



SUPER EMAIL MARKETING TEMPLATES

**Email Templates
For E-Commerce**

Edmund Loh

E-Commerce Email – 8 Email Series

The 8 powerful email series to entice people to your store, address their objections and give continuous value to your customers.

Email marketing is an integral part of your any person who seriously ventures into the e-commerce business. This also means it should be for you too.

In essence:

- a. You're building an email list,
- b. Emailing frequently (albeit not too frequently)
- c. And mailing interesting and relevant content to your audience.

You can call yourself a master at this. But email marketing is not enough on its own. In fact, a recent survey done by Campaign Monitor reported that 44% of marketers say increasing engagement rates is their number one challenge:

The truth is, it's not only about the right strategy; it's about the right sequencing. This means even if you do your emails right, when they're sent at the wrong time to the wrong prospect, people will opt out of your list, or worse, move to a competitor!

Send the right emails at the right time to the right prospects, however, and you will get lifelong customers.

In this article, I'm going to show you eleven e-commerce marketing campaigns you need to send to increase engagement, improve your bottom line, and more important, reduce churn.

Let's get started.

Note that these emails are presented in their most basic version to focus on the content and their intention. You can change their look and feel that suits your style.

Email #1: Welcome Email

SUBJECT: Welcome to our store!

Hi There!

It's very nice to (virtually) meet you here!

We are Outdoor Weaves. We make apparel for outdoor activities that are comfortable, durable and contemporary.

We strongly believe in The Power Of Doing Things, and we create the outfits that allow you to do just that!

Finally, welcome to the newsletter and the insider group! Here you will receive VIP access to our latest releases, promos and discounts.

- *Outdoor Weaves*

[Shop Men](#)

[Shop Women](#)

[Shop Kids](#)

Simple and direct email subject to make your reader feel welcome

Highlight the core business & unique selling point of your business to highlight quality and build trust

Belief echoes in the quality of the products

Value proposition to highlight exclusivity and reward for opting in

Invite the reader to engage with your store immediately to harness the fresh excitement

Notes:

Aim for originality. Write in the way that reflects the culture and energy of your store the most. Do not use insider jargon.

If you have multiple products, make it easy for new subscribers to browse by preference. The aim here is to remove barriers for making purchases (think: the fewer the clicks, the better).

Email #2: Curation

SUBJECT: The 8 Best-Selling Discounted Apparels, Here at Berrymade!

Hey there [Name]!

We at Berrymade are excited to show you this.

Here are last week's top-selling items from our store.



BUY 3, SAVE 20%



BEST SELLING SUNGLASSES



NATIONAL PARKS TRAIL CAP



STAINLESS STEEL PERSONAL KEG



ADVENTURE-READY BELTS



MALOUF CHARCOAL PILLOW

See something you like? If you get them now, you can save up to 20%!

[Visit The Shop](#)

← Curation angle. Used this to show your readers the best offers you have right now

← Show what are the best sellers in image form to further interest the reader

← Increases the perceived value of the featured items.

← Call-To-Action. Invites your reader to go check it out and buy

Notes:

Showing curated content is a strategy used to show your readers that they deserve the best items at the best discounts

Showing this can also be a form of a reminder that you can deliver a lot of value to them

Email #3: Engagement

SUBJECT: JadeStore, now with Free Shipping for the first purchase of the day!

Hey there,

We know that not everyone wants to pay shipping when purchasing.

Which is why when you shop at JadeStore, you can get Free Shipping with your first purchase!

[Shop Now](#)

Get further discounts when you shop for the first time of the day at our store, before stocks run out.

See you At Our Shop!

← To capture your readers' attention with a value proposition

← Address your reader's barriers. This makes them know you listen to them, and you take action to address that.

← Scarcity to get your readers to act now

Notes:

The Free Shipping Method is excellent for stores that have regular occurrences of cart abandonment

This is because this may be your customers' main objection when shopping with you.

However, limit the amount of Free Shipping offers that you give out as this method is only used to minimize objections rather than eliminate them.

Email #4: Discount Email

SUBJECT: 50% off our drinks if you buy now!

