Optimising your customer journey for growth.

Marketing automation that drives revenue and retention

PAASE

Transforming customer data into growth

Optimising your customer journey for growth.

What's inside?

Who are PAASE?

We're an email marketing agency - specialists in marketing automation, helping our customers to cost-effectively increase ecommerce revenue from email marketing and SMS through data-driven strategies.

We work closely with brands to directly drive revenue & ROI.

Get in touch to find out more, and book a **free** CRM audit.

www.paase.co.uk
hello@paase.co.uk
01525 659616

PAASE

Understanding your customer journey.

For many brands, increasing sales means that they bombard prospects and customers with more and more messages or discounts in the hope of driving increased conversions. This usually results in a short term fix that brings sales forward rather than creating incremental purchases.

If brands want to increase customer lifetime value (CLTV) they need to look at the complete journey they take their customers on.

Each customer journey will be different due to product sold, but the old adage of right customer, right message, right time still stands.

It's not just about the marketing campaigns you send - you need to consider all the messages your customers might be receiving, such as order updates, and get the timing right on all these communications:

- **Campaigns**
- **Welcome flow**
- **Abandonment emails**
- **Order confirmation/transactionals**
- **Delivery updates**
- **Customer service messages**
- **Subscription updates**
- **Post-purchase emails**

How to review your customer journey.

We're a big fan of a set of Post-It Notes & a box of Sharpies

Write out each touch point on the journey and stick it to the wall. Use different colours for different parts, such as post purchase or welcome, to help you visualise each section

- Identify where there are potential overlaps
- Identify where you have process gaps in the existing journey
- Work out what data you are missing in order to be able to deliver key messages
- Consider how differently you need to treat prospects and customers
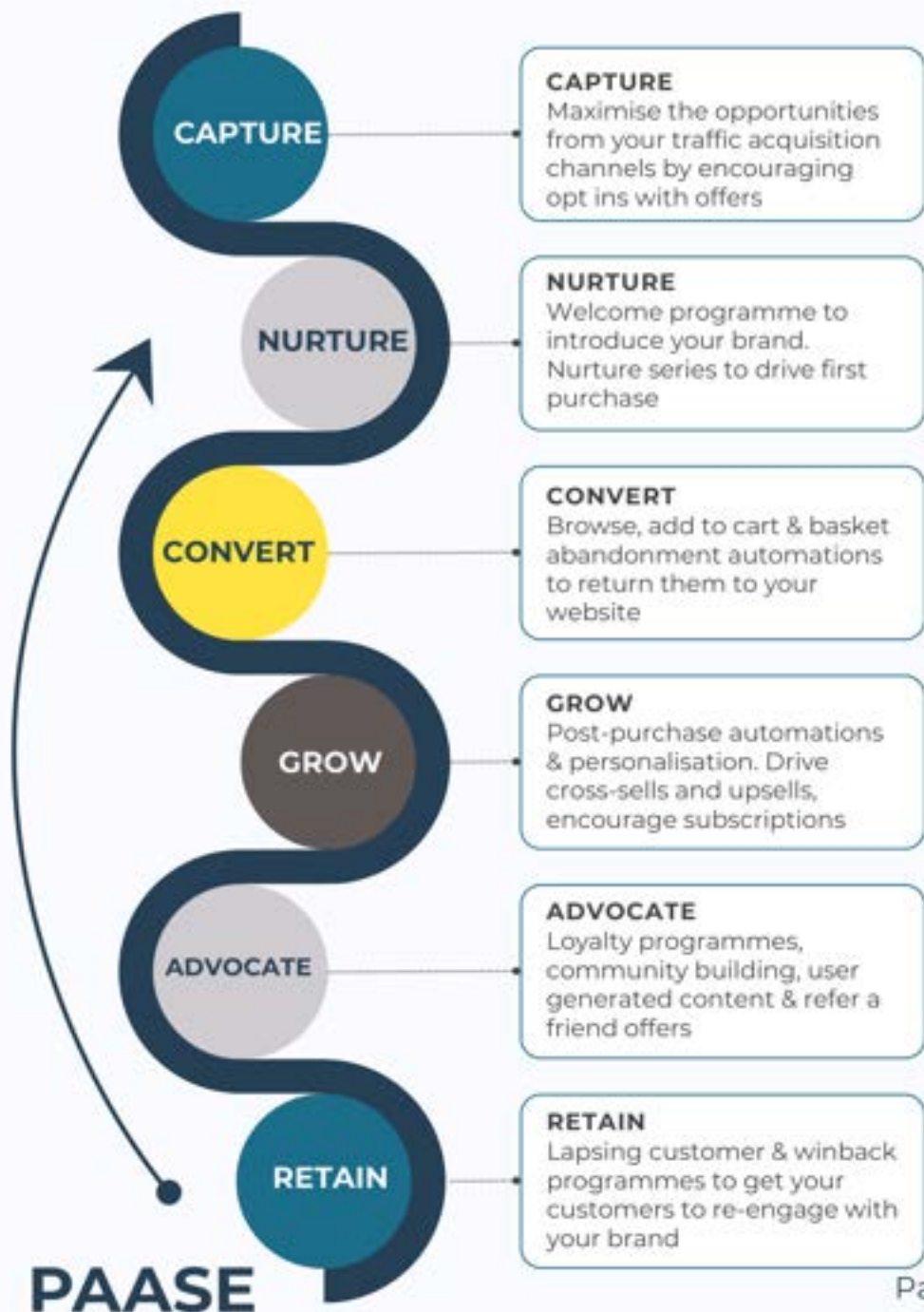- Use an urgency/impact matrix to help you prioritise actions

