

# Members Only

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# Privileged Information

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# **The Deliverability Factor**

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*Hey, Insiders!*

It's April ... but there'll be no *fooling* around in this GSD!

Pranks, puns, and jokes aside, April will be the month we show you how to work smarter, pivot faster, and earn bigger. Not with any fancy-pants technology or time-consuming workshops. We're talking about a little thing that could make a HUGE impact on your numbers ...

*Deliverability.*

Keep reading to learn how to sharpen this tool (already in your arsenal, to be honest). After this GSD, your emails and SMS should be able to cut through the clutter. And in no time, you will see how your business grows as your deliverability rate grows.

Of course, you're still going to put in the work. But with this GSD, it's going to be easy.

And I promise it'll be worth it.

*Matthew Stafford*

# The Mindset

By Matthew Stafford

## “Quit Talking and Start Doing”

When it comes to building a successful ecommerce business, having the right mindset is critical. This means always prioritizing your customers and consistently putting in the work. However, there are also common mindset mistakes that many ecom entrepreneurs make that can hinder their success. Let's look at a few, along with solutions to help you overcome them.

**Mistake #1:** Focusing too much on the competition.

While it's important to be aware of your competitors, focusing too much on what they're doing can distract you from your own goals and lead to feelings of anxiety and self-doubt.

Solution: Instead of constantly checking up on the competition, focus on your own strengths and unique value proposition. Keep in mind that there's always room for multiple successful businesses in any given industry.

**Mistake #2:** Not taking risks.

Playing it safe may feel comfortable, but it can also limit your potential for growth and success.

Solution: Don't be afraid to take calculated risks in your business, whether that means investing in new technology, expanding your product line, or trying out a new marketing strategy. Just make sure to do your research and consider all potential outcomes before taking the leap.

**Mistake #3:** Not seeking out help and support.

It's easy to fall into the trap of thinking you have to do everything yourself, but that can lead to burnout and stunted growth.

Solution: Ecom Insider was created for this very reason—to support ecommerce store owners (like you!) by providing the resources and guidance they need to grow their businesses ... while maintaining their sanity. So, never be afraid to ask questions when you need help. We're here for you!

As famous entrepreneur Walt Disney once said, "**The way to get started is to quit talking and begin doing.**" By adopting the right thinking and avoiding common mindset mistakes, you can set yourself up for success in the ecom world. Remember, success doesn't happen overnight, but with consistency, dedication, and a customer-centric mindset, you can achieve your goals and build a thriving business.

# The Scout

By Team GSD

## “The Deliverability Factor”

You could have the best product, promo, and copy in the world ... but they won't do any good if your intended customer isn't opening your correspondence.

If you've been around long, you know how important email and SMS marketing are to growing your business. Check out these stats:

- Email marketing yields a remarkable return on investment (ROI) of \$45 for every \$1 spent, as reported by Statista.
- According to the Content Marketing Institute, a significant proportion of marketers (81%) rely on email marketing.
- Per Oberlo, around 347.3 billion emails are sent and received daily worldwide.
- 99Firms reports that people send each other around 18.7 billion texts daily.

So ... How will you stand out? What will help you move the needle?

The answer is simple: improve your deliverability.

### **Deliverability**

Simply put, deliverability is the ability of an email or SMS message to reach your target audience's inbox—without being filtered or blocked by spam filters.

Deliverability is the major KPI of your email and SMS campaigns. It's the success metric that you need to monitor and learn from to get the most out of your marketing efforts.

Because if your communications are not being opened, you're throwing money away.

(Please note: Deliverability is different from delivery. Delivery is when an email is delivered to an email service provider. Deliverability is when an email is delivered to an inbox.)

Here's a quick rundown of deliverability processes:

EMAIL DELIVERABILITY PROCESS	SMS DELIVERABILITY PROCESS
<p>With your email campaign, you usually send your message from an application programming interface (API). This message is received by the email service provider (ESP).</p> <p>The ESP will then run your message through a filter.</p> <p>This filter "decides" whether your email will go straight to the recipient's inbox or (sadly) to the spam folder.</p>	<p>This process is similar to email, but there are other factors at play:</p> <p><b>Your chosen SMS marketing platform:</b> Depending on your chosen platform, there may be "rules" to ensure your message complies with its policies. For instance, Klaviyo requires its users to obtain consent from a recipient before they can send them SMS marketing messages.</p> <p><b>The wireless carrier:</b> Wireless carriers may also have their own set of rules regarding terms or words that can or cannot be used, or perhaps policies regarding URLs or links.</p>

	<p><b>Your recipient's mobile device:</b> Once your message has gone through the wireless carrier, it will be sent to your recipient. But your message won't come through if the phone is turned off or the service is unavailable.</p>
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It's important to note that at various points in the process, your communications may be dropped and, ultimately, not land in your recipient's inbox. Why? Here are the top reasons:

1. **Unsubscribed or revoked consent:** If your user unsubscribed or revoked their consent to receive messages from your company, your ESP will suppress your message from being sent. Which means, your email list could be smaller than you initially intended.
2. **Bounced emails:** Even if a message *leaves* your outbox, it can still bounce (i.e., not reach an intended recipient). One reason for this could be an incorrect recipient email address, which would be called a "hard bounce. However, if the recipient's email address is correct, the recipient's inbox being full, their email server being offline, or the sender's email being too big or in violation of the platform's guideline could prevent successful delivery to an intended recipient's inbox (a "soft bounce").

To address hard bounces, add validation to your sign-up process. For example, check whether their domain is correct and/or whether the email exists.

For soft bounces, be mindful of the volume of emails you send and make sure your content follows your platform's guidelines and protocols. And, needless to

say (but I'll say it), your content should also be engaging and click-worthy, so your recipients don't mind hearing from you occasionally.

