

Keynote | [Digital Marketing Platform] Driving Conversions & Retention at Low Effort with the Right Mix of Digital Tools



WILL HEARN
Head of Sales
Sendinblue





Drive conversions and retention easily

through multi-channel automation





Will Hearn
Head of Sales

Hi there!



England, Wales, South Africa & France



Experience in Sales, Marketing, ABM and go to market setup



Basketball, Fishing & trying to surf



Passionate about the aquariums and GTM planning

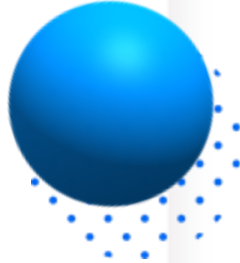


Unlock the potential of automation to boost your sales and marketing strategies

- 1 Optimize channels to build audience data
- 2 Create effective campaigns to drive conversions
- 3 Increase retention with automated journeys

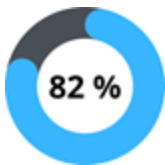


Optimize channels to build audience data





Data Privacy Paradigm Shift



**Consumers are more concerned
with online privacy now than before
the pandemic**

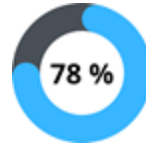


**Consumers' behaviour and expectations
have changed.
It's here to stay and just the beginning.**

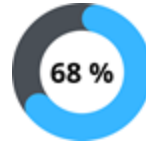




It's not all bad...



willing to share data **if it isn't sold to other companies**



would share some personal data **for discounts or promotions**



Zero Party Data








Data that a customer **intentionally and proactively** shares with a brand.

Zero Party Data can include preference center data, purchase intentions, personal contexts, and how an individual wants to be recognized by the brand.

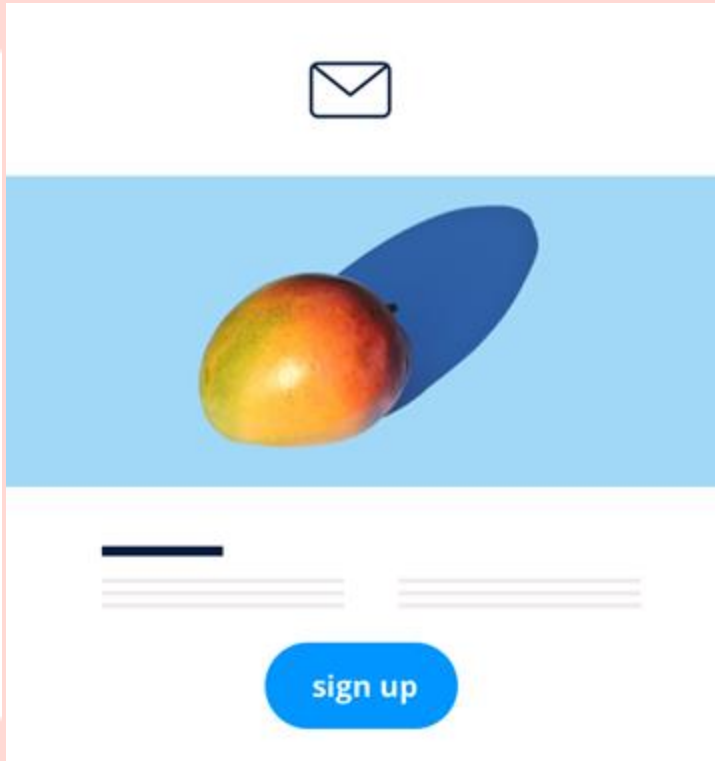


Mindset

-  **Explain why you collect data and what you use it for**
-  **Give customers access to own data**
-  **Let customers edit, add & remove data**
-  **Give option to opt-out**
-  **Don't collect data without disclosure**



Maximize your channels to offer the right incentives to your leads



- ✓ Optimize your website
- ✓ Guide leads down the funnel
- ✓ Incentives the right people
- ✓ Content is good, good content is better



