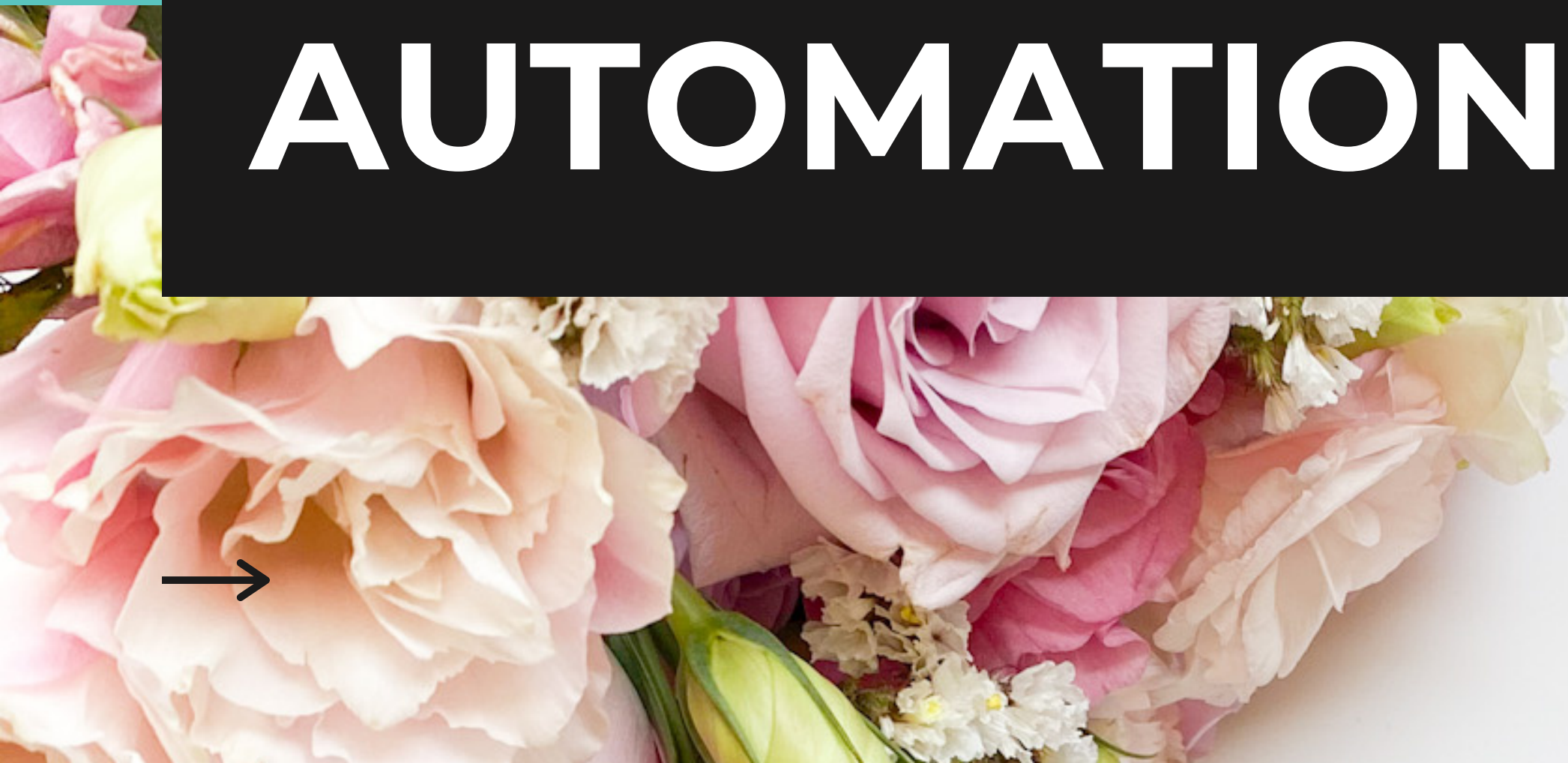


SAF PROFIT BLAST

10.11.2022



MARKETING AUTOMATION





Why Automate?

A large field of sunflowers stretching towards the horizon, with a large teal brushstroke circle overlaid on the right side.

\$19.66B

by 2026

**Size of marketing
automation
software market**

Mordor Intelligence



**Acknowledge
automation as
the #1 contributor
to their success**

Learning Hub

A teal-colored circle with a white brushstroke effect around its perimeter, containing the text '20%' and 'more productive'.

