,836,226.42

Total revenue

9% vs. previous period

\$589,201.75

Attributed revenue (32.09% of total)

8% vs. previous period

Attributed revenue

Per recipient
\$0.26

Campaigns
\$111,652.94
18.95%

Flows
\$477,548.81
81.05%

Email
\$571,066.56
96.92%

SMS
\$18,135.19
3.08%

Top performing flows

Jan 15, 2024 - Feb 14, 2024

View all flows

Flow	Status	Type	Deliveries	Ordered Product	Percent change
EB Abandoned Browse Viewed Product	Live	✉	46,439	\$128,951.77 \$2.78 / recipient	0.82%
EB Abandoned Cart A1 MR Added to Cart	Live	✉	33,124	\$114,560.25 \$3.46 / recipient	23.94%
EB Abandoned Checkout A1 MR Checkout Started	Live	✉ A/B	6,094	\$80,917.59 \$13.28 / recipient	58.99%
EB Welcome Series- \$50 Off A1 MR Added to Welcome Series - Attentive Pop-up list	Live	✉	75,158	\$67,699.92 \$0.90 / recipient	51.36%
EB Welcome Series- FEATHERS 64% Off A1 MR Added to Welcome Series - Attentive Pop-up list	Live	✉	55,188	\$56,233.09 \$1.02 / recipient	16.14%
EB Post Purchase Retention A1 MR Placed Order	Live	✉	3,669	\$7,957.14 \$2.17 / recipient	61.76%
EB Feathers Flash Sale Checkout Abandon Checkout Started	Live	✉	180	\$5,099.85 \$28.33 / recipient	-
Tracking Email Tracking email	Live	✉	1,122	\$4,994.90 \$4.45 / recipient	61.82%
EB Reward Notification A1 OTH Rise.ai Store Credit	Live	✉	1,663	\$4,649.70 \$2.80 / recipient	12.15%
EB Win Back Cancelled Order A1 Cancelled Order	Live	✉	138	\$2,899.90 \$21.01 / recipient	-

The Elite 7 in Action

Through Dan's meticulous setup, these flows work harmoniously, ensuring customers receive the most relevant content without being overwhelmed. For example, if a customer moves from browsing to adding an item to their cart, they transition smoothly from the "Abandoned Browse" to the "Abandoned Cart" flow, receiving content that matches their current stage in the buying process.

Beyond the Elite 7: Continuous Engagement

In addition to the Elite 7, regular ad campaigns keep the conversation going, sharing valuable content, special offers, and more. This constant engagement trains customers to anticipate and welcome your emails, laying the groundwork for successful promotional campaigns.

Transform Your Email Marketing

If you're intrigued by the potential of the Elite 7 Email Flows and want to explore how it can revolutionize your email marketing, Dan offers comprehensive audits to pinpoint opportunities for enhancement. Our case studies speak volumes, and we're eager to help more eCommerce brands achieve remarkable growth through targeted email engagement.

Actionable Checklist

- **Set Up Welcome Series for New Sign-ups**

Create a welcoming email series for new subscribers.
Highlight your brand's story and values.

- **Implement Abandoned Browse Reminders**

Track and identify users who show interest without adding items to the cart.
Send personalized reminders about the products they viewed.

- **Develop Abandoned Cart Flows**

- Target users who added items to their cart but didn't complete the purchase.
- Offer incentives or address common purchasing barriers.

- **Create Abandoned Checkout Communications**

- Focus on users who started the checkout process but didn't finish.
- Understand and address their last-minute hesitations.

- **Integrate SMS with Email for Abandoned Checkouts**

If consent is given, combine SMS messages with emails for a multi-channel approach.

- **Orchestrate Post-Purchase Retention Strategies**

- Engage new customers with follow-up emails post-purchase.
- Encourage product reviews and build community.

- **Plan Cross-Sell and Upsell Opportunities**

- Identify and suggest complementary or premium products.
- Increase customer lifetime value by enhancing their experience.

- **Engage in Win-Back/Honeymoon Campaigns**

Re-engage lapsed customers with personalized messages and special offers.

- **Ensure Relevance and Timing in Email Flows**
 - Tailor each email flow to match specific customer actions and interests. Keep your brand engaging and top-of-mind without being intrusive.
- **Harmonize Email Flows for Smooth Transitions**

Ensure seamless transitions between different customer journey stages within the email flows.
- **Maintain Continuous Engagement Beyond Elite 7**

Keep the conversation going with regular campaigns that share valuable content and special offers.
- **Conduct Comprehensive Email Audits with Dan**

Schedule audits to identify and seize opportunities for enhancing your email marketing strategy.
- **Incorporate Case Study Insights into Your Strategy**

Learn from case studies, like the one Dan presents, to understand the impact of effective email marketing.
- **Monitor and Optimize for Performance Improvement**

Regularly review and adjust your email flows based on performance metrics and customer feedback.