Create effective campaigns to drive conversions





Omni-Channel

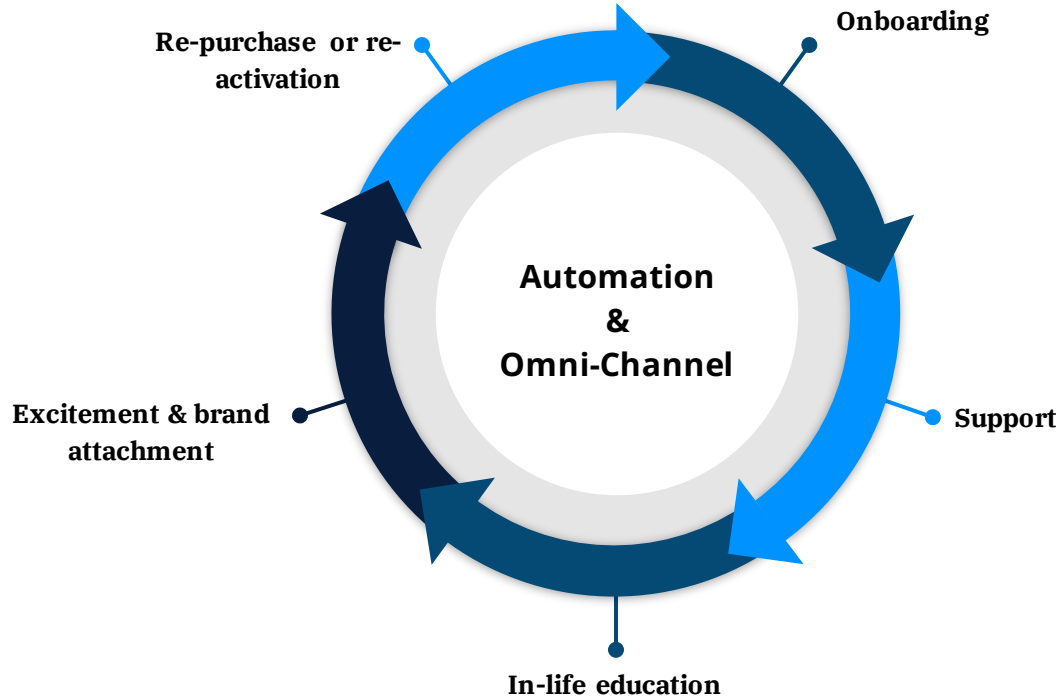


Research estimates retailers **lose anywhere between 10% and 30%** of sales when using one channel

It's not just eCom and retail either, according to data from EY, B2B customers are saying their user journey doesn't match their experience on Amazon and similar sites.



Impact every stage of the customer lifecycle





Example of scenario

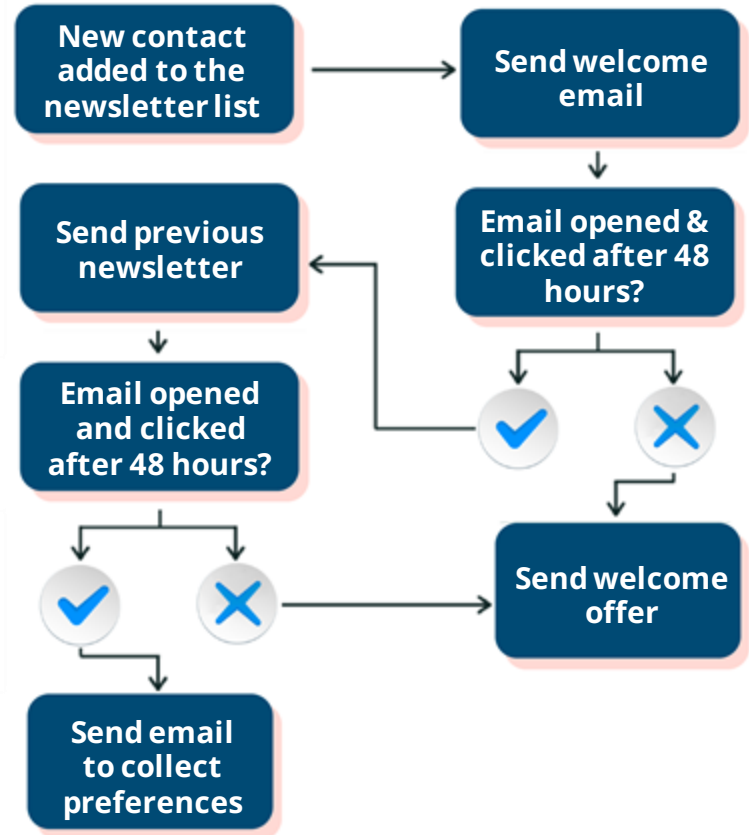
Simplify onboarding

Statistic: Up to 300% increase in revenue

- The first contact is essential! **Don't wait!**
- This is an opportunity to **build a quality long-term relationship**
- Some key statistics for Welcome emails
 - ✔ 74% of consumers expect them
 - ✔ Consumers who receive them are on average 33% more likely to engage with the brand
 - ✘ 57% of brands send them

