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Email Marketing Strategies

In the retail world, experience is now well established that an important part of any successful marketing strategy is regularly staying in touch with your customers. *It is paramount to get your name and products in front of your prospective buyers frequently so that they don't forget you!*

You only have to look at some of the big stores like Dan Murphy, Myer, Qantas, Jetstar as well as a stack of small companies who are always informing you of their daily/weekly specials, just look in your Email Inbox.
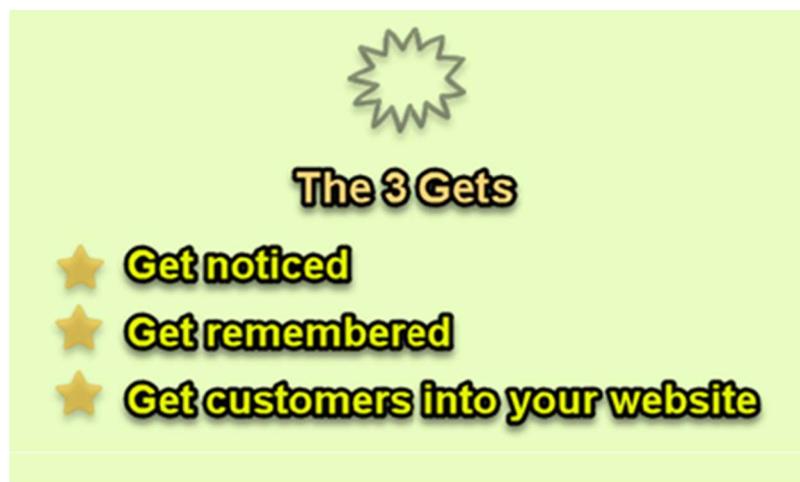
However, as we know, the effort and cost involved in doing this can be a bit daunting. There are many good software tools available for this but of course apart from the cost, there is a learning curve and a lot of work involved which all takes time.

In BizFlex, we can now offer you a fully integrated product marketing system. Yes, there will be a learning curve and some work to do, but hopefully will give you an edge over your competition.

If you have been able to develop or acquire a database of email addresses of your customers, then why not use it?

How does it work?

You can now create Product Tags in BizFlex using any name you like. Then decide and easily bulk allocate a Tag or multiple Tags to as many products in BizFlex that you wish.

Using our new *Customer Listing* program, you next select any combination of Tags, dates, stores, locations (and many other parameters) and generate a list of those customers who have purchased those products that you have tagged.

When you are happy with your customer list, from BizFlex you can send it to an email marketing service provider, such as MailChimp, to bulk send out on your behalf.