3. **Message identified as spam:** Recipients will not receive your message if they have marked your email address as spam, or if your subject line or content contain red-flag words/terms.
4. **Unopened emails:** Honestly ... Some people just don't care enough to open marketing emails.
5. **Negative email engagement:** Of course, it's never enough that your message reaches your recipient's inbox—they also have to engage with it. Engagement can be positive (recipient clicks links or adds you to their email contacts) or negative (they mark your email as spam or unsubscribe). Negative engagement can lead to lower email deliverability and may also impact your email deliverability reputation (yes, that's a thing!).

# How to Check your Deliverability Performance

## If You're Using Klaviyo

Monitoring overall opens, clicks, bounces, unsubscribes, and spam complaints will give you an idea of your overall deliverability performance and ability to reach your audience's inbox. These symptoms should alert you that you may be having deliverability issues:

- Drop in opens
- Drop in clicks
- Drop in revenue/conversions
- Spike in unsubscribe rates
- Spike in spam complaint rates
- Spike in bounce rates
- Reports of emails not being delivered
- Reports of emails landing in the spam folder

You can check the metrics above through the following:

- **Unique opening rates:** Ratio of unique email openers to total delivered emails (different from total opens).
- **Unique click rates:** Ratio of unique link clicks to total delivered emails.
- **Bounce rates:** Ratio of bounced email addresses to total sent emails.
- **Unsubscribe rates:** Ratio of unsubscribed recipients to total delivered emails, measured per campaign or specific list.
- **Spam complaint rates:** Ratio of spam complaints to total delivered emails for a particular email.

## **Deliverability Benchmarks by Industry**

### **Opens and clicks for email campaigns:**

*(Average email rates across Q4 2022, including Apple MPP opens)*

Industry	Average open rate	Average click rate
All (aggregated across all industries)	58.61%	1.51%
Apparel and accessories	41.05%	1.70%
Automotive	37.93%	1.73%
Electronics	39.20%	1.48%
Food and beverage	40.80%	1.54%
Hardware and home improvement	39.15%	1.77%
Health and beauty	37.92%	1.08%
Housewares, home furnishings, and garden	41.38%	1.62%
Jewelry	39.95%	1.56%
Mass merchant	34.76%	1.27%
Office supplies	38.49%	1.56%
Specialty	39.65%	1.38%
Sporting goods	40.55%	1.84%
Toys and hobbies	40.42%	1.91%

**Opens and clicks for flows:**

Industry	Average open rate	Average click rate
All (aggregated across all industries)	52.49%	5.83%
Apparel and accessories	53.51%	5.82%
Automotive	50.81%	6.65%
Electronics	51.28%	6.20%
Food and beverage	53.65%	6.09%
Hardware and home improvement	51.83%	6.13%
Health and beauty	50.30%	5.08%
Housewares, home furnishings, and garden	54.02%	6.25%
Jewelry	52.95%	6.05%
Mass merchant	46.19%	5.37%
Office supplies	50.34%	5.14%
Specialty	51.16%	5.68%
Sporting goods	54.12%	6.76%
Toys and hobbies	52.08%	6.16%

**Negative engagement rates:**

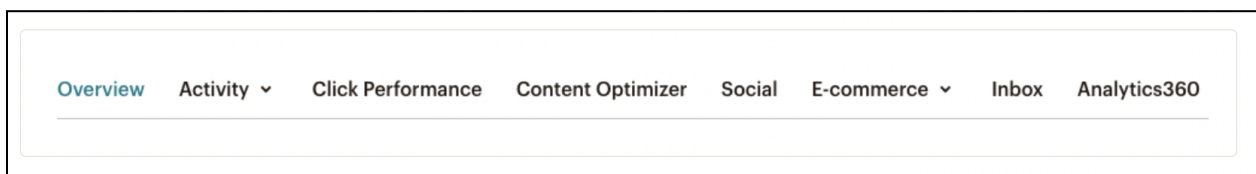
Metric	Needs attention	Room for Improvement	Healthy
Bounce rate	> 2%	1%-2%	< 1.0%
Unsubscribe rate	> 1%	0.3%-1%	< 0.3%
Spam complaint rate	> 0.05%	0.01%-0.05%	< 0.01%

You can also check your Campaign Trend report and Email Campaigns page to monitor your campaigns performance over time.

**If You're Using Mailchimp**

Similar to Klaviyo, you should monitor various KPIs to check your deliverability performance.

You can go to your Overview tab to see your metrics:



In measuring your deliverability performance, you can check the following metrics in your Overview:

- **Campaign benchmarking:** How you compare versus your peers
- **Open rate:** Percent of successfully delivered campaigns registered as open

- **Click rate:** Percent of successfully delivered campaigns that registered a click
- **Opened:** Number of recipients who opened the campaign
- **Clicked:** Number of recipients who clicked any tracked link
- **Bounced:** Number of recipients who registered as a hard or soft bounce
- **Unsubscribed:** Number of recipients who opted out of your emails
- **Total opens:** Total number of times recipients opened the campaign
- **Successful deliveries:** Number of recipients who didn't hard or soft bounce on the campaign
- **Total clicks:** Number of times recipients clicked tracked links

## **Mailchimp's Deliverability Benchmarks**

Industry	Average Open Rate	Average Click Rate	Hard Bounce	Soft Bounce	Unsubscribe Rate
All non-labeled accounts	22.71%	2.91%	0.40%	0.61%	0.25%
Agriculture and Food Services	23.31%	2.94%	0.32%	0.50%	0.28%
Architecture and Construction	22.51%	2.51%	0.73%	1.18%	0.32%
Arts and Artists	26.27%	2.95%	0.30%	0.51%	0.28%
Beauty and Personal Care	16.65%	1.92%	0.26%	0.33%	0.30%
Business and Finance	21.56%	2.72%	0.43%	0.55%	0.20%
Computers and Electronics	19.29%	2.08%	0.47%	0.79%	0.27%
Construction	21.77%	2.26%	0.86%	1.28%	0.39%
Consulting	20.13%	2.49%	0.50%	0.79%	0.27%
Creative Services/Agency	21.39%	2.66%	0.58%	0.93%	0.35%
Daily Deals/E-Coupons	15.06%	2.23%	0.07%	0.13%	0.10%
E-Commerce	15.68%	2.01%	0.19%	0.26%	0.27%
Education and Training	23.42%	2.90%	0.32%	0.51%	0.21%
Entertainment and Events	20.51%	2.36%	0.28%	0.43%	0.26%
Gambling	21.62%	3.30%	0.42%	0.38%	0.15%
Games	21.10%	3.66%	0.37%	0.44%	0.25%

