

TORY BURCH  FOUNDATION



EMAIL TO ECOMMERCE ESSENTIALS

A TOOL FOR DRIVING
DIGITAL ENGAGEMENT



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MAXIMIZE EMAIL

Email can be used to build relationships with consumers, boost brand awareness, build stronger relationships with your community, generate leads and increase sales. It is one of the marketing channels that is proven to have the greatest return on investment.

On average,
email campaigns
generate a
**\$43 return for
every dollar spent**



Email is a powerful way to attract new customers. Whether you are building out your first email strategy or are seasoned at sending emails to your customers, use this tool to make the most of your email campaigns and build stronger relationships with your community.

EMAIL BASICS

Use this checklist to follow best practices around privacy agreements and subscriber permissions.

I HAVE...

- SECURED PERMISSION TO EMAIL MY SUBSCRIBERS.
- INCLUDED AN OPTION TO UNSUBSCRIBE.
- A SECURE DATABASE TO STORE EMAIL ADDRESSES AND CUSTOMERS' PERSONAL INFORMATION SAFELY.
- A SERIES OF WELCOME EMAILS THAT WILL AUTOMATICALLY BE SENT TO NEW SUBSCRIBERS.



Welcome emails see
4x the open rate
than standard marketing emails

CREATING THE BODY OF YOUR EMAIL

Engaging your audience is key. To create content that will be engaging, answer these questions:

WHAT VALUE AM I PROVIDING?

WHAT ACTION DO I WANT MY SUBSCRIBERS TO TAKE?

The answers to these questions should be clear in every email you send. And remember, not everything you create has to be sales-related. Create content that will be a resource as a way to build confidence and trust with your community.

Use balance when storytelling. Make sure your message and goals are clear and to the point. Use this checklist to establish best practices:

I HAVE...

- INCLUDED A CLEAR AND PERSONAL SUBJECT LINE.
- GIVEN A PREVIEW OF THE EMAIL CONTENT IN MY PREHEADER. *
- USED A DESIGN LAYOUT THAT IS CLEAN AND EASY TO FOLLOW.
- INCLUDED A DIRECT CALL TO ACTION THAT DRAWS THE READER'S ATTENTION.
- DESIGNED THE EMAIL TO READ WELL ON MOBILE.
- SENT A TEST EMAIL BEFORE SENDING TO MY LIST.

* AN EMAIL PREHEADER IS A SMALL SUMMARY SHOWN AFTER THE SUBJECT LINE.

SEGMENTING AN EMAIL LIST

Segmentation is the key to increasing engagement and generating a greater return on your emails. By segmenting, or grouping your subscribers into smaller lists based on their interests, past shopping history or other relevant information, you can create more personalized and relevant emails.

Use this space to write out your goals and get clear about the groups you want to target.

WHAT DO I WANT MY CUSTOMERS TO LEARN WHEN THEY SUBSCRIBE TO MY EMAIL LIST?

WHAT CRITERIA CAN I USE TO SEGMENT MY CUSTOMERS?

WHAT ARE THE ACTIONS I WANT MY CUSTOMERS TO TAKE WITH EACH SEND?

Next, you'll want to make sure your website is ready for the traffic you're driving from your email.

BUILDING A WEBSITE THAT CONVERTS

Think about the last time you searched for a recipe. Did you have to scroll to the very bottom, after blocks of text and ads, to find the list of ingredients? Or was it easily accessible?

A good user experience, or the ease of navigation your users have when visiting your website, is crucial to your sales. Think back on the experience you had searching for a recipe. Next time you need a recipe, will you return to a cumbersome website or will you find an easier one to navigate? Similarly, if your customers are having to dodge pop-ups and invasive ads, they won't make it to the checkout.

“

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While there is no one blueprint for success, there are key ingredients that make for a good user experience.

WEBSITE FUNDAMENTALS

Use the following checklist to better enhance your conversions.

■ FOCUS ON DESIGN

Keep your logo clearly displayed and use consistent fonts and headlines.

■ KEEP IT SIMPLE

From your product descriptions to your About page to your checkout process, avoid clutter and long blocks of text. Your customers should be able to check out in three clicks or less.

■ INCLUDE CONTACT INFORMATION

Make sure you include an email address or phone number where customers can reach you for questions or comments.

■ DISPLAY SECURITY BADGES

A secure shopping experience is a major priority for shoppers. Earn their trust by displaying any security certifications that endorse your website with safe transactions.

■ UPDATE YOUR SEARCH ENGINE OPTIMIZATION

Including things like page summaries and keywords in your website HTML will increase the chances of customers finding you.

■ INCLUDE A SEARCH BAR

Make your products and services easy to find.

■ CREATE A "GOOGLE MY BUSINESS" ACCOUNT

Keep account up to date to reflect new locations or altered opening hours.

WEBSITE FUNDAMENTALS (CONTINUED)

■ USE VIDEO

Websites that have video demonstrations can get their average consumer to spend 88% more time on their pages.

■ INCLUDE REVIEWS

Establish trust by providing examples that speak to your product or services.

■ UPDATE YOUR SOCIAL MEDIA ACCOUNTS

If your website is linking to your social media channels, make sure your accounts are up to date and providing timely updates.

■ INCLUDE A BEST SELLER CATEGORY

Help consumers navigate the choices and offers on your site.

■ CREATE A SENSE OF URGENCY

Communicate limited quantities or limited-time specials.

■ ACCEPT DIFFERENT PAYMENT METHODS

Make alternative payment methods such as PayPal or Apple Pay available.

■ INCLUDE A CLEAR CALL TO ACTION

Call to actions should reflect the goal you want your consumers to do: shop, subscribe, download, share.



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