Top tip

If you have lots of priority actions, pin-point key actions that need to be completed and focus on getting the basics right quickly. Then look to refine later once you have a baseline set.

For example, if you've recognised that you need to set live a welcome series, basket abandonment series and a post purchase programme, all with 5 emails or SMS, focus on the first message in each programme - get these live before moving onto the next ones. Having one going out in each series is better than none.

Customer lifecycle.

Automations to drive customer retention and LTV

CAPTURE

CAPTURE
Maximise the opportunities from your traffic acquisition channels by encouraging opt ins with offers

NURTURE

NURTURE
Welcome programme to introduce your brand. Nurture series to drive first purchase

CONVERT

CONVERT
Browse, add to cart & basket abandonment automations to return them to your website

GROW

GROW
Post-purchase automations & personalisation. Drive cross-sells and upsells, encourage subscriptions

ADVOCATE

ADVOCATE
Loyalty programmes, community building, user generated content & refer a friend offers

RETAIN

RETAIN
Lapsing customer & winback programmes to get your customers to re-engage with your brand

PAASE

Data enrichment.

Personalisation has been a buzz word for many years, and let's be honest, which brand wouldn't want to deliver relevant content to their customer base at scale. How you deliver personalisation in a commercially viable way is a very different question.

Firstly most brands have varying ranges of different levels of information about each customer - you may have just an email address and a first name or maybe a previous purchase. In these cases we don't know enough about the individual to make assumptions on what is the correct content to deliver to each individual.

Secondly, just because we could deliver a personalised messages doesn't mean we should. Personalisation means increased content and increased production costs, so we need to ensure if we include personalisation that it is going to increase sales or CLTV.

How to enrich your data

1	2	3	4	5
Website pop-ups, optimised data capture pages	Tracking users onsite activity	Shoppable onsite quizzes & gamification	My Account pages & member areas	Preference centres

What's the best way to build a direct relationship with your prospects and customers?

By learning about them! Understand their goals, challenges, habits & needs.

A quiz not only serves as a fun and engaging way to create a customer experience, but it also helps brands capture zero-party data - information that customers willingly share with brands.

Unlike first-party data, which is collected through interactions and observations, zero-party data is proactively provided by customers, offering deeper insights into their preferences, needs and behaviours.

In 2024, the significance of zero-party data will be underscored by growing privacy concerns & data regulations, yet with the rise of generative AI, the data that you have about your customers will become even more critial.