Government	28.77%	3.99%	0.33%	0.50%	0.13%
Health and Fitness	21.48%	2.69%	0.30%	0.40%	0.40%
Hobbies	27.74%	5.01%	0.18%	0.31%	0.23%
Home and Garden	21.60%	3.03%	0.32%	0.52%	0.35%
Insurance	21.36%	2.13%	0.67%	0.71%	0.25%
Legal	22.00%	2.81%	0.52%	0.66%	0.22%
Manufacturing	19.82%	2.18%	0.72%	1.18%	0.31%
Marketing and Advertising	17.38%	2.04%	0.44%	0.68%	0.27%
Media and Publishing	22.15%	4.62%	0.14%	0.27%	0.12%
Medical, Dental, and Healthcare	21.72%	2.49%	0.51%	0.63%	0.28%
Mobile	19.29%	2.27%	0.48%	0.58%	0.37%
Music and Musicians	21.88%	2.94%	0.28%	0.48%	0.26%
Non-Profit	25.17%	2.79%	0.33%	0.49%	0.20%
Pharmaceuticals	18.58%	2.25%	0.39%	0.53%	0.17%
Photo and Video	23.24%	3.23%	0.43%	0.65%	0.40%
Politics	22.94%	2.37%	0.28%	0.41%	0.21%
Professional Services	21.94%	2.55%	0.56%	0.83%	0.31%
Public Relations	21.02%	1.98%	0.45%	0.71%	0.17%
Real Estate	19.17%	1.77%	0.38%	0.56%	0.27%

Recruitment and Staffing	21.14%	2.53%	0.45%	0.53%	0.30%
Religion	27.62%	3.16%	0.17%	0.25%	0.15%
Restaurant	19.77%	1.34%	0.37%	0.50%	0.28%
Restaurant and Venue	20.39%	1.40%	0.32%	0.45%	0.39%
Retail	18.39%	2.25%	0.22%	0.32%	0.25%
Social Networks and Online Communities	21.06%	3.32%	0.20%	0.34%	0.22%
Software and Web App	21.29%	2.45%	0.65%	0.97%	0.37%
Sports	24.57%	3.09%	0.26%	0.39%	0.28%
Telecommunications	20.92%	2.27%	0.63%	0.87%	0.23%
Travel and Transportation	20.44%	2.25%	0.31%	0.51%	0.24%
Vitamin Supplements	15.03%	1.62%	0.23%	0.36%	0.27%
<b>Average Totals</b>	<b>21.33%</b>	<b>2.62%</b>	<b>0.40%</b>	<b>0.58%</b>	<b>0.26%</b>

By now, you're probably wondering: What are filters looking for in my messages? How can my team guarantee high email and SMS deliverability?

Keep reading!

# How to Improve Your Email Deliverability

## 1. Build and maintain a clean email list.

Email service providers offer tools to help you clean your email list. Take time to segment your users based on their level of engagement.

If you have inactive users (whether they're one-time buyers or never-bought lurkers), you don't have to delete them just yet. You may want to customize your communication with them in a way that will re-engage them and, ultimately, win them back. Here are some ways to do that:

- **Dangle special discounts and offers.** Compile your inactive members list and offer them discount codes, free trials, new products, and more.
- **Personalize your emails.** Based on their past behaviors, you may want to personalize your re-engagement campaign with product recommendations, birthday gifts, or anniversary offers. You can even email them to say, "Hey, we noticed you've been quiet—everything OK?" This is a way to make them feel valued and appreciated.
- **Ask for feedback.** Some may opt out, and that's totally OK. But asking them for their comments and suggestions will give you a clearer idea of what they want.
- **Ask them to update their email and other personal info.** Simple but effective. You can even ask them if their preferred method of communication has changed (maybe they want to receive communications via text instead).

If you've tried various strategies, but your inactive users remain inactive, you may want to permanently move them from your main list to a different one.

## 2. Segment your email list.

Segment your email list based on recipient demographics or interests to improve engagement and reduce the risk of your emails being marked as spam:

- **Customer engagement level.** You can send more frequent emails to your most engaged customers and send only occasional emails to non-engaged customers.
- **Customer demographics.** You can segment based on age, location, and gender to help personalize your emails.
- **Purchase history.** Because not all customers are interested in one particular product, past purchases are a good way to see what products your recipients want. You can use this to increase your emails' clickability.

## 3. Optimize your content.

If you want your customers to engage, your emails' content (copy and design) must be interesting, relevant, and click-worthy. They must also be optimized for mobile (very important—63% of marketing emails are opened via mobile phones!). Here are some best practices:

- Keep your subject lines short (around seven words or 36 characters, including emojis).
- Personalize your subject lines by using your recipient's name. According to Klaviyo, "Open rates with the recipient's name in the email subject line have an 8.92% open rate, compared to an 8.64% open rate for subject lines without a name for small- to mid-sized businesses."
- In subject lines, use urgency/FOMO for best results. It's a great way to get people to act. You can build urgency via limited-time offers, time-based promos, and more. You may also use curiosity and intrigue to get your recipients to click. Asking controversial questions may do the trick.

- Make your calls to action (CTAs) prominent in the email. Also, try to strike a balance between your visuals and text. Email on Acid recommends at least 500 characters in your email copy.
- There's no formula for the perfect email, but you *MUST* learn and refine your techniques through A/B testing to get closer to perfection.

