SHIFT IN CONSUMER BEHAVIOR

WORKBOOK

Part 4: Emails & Communication

BACELINE BOOST

BACELINE GROUP

EMAILS

Emails are an ideal way to communicate with your customers. As a small business owner, you can build trust with your customers, personalize their experience with your brand, and tout your business as an expert as part of your email strategy. Here are some tips for your consideration in developing your email marketing plan:

Circle the following email strategies that would boost your marketing plan.

WELCOME EMAIL
Send a welcome email after subscribers join your email list. This is their first introduction to your brand and can set the tone for your new relationship with them.

BRAND UPDATES
Keep loyal customers informed of any new updates. Highlight new staff members, changes to operating hours, and showcase new products and services.

SPECIAL OFFERS
Communicate sales and specials offers. If a customer's favorite product is on sale, sending a personal email to a long-time product lover will go a long way to building loyalty.

PERSONALIZE CELEBRATORY OCCASIONS
Birthday and anniversary wishes make customers feel valued for their loyalty and reinforce their commitment to your brand.

EMAIL GROWTH TIPS

- Create an offer that resonates with your customer's interests like a chance to win a prize, receive extra services, or an offer to discount their next purchase
- Provide something of value to entice customers to join your email list at checkout
- Promote your brand as an authority in your industry and offer valuable tips to customers
- Motivate customer sign ups with the fear of being left out on new product and service updates
- Invite your social following to sign up to receive notices of promotions and sales
- Collect email addresses from loyalty program participants at sign up

Place an unsubscribe link in an easily accessible place in your email. Your users should have the option to opt-out if they don't want to receive your emails.

People who join email lists are more likely to convert to buyers.

What does your business offer customers that your competitors do not? List these advantages and describe how to make them a part of your email strategy.

COMMUNICATION

Personalization has become critical in attracting customers. Knowing your customers preferences, what resonates with them, and communicating through their preferred channels are key to providing the personalized experience customers are seeking.

Knowing your customers' preferences allows your business to personalize marketing efforts. Describe your customers' needs and wants.

Customers take notice of brands who remember them. To meet customer expectations for a personalized experience, tailor communications based on your customers' needs and wants to make a personal impact and provide the following benefits: (Check all boxes that apply)

- ☐ Improve customer satisfaction
- ☐ Build trust in your brand
- ☐ Boost customer retention
- ☐ Increase customer loyalty
- ☐ All of the above

The personalized, in-store shopping experience offers customers an experience that can't be delivered by digital commerce. Look at the personalized shopping experience you deliver through the eyes of your customers and answer the following questions:

Take a walk through your store, are your window displays inviting and reflect your customers' needs?

Do the products and services you provide reflect your customers interests and expectations?

Are the safety measures taken to assure the health and safety of your shoppers visible?

Does your staff interact with your customers in the same personal and professional tone as represented by your brand?

Do you communicate an in-store, personalized shopping experience on all of your marketing channels?

Knowing your customers inside and out will help you deliver a personalized shopping experience. Assure a seamless interaction from in-store to digital marketing campaigns to meet customer expectations and to build loyal customer relationships.

2021 STATISTICS

- 80% of consumers are more likely to buy from a business that provides a tailored experience
- 70% of consumers say that how well a company understands their individual needs impacts their loyalty
- Email: Personalized emails drive 6 times more transactions compared to non-personalized email campaigns
- Social Media: 57% of consumers follow brands to learn about new products and services. Your followers are waiting to hear from you!
- Website: 74% of consumers are frustrated by website content that isn't personalized

*statistics provided by Startup Bonsai

Neighborhood Shopping Centers Creating Community Value