Find out how OCTANE AI can increase your Shopify revenue by 10-50%

Create beautiful and powerful online quizzes that recommend products, grow subscribers and increase sales.

Analyse your data with AI. Deeply integrated with Shopify, Klaviyo, Attentive, Recharge and more.

OCTANE AI

Communications.

Meeting the needs of people who are in different stages of the lifecycle with your brand

Prospects

Your prospects are more likely to compare you with your competitors, lack confidence, have doubts about your products and have lots of questions. You should educate them, provide social proof, explain the benefits and build their confidence over time.

1st to 2nd purchasers

Once prospects have made their first purchase, they're more likely to join your social channels, leave a review, bounce back to your site, ask delivery questions, read blogs and answer surveys. Teach them how to get the most from your product, how to use it, show them upsells and cross-sells, and provide delivery updates.

2nd to loyal

These customers have a higher propensity to refer a friend, subscribe to your products, try new products, join loyalty programmes and generate UGC. Provide them with convenience, upsells, product updates, new releases and offers for loyalty.

PAASE

Subscriptions & paid memberships.

The subscription market is predicted to grow to nearly $500 billion by 2025.

Getting your customers to commit to a regular subscription increases your customer lifetime value, reduces churn and increases your AOV.

Subscription customers are 50% more likely to make another purchase and spend an average of 33% more.

Paid membership - it's not just for Amazon

Paid membership is the fastest growing subscription model, with 13% of merchants offering this type of subscription. It opens up opportunities for those brands that don't have the typical replenishment model.

Paid membership ideas:

- Product discount clubs
- Subscription boxes
- Product customisation
- VIP access
- Content & education clubs
- Community & network clubs
- Product testing & feedback
- Early access
- Annual membership
- Exclusive events & experience

PAASE

How can AI help you level up your customer journey?

Personalised communication for online shoppers has reached new heights with the integration of generative AI and advanced AI technologies. Through intelligent algorithms and machine learning, these systems are now able to analyse vast amounts of data, including past purchase history, intent, browsing behaviour, and preferences, to create a tailored shopping experience.

Generative AI enables the generation of personalised recommendations, product suggestions, and even customised promotional offers based on individual user profiles. This level of personalization goes beyond mere segmentation, allowing online retailers to engage with customers on a one-to-one basis, providing relevant and timely information.

As a result, online shoppers feel a sense of connection and resonance with the brands they interact with, fostering trust and loyalty. The seamless integration of generative AI and AI in personalised communication not only enhances the overall online shopping experience but also empowers businesses to anticipate and meet the unique needs and desires of each customer, ultimately driving customer satisfaction and retention.

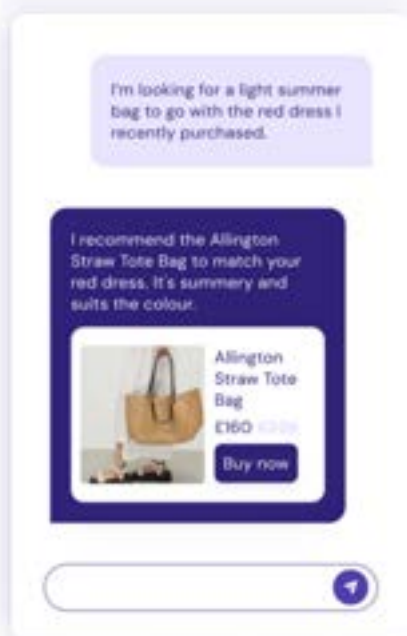# Transform your customers' decision-making

FAQ's
- Alleviate pre-purchase concerns
- Personalised responses based on your knowledge base
- Tailored to your brand voice

Product Concierge
- Reduce returns
- Simplify choosing the right size
- Give personalised recommendations

Sizing guide
- Informed choices
- Personalised product recommendations
- Cross-selling and upselling

> I'm looking for a light summer bag to go with the red dress I recently purchased.