#### 4. Monitor your email metrics.

Regularly monitor your email metrics to identify and address any issues affecting deliverability:

- **Open rate:** Number of emails opened vs. number of emails delivered
- **Click-through or click rate:** Number of clicks vs. number of emails delivered
- **Bounce rate:** Percent of total bounced emails
- **Unsubscribe rate:** Percent of people who opted out from your email list

#### 5. Get permission before sending emails.

Ensure that your recipients have opted in to receive your emails. This will help reduce the likelihood of your emails being marked as spam.

#### 6. Use a reputable email service provider.

Working with a reputable email service provider can help ensure your emails are delivered successfully. We use Klaviyo and Mailchimp:

- **Klaviyo:**
  - Tailored for ecommerce businesses
  - Advanced targeting based on customer behavior and purchase history

- More automation options, including SMS and push notifications
- Higher pricing compared to Mailchimp but delivers better ROI for ecommerce businesses
- Provides comprehensive analytics and reporting on customer behavior and campaign performance
- **Mailchimp:**
  - General-purpose email marketing platform used by businesses of all sizes
  - Basic automation features like abandoned cart and welcome series
  - Free plan for businesses with fewer subscribers
  - User-friendly platform with a drag-and-drop email builder
  - Robust marketing features beyond email, such as social media advertising and landing page builder

## 7. Use a clear and recognizable sender name.

Use a sender name that is clear and recognizable, such as your business name or a person's name, to help increase the chances that your emails will be opened.

## 8. Avoid using spam trigger words.

Avoid using words or phrases that are commonly associated with spam, such as "free," "guarantee," and "limited-time offer." Additionally, here are some factors that spam filters consider:

- **Subject line:** Should be optimized, intriguing, and short.
- **To field:** They verify that you know your recipient.
- **Content:** Text and images should be balanced.

- **IP Address:** If someone in your IP range is spamming, you could get flagged too.
- **From name and email address:** Filters usually verify the sender against the recipient's address book.
- **Domain name:** Filters verify that your domain name is authenticated.

## 9. Include an “Unsubscribe” link.

Include an “Unsubscribe” link in your emails to allow recipients to stop receiving your emails, if they so choose.

## 10. Authenticate your emails.

Email authentication refers to the technical standards that help verify an email sender's identity. The most commonly used email authentication standards are Sender Policy Framework (SPF), DomainKeys Identified Mail (DKIM), and Domain-based Message Authentication, Reporting, and Conformance (DMARC). You can check with your Klaviyo or Mailchimp partners to see if these are already integrated into their services. Otherwise, you may have to work with your IT team and third-party providers.

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## ***Apple Mail Privacy Protection (MPP) Quick Guide***

In 2021, Apple launched iOS 15, which came with many data privacy changes that may impact your email marketing. Three key changes are:

1. Ability to hide open email behavior
2. Ability to hide specific location data by blocking IP addresses
3. Ability to hide click-through activity by using a proxy email address

## Things to consider:

- With MPP enabled, the campaign reporting will register the email as opened, regardless of whether the recipient has viewed the email.
- Klaviyo has observed the following among its customers: Network open rates went up 15%, location tracking doesn't appear reliable anymore (state and city level), and there's inflated revenue attribution.
- Because there's a higher number of iOS 15+ users in the US, US-based stores will feel the effects.

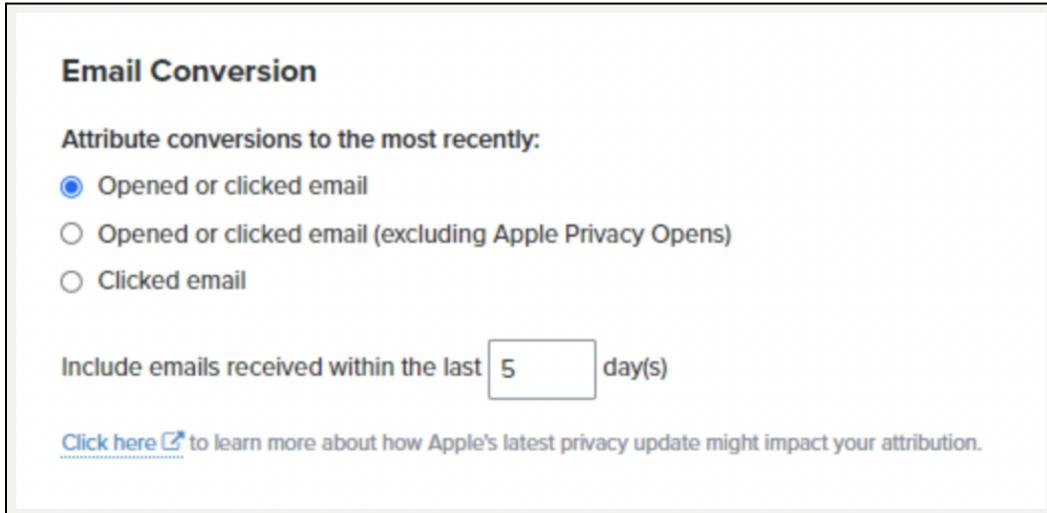
**The challenge:** In a nutshell, the cleanliness of your list is at risk. Your old reporting may generate inflated numbers because of the Apple MPP. As such, there could be unengaged users in your engaged segments.

