



Email helps marketers drive sales and increase the value of their brand with customers. Only email offers an affordable means to provide vital information (testimonials, FAQ's, tips, surveys) on your products and services. That information builds loyalty and increases the value of each customer relationship.



Increased Loyalty offers Greater Lifetime Value

It is more expensive to find a new customer than it is to re-engage an existing relationship. Customers that have already ordered are more likely to purchase again if they are receiving relevant, useful information from you. The steps LSC follows ensure this happens are as follows:

Step 1 – Obtain and Verify Email Addresses

Email addresses can be obtained for house customers by means of email appending or by asking for them during the order process. Online orders should have them. Older email addresses should be verified through ECOA or through a reliable ESP.

Step 2 – Convert Consumers to Email Channel

Decrease acquisitions costs and increase customer sales by using the email channel to build loyalty. Initiate contact using the email channel to provide product information, FAQs, testimonials and surveys. Included in these communications will be upsells, cross-sells and viral (friend-get-a-friend) offers.

Step 3 – Make Email Part of the CRM Program

Email provides the ability to easily track all activity including deliverability, open rates, click through rates, conversions and sales. This data needs to be incorporated into the marketing database for maximum ROI. Promotion history combined with campaign data will set the strategy to increase sales and customer loyalty through offering extensive product and company information that will lead to longer, more profitable customer relationships.

Program Summary

LSC can run the initial email test program quickly. The entire process from the time LSC receives name and address files, through the email append process and the subsequent deployment of test offers will be about six weeks. LSC will prove that email marketing is a very important channel by providing results that increase sales, loyalty, brand awareness and lifetime value.