



5 Must-Have Email Campaigns

As an e-commerce merchant, you don't have spare time to constantly come up with creative email campaign ideas that will grab your customers' attention. Use the five we've provided below to get started on your campaigns:

1. Time Limited Coupons

During the quieter times of the month, brighten your customers' inboxes with a time-sensitive coupon code to clear out old inventory and boost sales.

2. The Win-Back Email

Email automation saves time and money. One important campaign to activate is the win-back for lapsed customers. Sometimes an incentive like a discount, free shipping, or a free downloadable resource (e.g. an eBook) is enough to re-engage them.

3. Your Company's Story

As a small business owner, you likely have a relatable story that will build an affinity with your customers. Introduce your brand story to new customers shortly after they've made their first purchase.

4. Reward Loyal Customers with Sneak Peeks

Send your VIP customers a sneak preview or a special discount code to show appreciation before the general announcement of new products to the public. Doing so builds brand advocacy and word-of-mouth marketing. People tend to trust feedback from others online, so potentially even encourage your VIPs to help break the news of new products.

5. Event Invitation

Whether you exist solely online or have a brick-and-mortar too, hosting an event is a fun way to bring your customers together and create an experience around your brand. Online events can be just as fun as in-person ones! Set a date and time, get creative with your invites and incentives, and engage customers in a new way.

Having trouble thinking of other campaign ideas? The team at ShippingEasy is always here! Check out the Marketing Resources hub for more inspiration.