**The solution:** If you use Klaviyo, you're in luck—they've implemented some solutions to help you overcome this update:

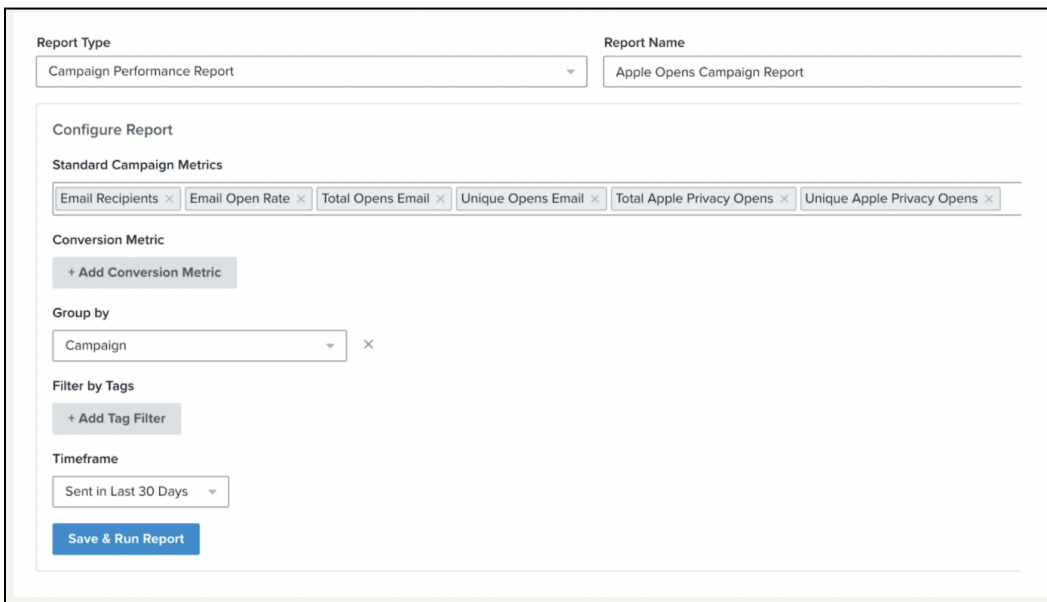
1. You can use the "Apple privacy open" data point. By enabling it, you can segment based on whether an open comes from Apple's MPP. See the example below:

The screenshot shows the Klaviyo segment definition interface. The segment name is "Engaged (3 Months)". The definition is composed of two conditions connected by an "OR" operator. The first condition is: "What someone has done (or not done)" is "Has" "Opened Email" "at least once" "in the last" "90" "days". The second condition is: "What someone has done (or not done)" is "where" "Apple Privacy Open" "equals" "False". There is an "Add Filter" button below the conditions and a "+ AND" button at the bottom left.

- 2. Because the MPP can inflate your metrics, such as revenue per recipient, you can use the attribution conversions section to omit attribution from Apple. You can find this in the Email Conversion section:



- 3. You can use the custom reports tool to include total and unique Apple privacy opens as metrics in both campaign and flows performance reports. This feature helps you track the number of Apple privacy opens for each email sent.



# How to Improve Your SMS Deliverability

According to OpenMarket, SMS has a 98% open rate, and 90% of text messages are read within the first three minutes of being received. This means that SMS can be a highly effective communication channel for ecommerce store owners, but only if the messages are delivered.

To improve SMS deliverability, here's what you should do:

1. **Use segments.** To better target your subscribers, segment them by purchase history, interest, demographics, engagement, location/time zone, and VIP status. Your text messages must be highly relevant and personalized to each specific segment.
2. **Clean your lists.** Don't waste money sending messages to invalid or incorrect numbers! Remember, you will still get charged even if the users' numbers are wrong or not working. So save yourself some \$ and clean your lists.
3. **Don't be spammy.** It's so basic but so, so important. To avoid being marked as spam:
  - Make sure to use clear, concise language.
  - Use proper capitalization, grammar, spelling, and punctuation.
  - Include your name in messages.
  - Explain why a receiver is getting your texts.
  - Avoid repetitive content.
  - Avoid exaggerated claims and promises.

4. **Use a reputable SMS service provider.** Choose one that adheres to best practices and guidelines for SMS messaging. We recommend the following:

### **Twilio**

- Provides a variety of communication channels, such as SMS, voice, and video.
- Offers APIs for building customized communication workflows and SMS delivery services to over 150 countries.
- Has a pricing model based on usage, including SMS messages sent and received as well as phone numbers used.
- Provides different solutions that allow you to scale: Twilio Flex (omnichannel contact center that supports SMS, WhatsApp, WebChat, Messenger), Twilio Frontline (customer relationship app for your sales team), and Marketing Campaigns (best for sending high-quality emails to large audiences; also for newsletters, rewards programs, company announcements and more).
- Offer different APIs to help you reach various platforms. This includes Twilio's programmable messaging, voice, and video APIs.

### **Postscript**

- Provides an easy-to-use interface with pre-made integrations for ecommerce platforms, such as Shopify and Magento.
- Delivers focused SMS marketing campaigns that consider customer actions and preferences.
- Has a pricing structure that's determined by the number of SMS messages sent per month, and additional charges apply for features like MMS.
- Offers round-the-clock customer support.

- Provides different solutions, like smart segmentation (with over 35 filters) and automated text marketing (with its robust menu of filters and tags) to help you engage your audience and build loyalty.
- Provides automated compliance to Telephone Consumer Protection Act (TCPA), mobile carriers, and other regulatory bodies.

### **Attentive**

- Offers a user-friendly platform and pre-built integrations with popular ecommerce platforms like Shopify and BigCommerce.
- Provides advanced targeting options, including personalized product recommendations and segment-based messaging.
- Has pricing that depends on the number of subscribers, and extra charges apply for features such as MMS and integrations.
- Offers a dedicated customer success manager and in-depth training and resources.
- Provides pre-built reports that you can automate.
- Provides easy integrations with other ecommerce platforms, CDPs, ESPs, and CRMs, letting you centralize customer details.

### **Emotive**

- Lets you automate SMS marketing campaigns triggered by specific customer behaviors or events (think abandoned carts, birthdays, new purchases, and more).
- Allows easy integration with ecommerce platforms like Shopify, Magento, and WooCommerce.
- Provides businesses with advanced customization and integration with their existing systems.