Stats Source:

<https://www.invespcro.com/blog/welcome-emails/>





Abandoned Browsing

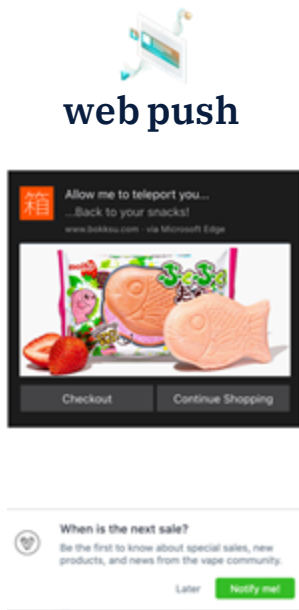
Statistic: Up to 30% CTR



email



web push

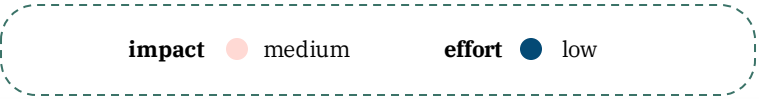


purchase intent indicators

- visiting the same page more than once,
- browsing items in one product category
- doing a site search for a certain product

how to?

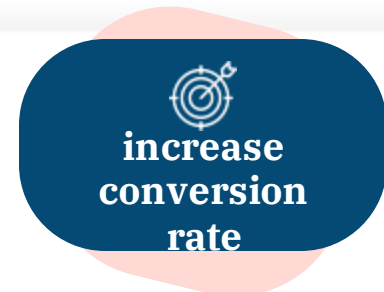
1. install Sendinblue Tracker
2. create the templates:
 - a. email
 - b. web push
3. create the workflow



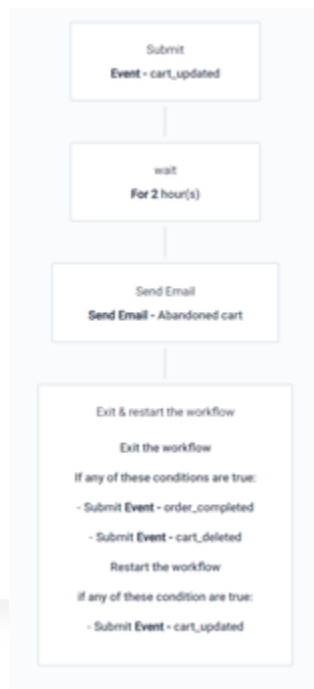
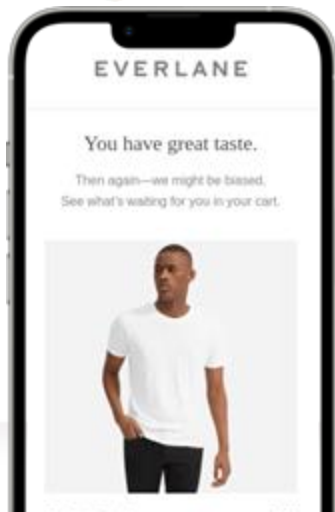


Abandoned cart workflow

Statistic: Average 12% recovery rate



email & web push



drip campaign

3 emails:

- Cart reminder sent within one hour after cart abandonment
- Follow up email sent 12-24 hours later
- Promotional discount. Still no sale? Send a last-chance promotional discount a couple of days later

How to create your abandoned cart workflow





First purchase workflow

Statistic: Open rate of 114.30%



increase social
proof

email, SMS,
Whatsapp



Sequences

- Order confirmation
- A customer satisfaction survey
- If positive, a referral link to share with a friend (sponsorship program)
- Cross-sell related products that can be paired with the item bought

[How to create your first purchase workflow](#)

impact ● high

effort ● low



**Increase retention
with user experience
and clients in-life
education**



Why retention matters

- ✔ It costs between **5 and 25 times more** to acquire a new customer than to keep an existing one
- ✔ Increasing customer retention rates by 5% increases profits by **25% to 95%**
- ✔ The probability of upselling to an existing customer is around **65%**



