



Kā veicināt klientu lojalitāti,  
izmantojot e-pastu?

# Populārākā mārketinga stratēģija

## 1. Palaist reklāmu

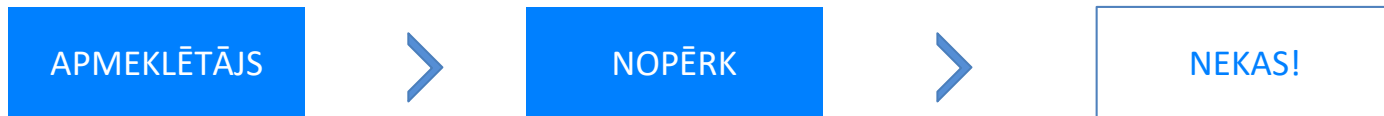
# Populārākā mārketinga stratēģija

## 1. Palaist reklāmu

2.



# Viena darījuma bizness



Lielākā daļa biznesu  
izdzīvo vai nomirst

# Ilgtermiņa business



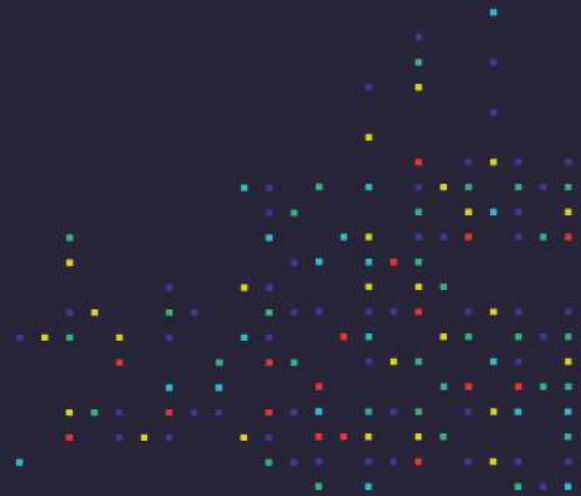
Veiksmīgs business un  
ilgas, laimīgas attiecības



**Gints Branks**

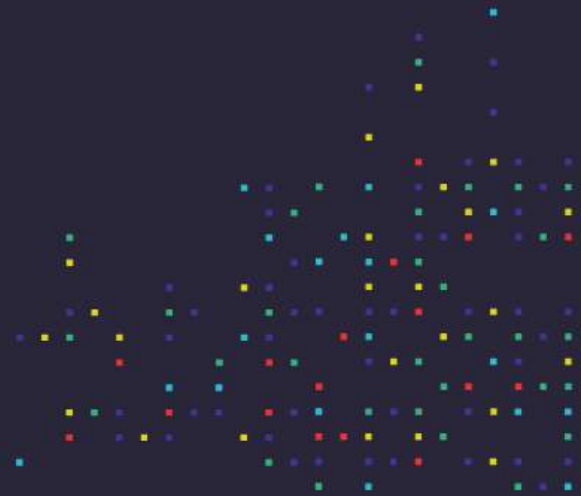
**Klientu veiksmes menedžeris**

Mailigen



Mēs palīdzam uzņēmumiem  
**augt un stāstīt savus stāstus**  
e-pastā

Mailigen



# 1:1 automatizācija = zelta bedre

Ironiski, mazākais klientu segments ienes vislielākās dividendes

18x vairāk  
ienākumi



Mazāk par 50%  
no mārķeteriem  
to izmanto!





# Mārketinga komunikācijas ķēde



Meklē risinājumu



Apmeklē  
produkta lapu



Reģistrējas vai parakstās  
uz jaunumiem



Nopērk vai izvēlas  
produktu



Mudina atkārtotu  
pirkumu vai atsauci



Re-targeting reklāma  
ja nenopērk

# Sūtīt kampaņu, kas nav relevanta?



Plānojot nākamo e-pasta kampaņu vai automatizāciju, izmanto “5K” principu:



- **Kam?** (Kas ir auditorija, kāds ir segments)
- **Kāpēc?** (Kāpēc es sūtu šo e-pastu)
- **Ko?** (Ko es gribu pateikt un, lai saņēmējs izdara)
- **Kad?** (Kurā dzīves cikla posmā atrodas e-pasta saņēmējs)
- **Kur?** (Kur atrodies un uz kādas ierīces šo e-pastu lasīs)
  
- **Kā?** (Kā es zinu, ka mērķis ir sasniegts)



Patērētāju atzīst, ka šodien ir 10x lielāka iespējamība mainīt pakalpojuma sniedzēju, ja saņems lielāku uzmanību no cita.