- Offers two-way SMS messaging to help you start more meaningful conversations with your users and deepen brand loyalty.
5. **Ensure that your SMS messages comply with relevant laws and regulations.** For instance, do your messages abide by the TCPA? You should also find out if there are rules around message timing. For example, some countries may only allow marketing SMS to be sent during business hours. If you don't comply, your messages may be blocked. Also, different carriers typically abide by different rules, so do your due diligence.
  6. **Obtain opt-in consent from customers before sending SMS messages.** Once you get new SMS subscribers, send them a confirmation message. This establishes your identity and decreases the likelihood of being blocked/reported as spam. This double opt-in will ensure your new subscribers are active and likely to engage.
  7. **Regularly monitor and analyze SMS campaign performance.** This will help you identify and address any issues affecting deliverability.

# Email and SMS Marketing Trends in 2023

Now that we've covered the basics, let's look into this year's email and SMS trends. Remember these as you plan with your team:

## 1. Users' preference for SMS will increase:

- SMS scores high among consumers, but far less so with marketers.
- Because of the iOS 16 update, users may now easily mark texts from unknown numbers as junk. There will likely be more CTAs to save contact cards via SMS.
- Integrating SMS with email marketing can substantially boost the performance of both channels.

## 2. Artificial Intelligence (AI) may be your next marketing assistant:

- AI like ChatGPT may help you create email subject lines, ads, and website copy. Other AI can act like a concierge, helping you analyze behavioral data and providing personalized product recommendations. It may also help you in visual design pretty soon (yes—they're getting smarter!).
- If you want to learn more about artificial intelligence and how you can maximize it for your store, check out Brad's awesome [AI Training!](#)

## 3. BIMl will get bigger:

- According to Postmarkapp, "Brand Indicators for Message Identification (BIMI) is an email specification that enables email inboxes to display a brand's logo next to the brand's authenticated email messages."
- Companies that use BIMI early get better results, such as more people recognizing their brand, increased customer trust, more people opening their emails, and higher revenue.

- When companies use DMARC authentication, they can better protect against scams and fake emails and teach their customers how to recognize and avoid them.

#### **4. Email design will become more intentional in 2023:**

- A shift toward fewer image-based emails is driving a focus on accessibility.
- Use of personalization and dynamic content, visually striking images, and compelling copy are critical.
- Design-wise, we will see a lot of minimalism, bold colors, striking copy, video embeds, animated illustrations, and GIFs.

#### **5. Brands will strive to be more authentic:**

- According to Emplifi, 2023 will be the year of authenticity, “with brands turning to customer influencers, user-generated content (UGC), and emerging platforms like BeReal and TikTok, which have already solidified their place as go-to social platforms for brands.”
- UGC will be a fantastic way to showcase products in real life. In an Emplify survey, 82% of Gen Zers claimed they trust brands that use images of real-life customers versus those that do not.
- Customers will turn to social media for support or questions while buying. They can connect quickly to a sales representative straight from FB or IG, resulting in a personal, convenient service.

#### **6. Deliverability will be challenging:**

- So many factors can prevent you from reaching your target audience’s inbox. There are millions of emails being sent and received every day. Apple has implemented its Mail Privacy Protection. ESPs are improving their spam filters and spam blocking.

- As an ecom store owner, you must prioritize cleaning up your list and being more attentive to your customer's behavioral data (aka zero-party data).

#### 7. **Ultra-personalization will matter even more:**

- Segmentation will remain critical.
- Users will respond more to personalized messages. To engage them, you should:
  - Include the recipient's name in the email/subject line
  - Add smart tags to customize the content for the recipient
  - Use pictures or videos that the recipient will like
  - Design emails that look good on both desktop and mobile

## ★ ☆ ★ BONUS SECTION ★ ☆ ★

# Thought Starters for Mother's Day

Many ecommerce store owners complain that the first and second quarters of their fiscal year are where they see their slowest sales numbers. And unless you sell a seasonal product that's only sold during a specific time of year ... This slow time DOES NOT HAVE TO HAPPEN.

With some forethought, you can engineer May and June to be record-breaking months!

Here are some interesting tidbits to get you going:

- According to Verizon, American Mother's Day is the busiest Sunday (imagine all those Mother's Day calls!).
- 70% of adult children want to learn more about their mothers' life stories.
- 1/3 of mothers desire a "break from the mama routine" on Mother's Day.
- On Facebook, US users dominate Mother's Day posts.
- Mother's Day was the top holiday for food delivery services in 2019 and 2020.

And, for good measure, let's look at some Mother's Day reminders and recommendations:

1. **Gift cards:** In 2022, Americans spent \$31.7B on Mother's Day. Statista says US consumers planned to spend around 24 USD per capita on gift cards for Mother's Day. People who use gift cards tend to spend more than just the gift card. Many also forget they have gift cards, meaning you collected the money and never had to incur the Cost of Goods Sold. Easy win.

2. **Email required:** Email promotions are the driving force behind the most successful Mother's and Father's Day campaigns. Most of your email-related sales will come from existing customers (LTV, baby). Still, a good percentage will also come from your prospect list in the form of people who just needed an extra little nudge to finally become a customer. It's also important to coordinate your email marketing efforts with your paid advertising promotions. Yes, you can run a new customer-only promo, but ensure you exclude all existing customers so they don't see it.
3. **Last-minute shopping:** Both Mother's and Father's Day online sales typically do not peak until a week from the holiday ... which is crazy considering that shipping often takes 7 to 10 days.
4. **D-day announcement:** D-Day is the last day and time you can accept an order and still have them receive the package in time for Mother's Day. This varies from store to store and by what shipping options you offer.

The important thing is that you announce your D-Day to the world and ideally do a strategic countdown to increase the scarcity. Also ... as the big day gets closer, this is a perfect time to start offering "Priority Processing," "Rush Service," or other speed/time-related services to your products. You can also increase your shipping prices to build in a little more profit the closer you get to D-Day. Those down-to-the-wire shoppers know it costs more to ship things last-minute.