> I recommend the Allington Straw Tote Bag to match your red dress. It's summery and suits the colour.
>
> Allington Straw Tote Bag
> £160
> **Buy now**

DigitalGenius

At DigitalGenius, we empower pioneering online retailers and ecommerce brands to arrive at the next destination of their CX transformation journey.

SELFRIDGES&CO   MYTHERESA   ALLSAINTS

BEAUTY PIE   CLARINS

Holland&Barrett
200K Yearly
Automations

on
93% Reduced
Customer Wait Time

Skullcandy
50% Tickets
Automated

5 Top tips.

From the marketing automation experts

Email segmentation
Contact your most engaged customers more often & re-engage people with content that is relevant to them

Be commercially focused
Brand is important but a beautiful email with no calls to action won't drive sales

Understand your tech stack
Is it right for your business? Could you improve the outputs from it? How could it drive more revenue for you?

Test Test Test
Continuous improvement comes from testing and learning what works and what doesn't

Engage an agency!
The costs can be lower than recruiting in-house and you get a whole team of experts to help you drive ROI - either on a project or retainer basis

2024 TRENDS TO LOOK OUT FOR.

1

Hyper-personalisation

Customers who feel understood by brands and receive highly tailored content are 45% more likely to stick with you.

2

AI & automation

Making it easier to create personalised emails, analyse data, improved automation & scheduling and get better results.

3

Interactivity

Boost your cross-channel engagement and conversions with fun interactive games . This can increase your open rates by 30% (eConsultancy).

5

UGC

Provide social proof, build credibility and increase your engagement rates. 79% of people say that UGC highly impacts their purchasing decisions (Stackla, 2020) - definitely one to include in your 2024 strategy.

4

Video

Need to get your click through rates up? People are more likely to watch a video and take action than they are to read your content.

Claim your **free** CRM audit at hello@paase.co.uk

PAASE

PAASE

Phill Manson
Founder

2023 has been a tough trading year for many with increased costs not only putting a squeeze on businesses but reducing customer spending power. Brands have had to fight harder than ever to keep acquisition costs down and justify any spend. As we move into 2024 brands will still need to fight just as hard for sales in what is likely to be an increasingly challenging economic climate.

Owned channels will play a key role in keeping costs low for brands and help develop direct relationships with their customers. In order to do this effectively, messaging needs to be consistent and tailored across the entire customer journey including website, email and SMS.

This doesn't mean that brands necessarily need to invest in new platforms or software, rather look at how the existing tech stack works with their specific customer journey. Brands will need to move away from a product focussed approach to marketing, put the customer at the heart of everything, and consider the levers they can pull to influence brand loyalty with a focus on increasing CLTV.

Brand must develop a greater understanding of their customers, their journey to purchase, including the barriers that need to be overcome, and building the skillset within teams to make decisions on the best way to deliver these messages.

Get in touch at **hello@paase.co.uk** to book your **free** Discovery Audit today.

PAASE

PAASE CRM audits.

The e-commerce industry is always evolving. In trying to remain competitive in any industry, a brand must stay on top of the latest tools, tips, trends, and tech. Therefore, it's essential to take a pause, step back and review your email marketing efforts. We conduct reviews on all email platforms - choose the option that best suits your needs.

Our **FREE Discovery Audit** will benchmark your current performance and identify opportunities for growth that PAASE can assist you with.

Our in-depth **Pathway to Success Audit** will provide you with a full report of actionable insights and commercially-focused opportunities.

- **Database growth**
- **Campaign performance**
- **Automation performance**
- **Customer journey**
- **Tech stack optimisation**

LIMITED TIME OFFER
Pathway To Success Audit
~~Was £1,500 +VAT~~
Now only £750 +VAT

To qualify for this offer, the Pathway To Success audit must be booked before 31/03/2024

"The PAASE team left no stone unturned during their audit and provided an immediate ROI. Their level of detail when it came to testing email flows was second to none, and their customer service is next level."

Kris Whelan, Ecommerce & Content Manager, Dalstrong

Get in touch at **hello@paase.co.uk** to book your **FREE** Discovery Audit today.

PAASE

NOTES SPACE.

PAASE