# Marketing



Pirmais solis:

## e-pastu datubāzes ievākšana ar piekrišanu

- Aptaujas veikalā
- Aizpildot lojalitātes reģistrācijas formu
- Kontaktu formas mājas lapā
- Sociālie tīkli
- Konkursi
- Kontekstuāli pop-up un exit intent logi mājas lapā

tavs@epasts.lv

=



# Piedāvā vērtību apmaiņā pret e-pastu!

Shoes of Prey

TOE ▶ BACK ▶ HEEL ▶ DECORATE ▶

Your shoe is 85% complete

\$199 AUD - SAVE 20% OFF

Individually Handmade

300 Day Return

SAVE

ADD TO CART

change shoe

**Design your own shoes!**

Behind this box is your perfect shoe. Enter your email to start designing:

I agree to the website [terms & conditions](#) and agree to receive email from Shoes of Prey.

[I'm already a member](#) [No Thanks](#) [Start Designing](#)

undo rotate clear design

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FREE SHIPPING & FREE RETURNS TO ALL 50 STATES

HELP

WATERSPADE.COM

SATURDAY.COM

FAVORITES (0)

SHOPPING BAG (0)

FEATURED SHOP

SALE

NEW THIS WEEK!

OH, HEY!

We're Kate Spade Saturday, and we send fun emails.

Sign up below to subscribe (and get **15% off** your next Saturday.com order!).

Zip Code

We will protect your personal information. [Read our privacy policy.](#)

X CLOSE

FREE SHIPPING & FREE RETURNS TO ALL 50 STATES!

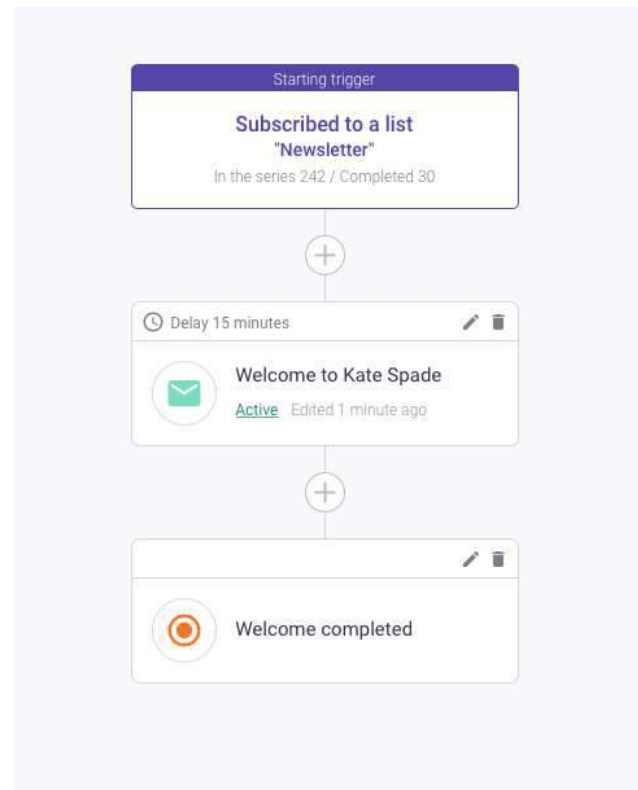
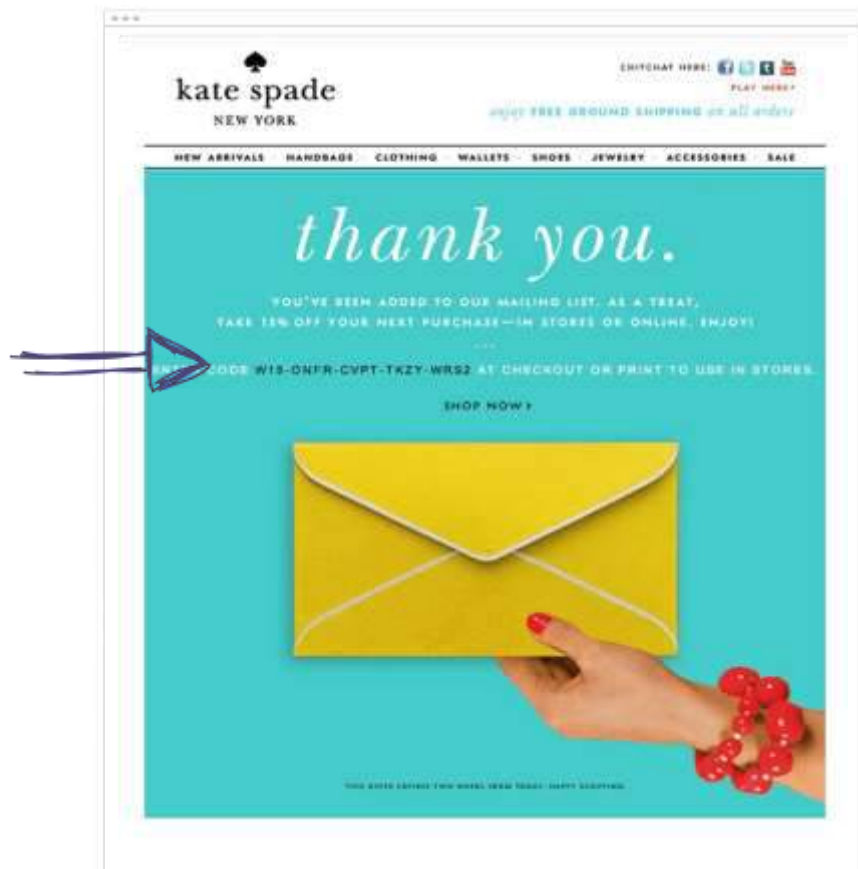
SHOP NOW