5. **Retargeting (and follow-up) is key:** Your store's abandonment rates will spike in the days leading up to Mother's Day (starting about seven days out). You need a strategy to recover as many of those abandons as possible. This includes:
  - **Generic store abandons:** These visitors bounce or abandon without looking at a specific product. You should have a retargeting campaign for them to bring them back.

- **Product page abandons:** These are people who exit after viewing a specific product page. You should have a retargeting campaign that remarkets this exact product to them.
  - **Shopping cart abandons:** These people added products to their cart, and then left. You should have a dynamic cart retargeting campaign running to save these sales.
  - **Checkout page abandons:** These shoppers started to check out but left before completing their purchase. You should have retargeting, email, SMS, and FB messenger campaigns going out to these people.
6. **Empathy for the season:** The sad reality is, Mother's Day isn't always a happy occasion. With the pandemic and the economic downturns, the past few years may have been difficult for your community and customers. Many of them are likely struggling with Mother's Day, maybe because of strained relationships or perhaps because their moms aren't with us anymore.

Make opting out an option for your customers. This is a good way for your customers to inform you that they do not want to receive marketing during this time. Or better yet, explore creating a culture of support within your community. For instance, Greetabl partnered with FertilityTribe for Mother's Day to support women struggling to conceive, suffering from the loss of miscarriage, or facing other motherhood hardships.

7. **Mother's Day SMS marketing schedule:** Schedule your emails and SMS in advance, and space them out over several days to give your customers time to consider your offer. Remember, being pesky or pushy with your promos can be spammy.

Speaking of schedule ... **START EARLY.** This will help you get more customers. But remember, some shoppers may look for gifts as early as February, while others will cram at the last minute. Consider them in your planning.

8. **Mother's Day gift guides:** Provide a wide range of bundles and offers, with budgets to suit all. Use SMS to send your gift guide and send reminders (with images). Put your best-selling products front and center.
9. **Mother's Day sales:** According to TextAnywhere, "77% of consumers opt in to receive coupons or to hear about deals and sales, and 66% said they had redeemed a special offer via text within seven days of receiving it." So make the most of your segmented list and treat active subscribers to a special sale.
10. **Don't forget to say thank you:** Send a thank you message to customers who shopped your store to show appreciation and strengthen your connection. Use two-way SMS to get them talking about their experience so you can get insights for future marketing campaigns.
11. **Don't forget single dads!** While we honor our mothers, let's shine a light on fathers who play the roles of both parents. You can build a campaign around them or offer special promos or gift cards, especially for single dads. Of course, you can do this for single moms during the Father's Day season, too.

## Mother's Day Campaign

Here's a sample two-week email and SMS campaign you can follow! Copy-paste to your heart's desire ... but don't forget to tweak it to fit your brand voice. (We used a sample store as a stand-in!). You may want to start earlier (3-4 weeks ahead), but it's best to refer to your data for the best frequency and timing.

Date	Email/SMS #	Description	Copy
May 1	Email #1	Reminder: Mother's Day is near!	<p><b>Subject line:</b> Got a Mother's Day surprise planned?</p> <p><b>Preview line:</b> Mom would love a thoughtful, meaningful gift!</p> <p><b>Headline:</b> Surprise Mom with customized handmade jewelry.</p> <p>Hi, [Name]! With Mother's Day just around the corner, we wanted to help you find the perfect gift for Mom. Our handcrafted jewelry pieces are one of a kind and sure to make her feel special. Plus, we're offering 15% off your entire purchase for the next 48 hours! Use the code MOTHERSDAY15 at checkout to claim your discount.</p>
	SMS #1	Reminder: 2 weeks to go!	<p>Happy Mother's Day week! Celebrate mom with HeartString's Artisan Jewelry's unique handcrafted jewelry. Use the code MOTHERSDAY10 for a 10% discount. Shop now! <a href="#">[Link]</a></p>

May 3	Email # 2	Gift ideas	<p><b>Subject line:</b> Thank Mom for the gift of life!</p> <p><b>Preview line:</b> Heartfelt gratitude = Heartstring Artisan Jewelry</p> <p><b>Headline:</b> Gift Ideas to Show You're Grateful to Mom</p> <p>Hey, [Name], Happy Mother's Day week! If you're still looking for gift ideas, consider our handmade jewelry. We have something for every style, from delicate necklaces to bold statement earrings. Check them out here! <a href="#">[Link]</a></p>
	SMS # 2	Gift ideas	<p>Hi, [Name]! Spoil Mom with the perfect Mother's Day gift. HeartString's Artisan Jewelry has something for every mom, from dainty necklaces to bold statement pieces. Free shipping on orders over \$50. Shop now! <a href="#">[Link]</a></p>
May 5	Email # 3	Free shipping promo	<p><b>Subject line:</b> Still no gift for Mother's Day?</p> <p><b>Preview line:</b> Make her day with one-of-a-kind jewelry!</p> <p><b>Headline:</b> One-of-a-kind gift for a one-of-a-kind mom</p> <p>Time is running out to order your Mother's Day gift! Our jewelry pieces are handcrafted and made to order, so place your order soon to ensure it arrives on time. Enjoy free shipping on all orders today!</p>

	SMS # 3	Free shipping promo	[Name], did you know HeartString's Artisan Jewelry offers personalized jewelry pieces? You'll find one she'll love, from birthstone bracelets to custom name necklaces. Shop now & enjoy free shipping! <a href="#">[Link]</a>
May 7	Email # 4	Reminder: 1 week to go!	<p><b>Subject line:</b> Mother's Day 7 days away!</p> <p><b>Preview line:</b> Still looking for a gift? Don't cut it close!</p> <p><b>Headline: Hurry, so you don't worry!</b></p> <p>If you haven't found the perfect gift for Mom yet, look no further than HeartString's Artisan Jewelry. Our unique pieces are handcrafted with love, making them the perfect way to show Mom how much you care. Plus, take advantage of our Mother's Day sale and get 10% off your order with code MOMROCKS.</p>
	SMS # 4	Promote gift cards	Hey, [Name], surprise your mom with a one-of-a-kind treat. Check out our exclusive Mother's Day Gift Cards here! <a href="#">[Link]</a> Reply STOP to opt-out.
May 9	Email # 5	Single dad ideas	<p><b>Subject line:</b> Mother's Day may be hard for single dads ...</p> <p><b>Preview line:</b> Brighten their day with a thoughtful gift!</p> <p><b>Headline:</b> Happy Mother's Day, single dads!</p>