Hello there [[NAME]]

Here's a discount code for you as a token of appreciation from us at Spirite

When you order our new Mango Lime Sangria in the next 36 hours, you will get it 50% off!

[Get 50% Off Mango Lime Sangria Here](#)

Grab this chance to taste our wonderful concoction of sweet, juicy Indian mango and sharp lime, infused with a splash of Absolut Vodka, only at Spirite!



Mention reader's name for personalization



Scarcity as psychological trigger



Describing product to tease the reader more on its uniqueness

Note:

Do not give discounts all the time as it may hurt your profits but also not so sparingly that your customers might jump ship.

Offer discounts to prospects/customers who are *already* engaging with your marketing campaigns (e.g. opening emails, clicking links, etc.)

Email #5: Cart Abandonment 1

SUBJECT: I noticed that you left your cart without checking out...

Hey there [[NAME]], Randy here from SpotShop

I noticed that you have items in your cart but you have yet to check out.

I wanted to check and see if I can help answer any question or if you have any problems with the checkout process.

Your feedback is greatly appreciated will help me improve your experience here at SpotShop.

Because of that, you will get a 5% discount voucher when you send you feedback.

[I'm Eager To Hear From You. Send Your Feedback Here](#)



Shows that you are aware of the customer's behavior and are reaching out



Shows that you are open for feedback and are willing to listen to your customers



To encourage customers to engage with you and give feedback

Note:

Use this strategy if your business doesn't have a high profit margin.

Send this a few hours after the abandonment happens.

Email #6: Cart Abandonment 2

SUBJECT: Own a pet? Here's a free month on us

How Sure Are We That You Will Love Us?

Here's something for you: Your First Month With US For Free!

We are very passionate about pets, being avid and loving pet owners ourselves. Our daily tips and tricks have helped countless people become a master pet owner!

So here's the deal, we are giving you access to our daily newsletter FREE for a whole month!

Just use this code: FREEMONTH1

[Get Your Free Month](#)

← To attract attention from prospects

← To indicate strong social proof within your business

← Call-To-Action that mirrors main intention of your email.

Note:

Use this angle to show that you are actively addressing objections you might have, like shipping costs.

Note that this is also risk, because the customer may simply stop subscribing after the free month anyway.

Email #7: Upsell Email

SUBJECT: Toss more in?

Thank you for your purchase of Organik Botanik Coffee Face Scrub.

Here's what is frequently bought together with your purchase:

Frequently Bought Together



Organik Botanik
Coffee Face Scrub



Christina Moss Naturals
Organic Facial Toner

Add To Cart For Only
~~\$12.99~~ \$7.99

[Add To Cart](#)

I want to take this opportunity to thank you for shopping with us!

- Adrian
Rian's Organic Cosmetics

← Unique subject line grabs your reader's attention

← Insert Upsell image with discount (Optional) to suggest scarcity and encourage your reader to act now.

← Tells your reader that there is a real person writing this email

Note:

This is similar to McDonald's strategy of asking you "do you want fries with that?" and Amazon's feature of products that are frequently bought together.

This strategy can cause repeat customers to spend up to 67% extra with you

Email #8: The Customer Appreciation/Thank You Email

SUBJECT: Thank You from the bottom of our hearts, for being with us

Hey there [[NAME]]!

We would like to take this opportunity to send our sincerest gratitude for making us what we are today.

Because of you, we have experienced incredible growth for the last 12 months and even got featured on Forbes on this month!

We would like to thank you by [sharing the piece with you](#). All of your support and patronage with us have been the key to our growth and we are grateful for that.

Sincerely,
Rachel McFarlane
PhotoGarden



Your subject must be very honest and has a personalized style.

State the reason of the thank you email as proof that the customer's contribution to your business means a lot to you



Call To Action to read the featured article. Strengthens the gratitude angle



Note:

Thanking your audience goes beyond thanking them for subscribing to your newsletter or making a purchase; it's about recognizing they're the reason why you're in business.

This type of email is sent once in a while. Write in a way that best suits your business, and from the heart.

Really thank your customers for helping make what you do possible.