4x labāki rezultāti  
ar Jā / Nē



# Jauna abonenta sagaidīšanas epastu sērija



# **Pamestā groza e-pasts**

Prece tiek ievietota grozā, bet pirkums netiek pabeigts


# Preces atstātas grozā



NASTY GAL

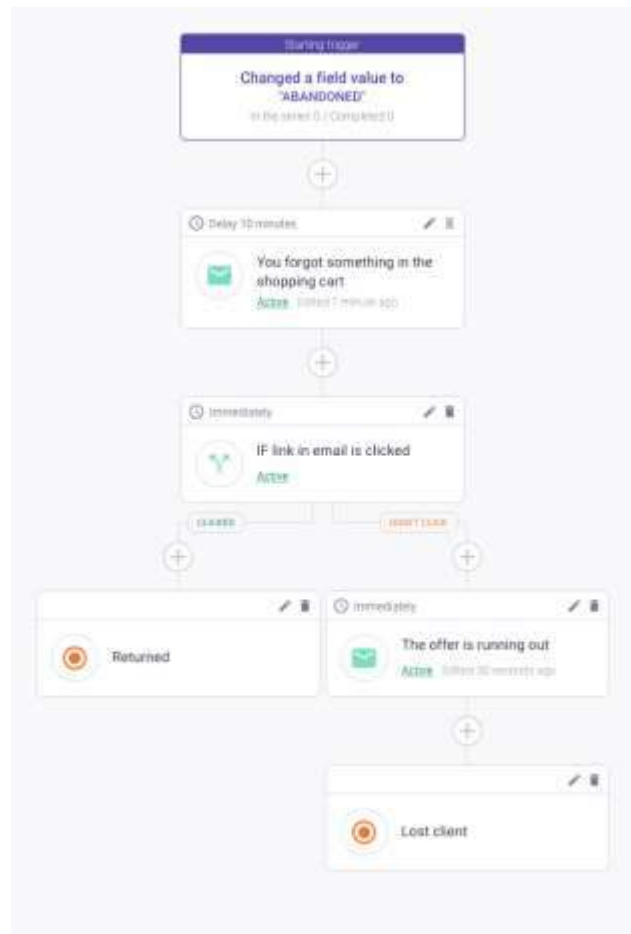
## Get What You Want.