			To all the single dads out there: Happy Mother's Day! Whether you're a dad filling both shoes or raising a child who doesn't have a mom, know that you're doing an amazing job. Treat yourself to a 30% discount on us! Use the code SingleDadsRock when you shop here. <a href="#">[Link]</a>
	SMS # 5	Single dad promo	Hi, [Name], This Mother's Day, we celebrate single dads who try their best to raise their kids. We have jewelry made especially for them—now at 30% off! <a href="#">[Link]</a> Reply STOP to opt out.
May 11	Email # 6	Last call	<p><b>Subject line:</b> Last call for Mother's Day orders!</p> <p><b>Preview line:</b> Order now to get her gift delivered on time!</p> <p><b>Headline:</b> Don't be the kid without a Mother's Day gift!</p> <p>Hey, [Name], Don't forget Mom's gift! Order today and get it delivered in time for Mother's Day. Check out our Made for Mom Jewelry here at 20% OFF! <a href="#">[Link]</a> Reply STOP to opt out.</p>
	SMS # 6	Last call	[Name]! Today's your last chance to order Mother's Day gifts! HeartString's Artisan Jewelry's unique handcrafted pieces are made to order and shipped with love. Order now to receive your gift on time! <a href="#">[Link]</a>

May 12	Email # 7	Promote same-day shipping	<p><b>Subject line:</b> Order now, get it later—all for Mom!</p> <p><b>Preview line:</b> Same-day delivery for Mother’s Day!</p> <p><b>Headline:</b> Get your handmade Mother’s Day gift delivered today.</p> <p>Moms make the impossible possible. So just for today, we’re making it possible for you to take advantage of same-day shipping with any HeartString’s Artisan Jewelry worth \$100 and up. Don’t miss this opportunity!</p>
	SMS # 7	Countdown: 3 days to go	<p>Mother’s Day in 3 days, [Name]! No gift yet? Here are thoughtful gift ideas for the wonderful woman in your life. <a href="#">[Link]</a> Reply STOP to opt out.</p>
May 13	Email # 8	Countdown: 1 day to go	<p><b>Subject line:</b> Will you make your mom smile tomorrow?</p> <p><b>Preview line:</b> Put a big smile on her face with a one-of-a-kind necklace!</p> <p><b>Headline:</b> Show her why you should be her fave child!</p> <p>Hey, [Name], If you want to be Mom’s favorite, treat her to special, handmade jewelry that’s beautiful and meaningful. Choose only the best for the one who knows best! <a href="#">[Products]</a></p>
	SMS # 8	Last-minute ideas	<p>No gift for Mom yet, [Name]? Don’t worry—we got you. Check out our Made for Mom gift ideas</p>

			that you can get in time for Sunday. <a href="#">[Link]</a> Reply STOP to opt out.
May 14	Email # 9	Happy Mother's Day greeting	<p><b>Subject line:</b> Mom, thank you for all you do.</p> <p><b>Preview line:</b> Today, we celebrate you.</p> <p><b>Headline:</b> Happy Mother's Day!</p> <p>We hope your day is filled with love and happiness. Thank you for choosing HeartString's Artisanal Jewelry for your Mother's Day gift. We appreciate your support and can't wait to see you again soon.</p>
	SMS # 9	Personal greeting	Happy Mother's Day from your HeartString family! Today, let's honor all the mothers and mother figures in our lives. Thank you for loving us the best way you know how.

## We're Not Done Yet!

Here are some sample headlines you can use for your email and SMS campaigns for Mother's Day and Father's Day. Feel free to revise to fit your brand voice and your awesome deals!

### **For moms:**

1. "Mom, thanks for putting up with us!"
2. "Mother's Day: because dad can't do everything."
3. "So mom's expecting a great Mother's Day gift ..."
4. "Don't forget the woman who gave you life!"
5. "Mom deserves more than a last-minute card."

### **For dads:**

1. Dad bods > six-pack abs!
2. Enough with socks and ties!
3. The dad jokes are on us this Father's Day!
4. Dad, we forgive your socks + sandals combo.
5. No need to ask Mom for permission this Father's Day!

## **Bonus: ChatGPT Mother's Day Prompts**

If you want more thought starters for your Mother's Day campaign, here are some sample prompts for ChatGPT. Revise and refine as you wish!

*As a savvy ecommerce store owner, you know the importance of having a successful Mother's Day marketing campaign. With Mother's Day just around the corner, creating compelling email and SMS campaigns that resonate with your customers and drive sales is crucial. So, what are the key elements that make a successful Mother's Day marketing campaign? What promotions and messaging should you include in your emails and text messages? And how can you ensure that your campaigns stand out from the competition and deliver results? Share your best tips and insights for creating a successful Mother's Day email and SMS marketing campaign.*

*Act as an ecommerce store owner. The ecommerce store is named [name] and sells [product]. Write a 4-part Mother's Day campaign in a table format. Column 1 is the Date, Column 2 is Email Subject, and Column 3 is Email Body. Use a friendly and female tone of voice.*

*Act like an ecommerce store owner. Write examples of good Mother's Day SMS and email to get them to buy your product.*

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I hope all the info we shared here got you excited about Mother's Day! And even if your products aren't made for moms, you can still take the time to create heartfelt messages for the mothers and mother figures in your community.

With this email and SMS deliverability GSD, I hope you're able to make this special holiday impactful for your subscribers (and your bottom line!).

*Matt*