Email marketing service provider websites allow you to design and save email templates. You use these to send out a promotion or message to all your customers in your lists. The templates are easy to create, very flexible, professional looking and of course can be reused and changed. For more information on this visit
https://mailchimp.com/features/email/
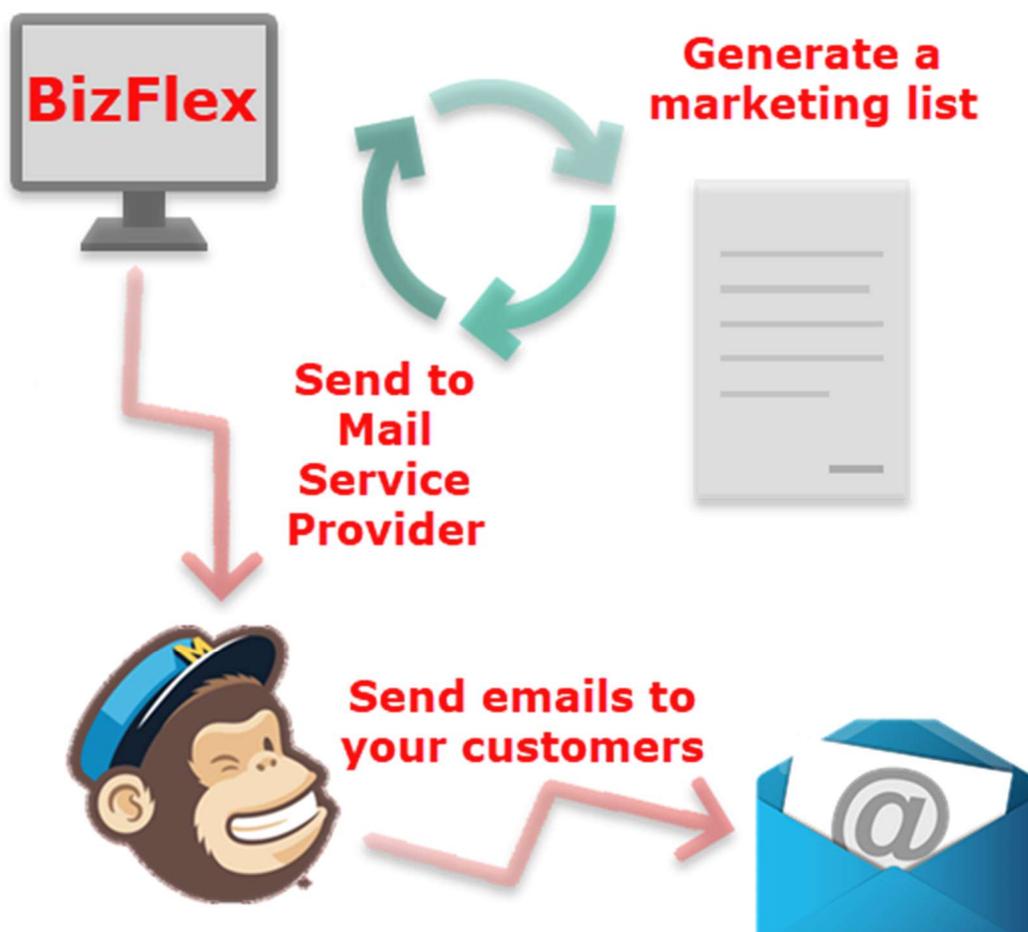
Working in BizFlex

This is an example master list of Product Tags which you can create.

Product Tags Master

Product Marketing Tags Maintain

This is the screen where you can attach your Products to Tags. This can be done one at a time or by using the Product Search button, a whole group of products at once. The list can be added to or products deleted at any time.

Product Master

You can see and maintain Tags on individual products as well in the Product Master screen.

Click X in the red dot to delete the Tag from the Product

Drag & drop or Double Click to add Tags

Customer Listing

Here is where you generate a customer list in BizFlex to send to your Email Marketing Service Provider.

There are tick boxes (not shown here) next to the Product Tag Descriptions where you can select one of more Tags, together with any of the other parameters shown to fine tune the output of your customer list.

You can also add to your list, that is, generate multiple times with different parameters.

Some Tips in Designing your Campaigns

- Personalize your email marketing messages.

  That doesn't mean sending an individual email to every single subscriber, but the message should offer some real benefit for the customer.

- When using Tags, focus your campaigns by offering similar, upgrade or resupply promotional products to what your customers have already purchased.

- Segment your subscribers so that they can be better targeted and you can better measure the effectiveness of you campaign

- Send mobile friendly emails

- Pay attention to and vary the design so that your customers don't get bored with the same looking format and just junk your emails. Only send clean, clear and colourful images that will catch attention. Invite your customer to click into your website to order or for more information. In fact, provide multiple click links into your website.

  Keep the emails reasonably short.

- Do not send marketing emails too often. This is a matter of judgement. If your customers receive emails too frequently, they will probably junk them or unsubscribe. But send out fairly regularly. Try and find out the frequency of emails that your customers will tolerate.

- If possible, include some interesting short but sweet text about the product that you are promoting.

- Consider making many more products available online only that are not available in store. This has two advantages:
  - customers can buy more of what they want from the same place so that they don't have to go to a competitor's website
  - There are no price gap issues between online and store and therefore you can be very price competitive because of much lower overheads