You were onto something good there!  
We noticed you left some must-haves in  
your tote. They're going fast...



Shoe Cult Nicole Pump - Black  
*It's almost gone!*

Complete My Order



  
kate spade  
NEW YORK

ENJOY  
FREE GROUND SHIPPING  
ON ALL ORDERS

NEW ARRIVALS · HANDBAGS · CLOTHING · WALLETS · SHOES · JEWELRY · ACCESSORIES · SALE

*psst... you've left something behind.*

TO HELP MAKE UP YOUR MIND,  
*enjoy 15% off your entire purchase.*

ENTER CODE **AB15-MEXA-RFVI-E90D-L2QY** AT CHECKOUT  
HURRY THIS OFFER ENDS 2 WEEKS FROM TODAY.

VIEW CART

YOU MIGHT ALSO LIKE...

Svarīgākie faktori, kas  
ietekmē lēmuma  
pieņemšanu

73%

Bezmaksas piegāde

56%

Atlaide

# **Pirmais pirkums – sagaidīšanas sērija**

Veiksmīgi pabeigts pirmais pirkums


# Produkta izglītojošā sērija 3 mēnešu laikā

dyson

Get started with your DC41 by viewing an instructional video.

Call a Dyson expert free at 1-866-MY-DYSON (1-866-693-9796). We're open at the following times (all CST):  
Monday-Friday: 9:00am-6:00pm  
Saturday: 9:00am-6:00pm  
Closed Sunday

Our website has a comprehensive support section, with diagnostics and the answers to many common questions. You can also see the latest Dyson technology and shop for accessories to fit your machine. [Visit online support](#)



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We send this email to you at [email address] because you previously provided your email address to Dyson (e.g. when registering a machine). If you'd prefer not to get emails from us, please [unsubscribe here](#).

Dyson Inc., 685 W. Chicago Ave., Suite 275, Chicago, Illinois 60654



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## Help others choose the right machine

By now you've probably spent some time using your DC41 vacuum cleaner, and know what you like about it.

If you have a few minutes, please share your feedback on the review section of our website. It will help others choose the right machine.

Record a video review or write a review on [Dyson.com](#) today. Choose your machine to get started:

	<b>Dyson DC41 Animal Complete</b>		<b>Dyson DC41 Animal</b>
<a href="#">Record</a>		<a href="#">Record</a>	
<a href="#">Write</a>		<a href="#">Write</a>	

You can also post a review and check out what others have to say on our [Facebook page](#).

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## Stretches so you don't have to.



As a DC41 owner, we want to make sure you're getting the most out of your machine. We learned recently that some owners were not aware that their motor release wand stretches up to 5 times the length of the handle. We wanted to let you know, because it could make cleaning throughout your home easier.

The wand pulls out in a single action. It's ideal for cleaning high into the corners of a room. It will also reach to the top of a standard light fixture. Every cleaning function on a Dyson vacuum is engineered for ease of use.

If you'd ever like help or advice about your Dyson machine, please call the Dyson Helpline at 1-866-MY-DYSON (1-866-693-9796). We're open at the following times (all CST): Monday - Friday: 9:00am-6:00pm, Saturday: 9:00am-6:00pm, Closed on Sunday.

Or visit us online at [www.dyson.com/support](http://www.dyson.com/support).

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To ensure Dyson emails reach your inbox, please add [email@consumer.dyson.com](mailto:email@consumer.dyson.com) to your address book.


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## Solve a big hairy problem.

And other difficult cleaning tasks.


By now you've had your Dyson vacuum to yourself. We hope it's working hard for you.

For some extra help with difficult cleaning tasks, you might like to know about our range of accessories. There's all designed to do the same thing as your Dyson vacuum – to remove more dust, dirt and pet hair around the home.



**Dyson green tool \$45.00**  
For cleaning problems are as hairy as a shedding dog. The Dyson green tool removes loose hair directly from your dog's coat – before it's shed around the home. Carefree hair is then sucked directly into your vacuum.