Generate excitement through your content

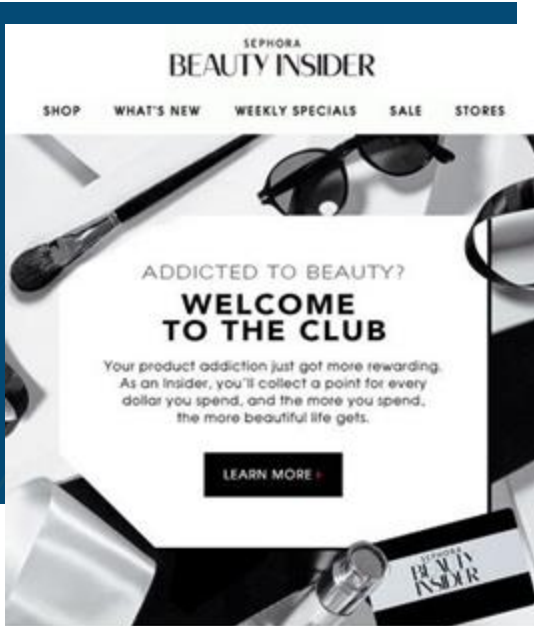
- ✔ Go beyond transactions
- ✔ Pay attention to the quality of your content
- ✔ Tailor your message based on behaviour





Optimize the customer experience

- ✓ Get it right first time!
- ✓ Identify fragile customers and offer them solutions or extra help.
- ✓ Distill education smartly throughout the customer lifecycle.
- ✓ Make the most of every opportunity to communicate



EXAMPLES OF RETENTION INITIATIVES

- ✔ Rewards or loyalty programs
- ✔ Random acts of kindness
- ✔ Referrals programs
- ✔ Feedback collection
- ✔ Discounts



A real life success story: Nestor



A startup that cooks and delivers lunch meals to offices and homes.

The company stands out from the competition thanks to their focus on the customer journey.

The team relies on email marketing and automation features to build loyalty and drive repeat purchases.



Email Campaigns

1. Daily menu during weekdays
2. Weekly menu on Sundays
→ These communications represent around **20% of the turnover**



Automated scenarios

1. Net Promoter Score evaluation
2. Customer satisfaction
3. Weekly scenario to reach customers who have placed an order in the previous seven days.
→ **Entry point:** Date of the last order
→ **Objective:** Get customers to place three orders



About Sendinblue





Best-in-class features to accelerate your growth

Ingest



Web events



Synchronise data



Plugins

Personalise



CRM



Segmentation



Individualisation

Engage



Email



Landing Pages



Conversations



**Enterprise by
Sendinblue,
a plan
tailored to
your needs**



**Personalised service
and dedicated CSM**



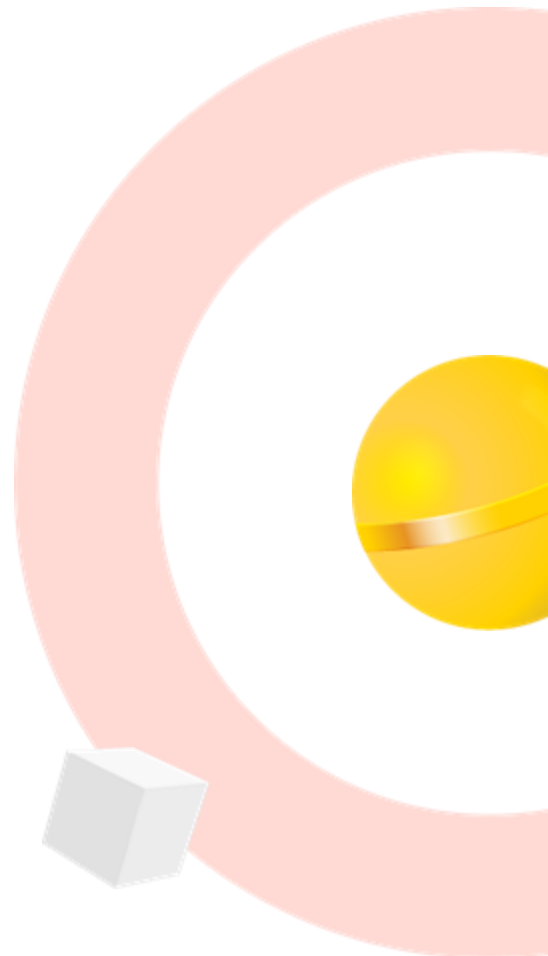
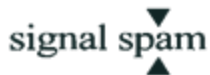
Scalability & robustness



**A la carte features
& services**



A platform trusted by market leaders





**Today's advice
and much more
in our whitepapers**



Will Hearn
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Thanks!



Q&A time