20%

more productive

**Businesses that
utilize marketing
automation are**

Funnel Overload

GETTING STARTED

EMAIL



SOCIAL





EMAIL AUTOMATIONS



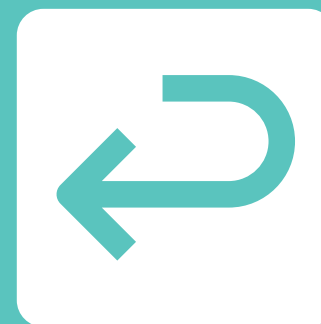
WELCOME
EMAIL
SERIES



CART
ABANDONMENT
SERIES



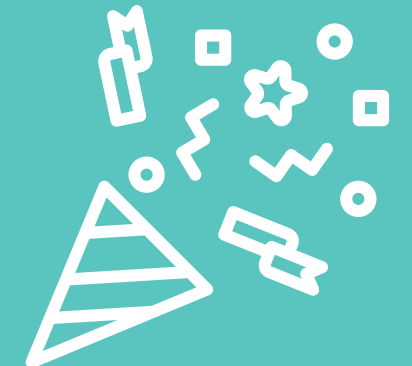
CUSTOMER
WIN
BACK



POST
PURCHASE
REVIEW



BIRTHDAY
REWARD
EMAIL



WELCOME EMAIL SERIES



Email #1



Immediately:

Double Opt-In

Introduce Your Brand



Email #2



After 1 Day:

Establish Expectations

Follow on Social



Email #3



After 2 Days:

Offer Incentive

Gain Loyalty



Email #1



Thank You For Subscribing



WELCOME TO THE WONDERFUL WORLD OF
FLEURISH FLORAL STUDIO!

CONFIRM YOUR EMAIL TO
MAKE OUR FLORAL FRIENDSHIP OFFICAL!

YES! LET'S BE FRIENDS!



Email #2



Now that you found your new floral bestie, here is what you can expect:

BE THE FIRST TO KNOW ABOUT

NEW PRODUCT
DROPS

EXCLUSIVE
DISCOUNTS & PROMOTIONS

SPECIAL EVENTS &
WHAT'S ON OUR SOCIAL CALENDAR



LOOKING FOR INSPIRATION?
LET'S GET SOCIAL!

Click below to follow us on:



Email #3



YOU KNOW YOU WANT TO



TREAT YOURSELF TO SOME
FLEURISH FLOWERS

BUY BLOOMS NOW



AND BECAUSE WE LIKE YOU SO MUCH
SHIPPING IS ON US WITH CODE SHIPFREE !



CART ABANDONMENT SERIES



Email #1



After 30
minutes:

What They Left
Behind



Email #2



After 3 hours:

Address
Objections



Email #3



After 6 hours:

Offer A
Discount

Capture Lost Revenue



Email #1



YOU, MY FRIEND, HAVE GREAT TASTE!

You left some beautiful blooms in your cart.



CLICK BELOW TO RETURN TO CART

BRING ON THE BLOOMS!



Email #2



DID YOU FORGET ABOUT US?

We promise you will love our fresh blooms!
We custom pack each shipment to maximize flower freshness
and protect your precious cargo while en route.



CLICK BELOW TO RETURN TO CART

BRING ON THE BLOOMS!



Email #3



WE CAN'T LET YOU PASS THIS UP!

Buy these blooms and shipping is on us!

CODE: SHIPFREE



CLICK BELOW TO RETURN TO CART

BRING ON THE BLOOMS!



CUSTOMER WINBACK

Email #1



After 60 days of not opening emails:

Offer a Deep Discount or Promotion



Email #2



After 1 Day:

List Removal Notification

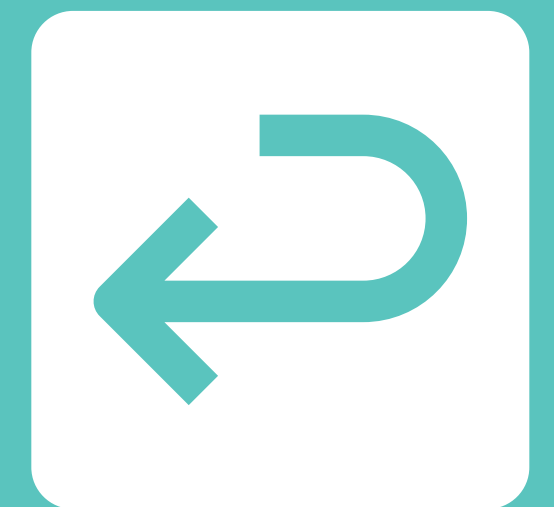


Email #3



After 2 Days:

Unsubscribe Notification



Re-engage Subscribers

Email #1



WE HAVEN'T SEEN EACH OTHER LATELY!