[Shop now](#)




**SNP motor brush \$79.00**  
SNP motor brushes help remove stubborn dirt and dust – not just from carpets and upholstery. The brushes are angled to create a flexing action as they work through carpet pile – pushing the dirt up into the airflow.

[Shop now](#)

## View the full range of Dyson vacuum accessories

[View the range](#)



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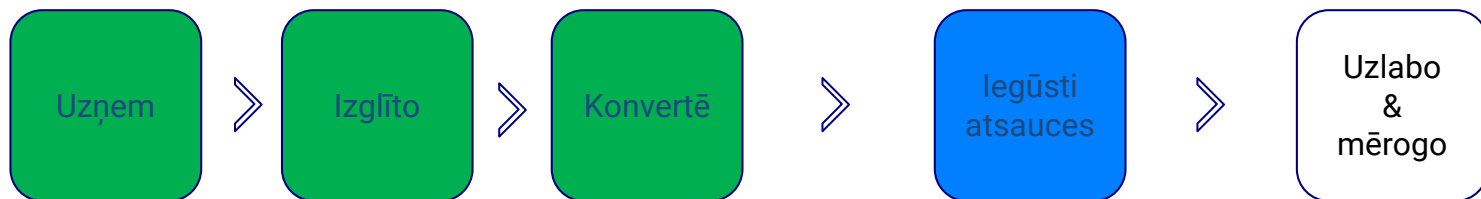
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# Personīga pieeja? (automatizēta pārdošana)



