Recover Abandoned Carts in 6 Easy Steps

Why you need Email Marketing

Ad costs are rising, and they're not coming down anytime soon. As an eCommerce business owner or marketer, you are now faced with several challenges:

❗ **Cost per Acquisition:**

The amount you are spending on average to acquire a customer.
Converting cold audiences has become almost impossible.

❗ **Retention:**

The % of existing customers that continue buying from your brand over a given period of time.
It's more difficult to retain customers because there are a vast amount of options to choose from, and customers are curious to try out different brands.

❗ **Profitability:**

The amount of money you take home.
Profitability is decreasing because of high acquisition costs and low retention rates.

The only way to really dial in profit is by using cheap methods to nurture leads and retain customers - the solution? Yup - you guessed it.... **Email marketing.**

Recovering Abandoned Carts: A Step-by-Step Guide

Did you know that nearly 70% of all online shopping carts are abandoned? That's a lot of lost revenue waiting to be recovered. Let's dive into how you can claim it back!

✅Email 1: Reminder

Jog the customer's memory about what they left behind.

Content:

- Short headline highlighting the abandoned cart.
- Dynamic product section displaying the specific abandoned item.
- Social proof or other elements to remove barriers to purchase (like free shipping, returns info etc).
- [Template](#)

✅Email 2: Overcome Objections

Address any doubts or hesitations about the abandoned items.

Content:

- Detailed information about the product's benefits and features.
- Dynamic product section for visual appeal.
- Objection-countering facts (us versus them, FAQ)
- [Template](#)

✅Email 3: Testimonials

Leverage social proof to convert skeptical customers.

Content:

- Testimonials and reviews specific to the product.
- Dynamic section showcasing the product.
- More testimonials and social proof to build trust.
- [Template](#)

✅Email 4: Discount

Provide a financial incentive to encourage purchase.

Content:

- Offer a time-sensitive discount to create urgency.
- Display the specific product to remind them what they're getting a deal on.
- [Template](#)

✅Email 5: Discount Reminder

Reinforce urgency to use the discount before it expires.

Content:

- Highlight the discount with increased urgency (e.g., "Last 24 hours!").
- Continue showcasing the product to keep it top of mind.
- [Template](#)

✅Email 6: Founder

Add a personal touch to make the final push for conversion.

Content:

- A personal message from the founder, expressing care and addressing potential concerns (text based email).
- Last chance reminder about the discount.
- An offer of support for any unresolved issues.
- [Template](#)

This is not a guaranteed one-size-fits-all approach and you should therefore continuously AB test to figure out what works best for your audience.

AB Test Ideas:
- Campaign timing
- Flow time delay
- Subject lines and Preview text
- Headlines and Copy
- Graphic versus text based
- Offers and CTAs
- Long form versus short form

By implementing this strategic approach to email marketing, you can effectively decrease cart abandonment and boost your revenue, making the most of every visitor to your eCommerce store.

Pro Tip: For email design inspiration checkout milled.com and reallygoodemails.com

Need Help?
Still stuck? Let us help you. Get in Touch jono@r17ventures.com or visit our Website