PLEASE ENJOY

30%
OFF

CODE:MISSYOU

Use it to buy yourself some beauties like these!



MEET LOLA



MEET SIMONE



Email #2



WE CAN TAKE A HINT

Maybe it's timing or maybe you are no longer in love with dreamy floral arrangements handcrafted with local blooms.

Either way, we don't want to clutter your Inbox. If we got it all wrong, just click below to stay in touch!

WAIT! KEEP ME ON THE LIST!



Email #3



IT'S TIME TO SAY GOODBYE

WE WILL MISS YOU



Since we haven't heard back from you we are going to go ahead and remove you from our list. We hope to reconnect again!



POST PURCHASE REVIEW



4-5 days after
product arrival

- Link to create a review on Google
- Provide a link for direct help
- Make it personal

Increase Sales



EMAIL



DID YOU LOVE IT?
LET US KNOW!



KATIE, WE WOULD LOVE TO
HEAR FROM YOU!

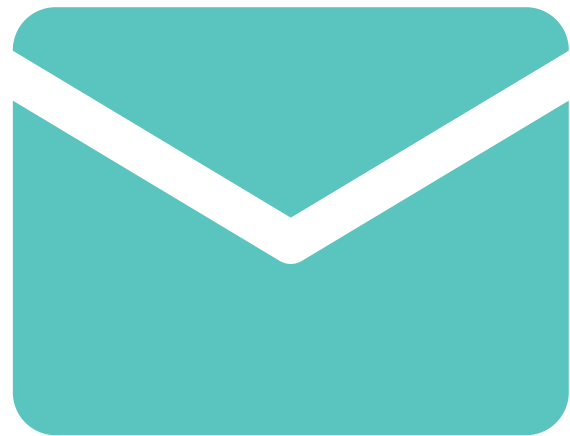
[WRITE A REVIEW](#)



HAVE ANY OTHER FEEDBACK?
EMAIL US AT HELLO@FLEURISHFLORAL.COM



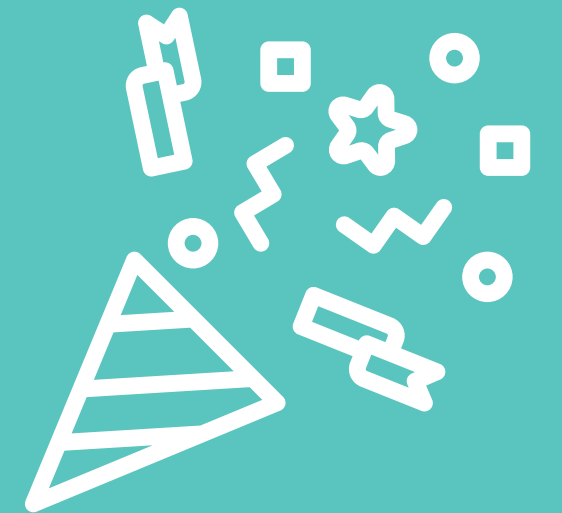
BIRTHDAY EMAIL



First Day of
Birthday
Month

- Capture this information at time of subscription
- Offer a special "gift" for their birthday
- **Pro Tip:** Offer a promotion at the one-year anniversary of subscribing to your emails

Improve Customer Loyalty



EMAIL



HEY, WE HEARD
IT'S YOUR BIRTHDAY!

PLEASE ENJOY

15%
OFF

CODE:BDAYBLOOMS

BUY SOME BLOOMS



MEET LOLA



MEET SIMONE



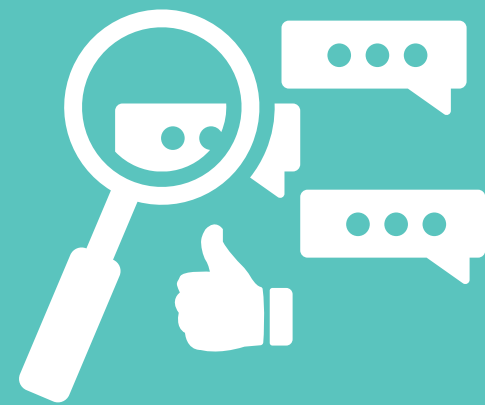


SOCIAL AUTOMATIONS

**POST
SCHEDULING**



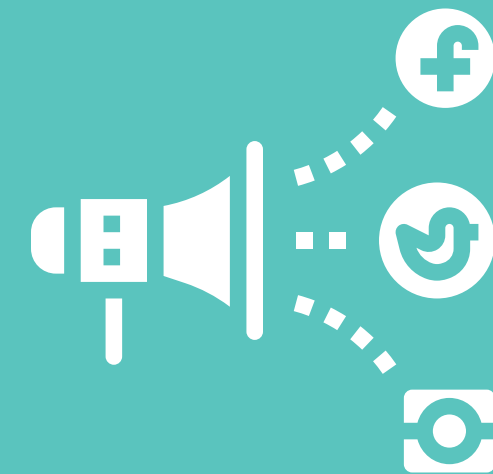
**SOCIAL
MONITORING**



ANALYTICS



**SOCIAL
ADVERTISING**



**CAMPAIGN
MANAGEMENT**



Bonus Automation Tool: IFTTT

Everything Works Better Together

"It's like digital duct tape."

IFTTT is the free bridge that makes each app, service, or device talk to each other and group tasks for better productivity.

When something happens on one service, it triggers an action on another
"If This Then That."

Get a notification when the International Space Station passes over your house

by IFTTT

178.4k



Get the weather forecast every day at 7:00 AM

Weather Underground

474.7k



Tweet your Instagrams as native photos on Twitter

Instagram

650.4k



Track your work hours in Google Calendar

Google

216.4k

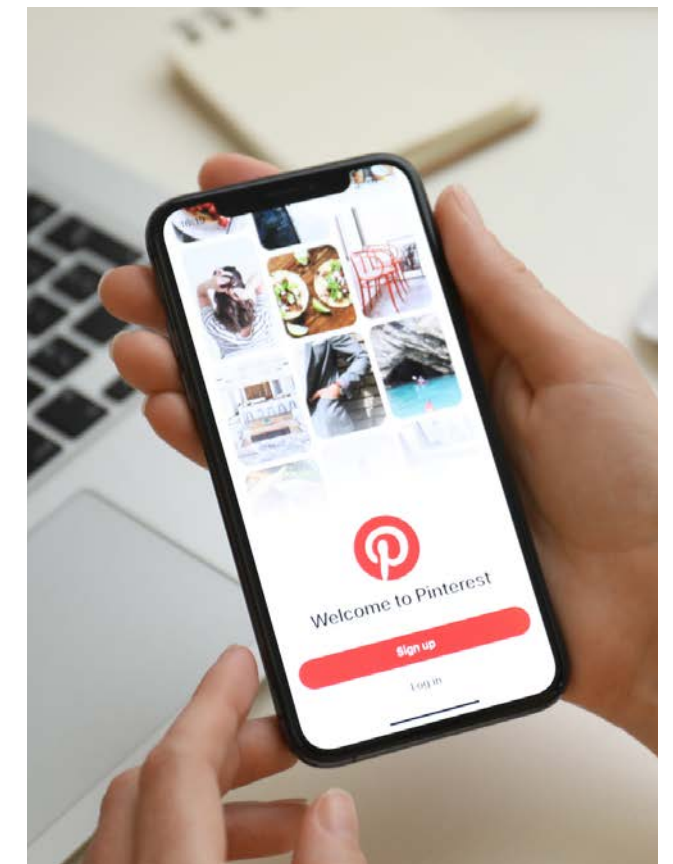


IFTTT for Marketers:

Automation for Pinterest

Automatically creating a Pinterest "board" for each blog category.

Each time you post a new blog article, the featured image will get posted to your various boards.



IFTTT for Marketers:

Content Distribution

Automatically share the following:

- Add new videos as blog content
- Share branded hashtag content from Instagram to Facebook
- Link a liked pin to your Pinterest profile + specific board (assuming a photo is available)



IFTTT for Marketers:

Competitive Research

Keep track of the following about your competitors:

- Changes to your competitors' websites
- New blog posts from your competition
- Find out when a news site links to your competitor



Final Thought:

“

**It's never about
having the time.
It is about
making the time.**

”

Marie Forleo
Everthing is Figureoutable



QUESTIONS?

Let's Connect!

Melanie Spibeler
FreshPath Marketing LLC