# Mārketinga automatizācijas pamata stratēģija

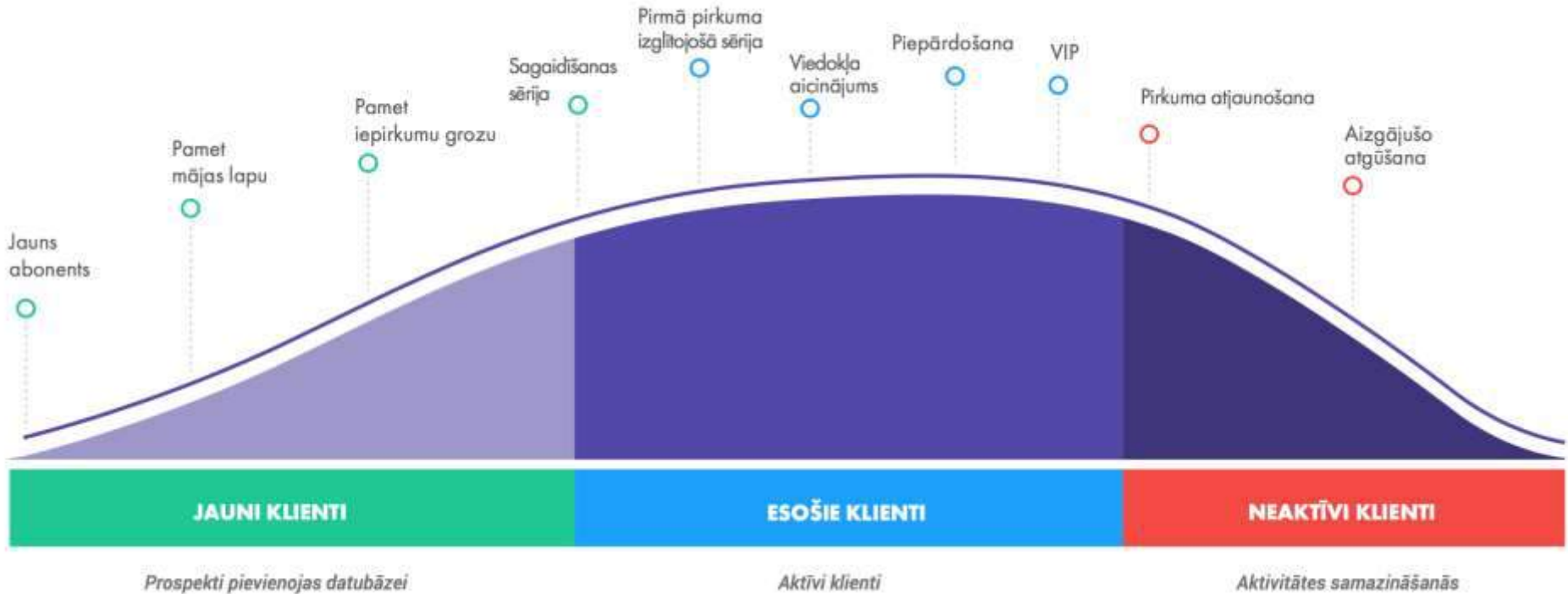




# Klienta dzīves cikls

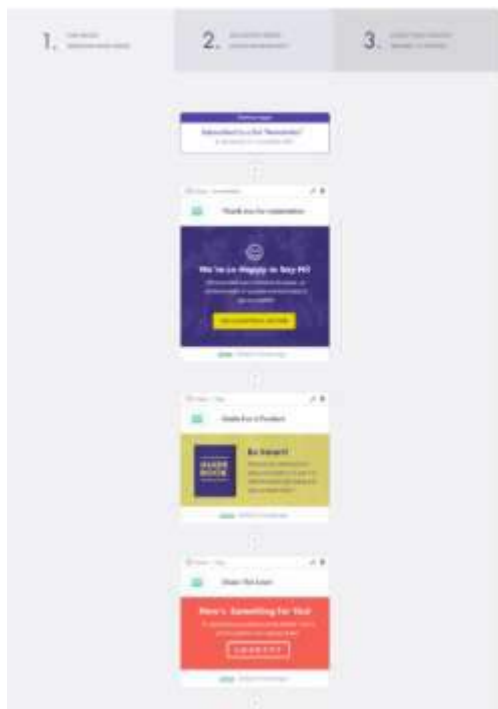


# E-pasta mārketinga automatizācija

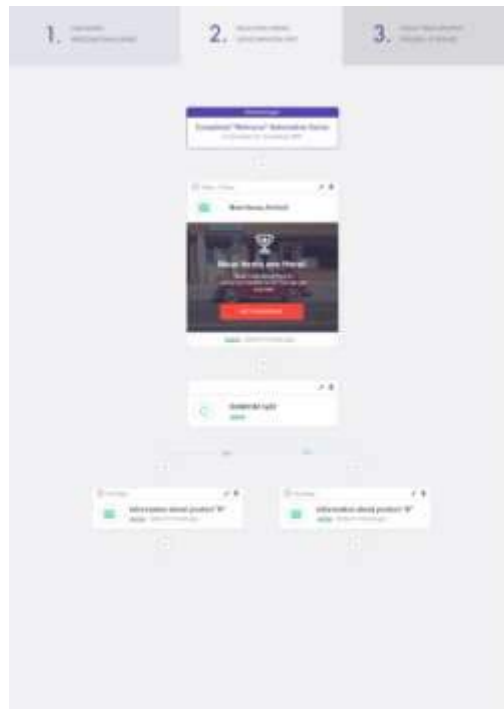


# Noslēpumainā recepte: e-pastu sērijas sagatave

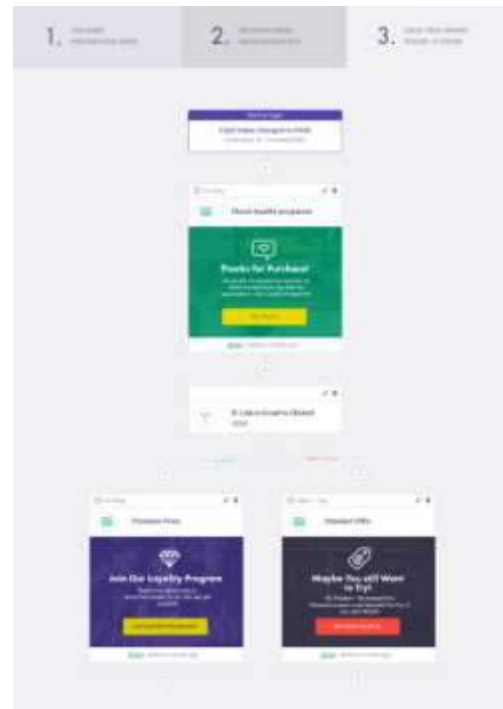
## IEPAZĪSTINĀŠANAS SĒRIJA



## IZGLĪTOJOŠĀ SĒRIJA



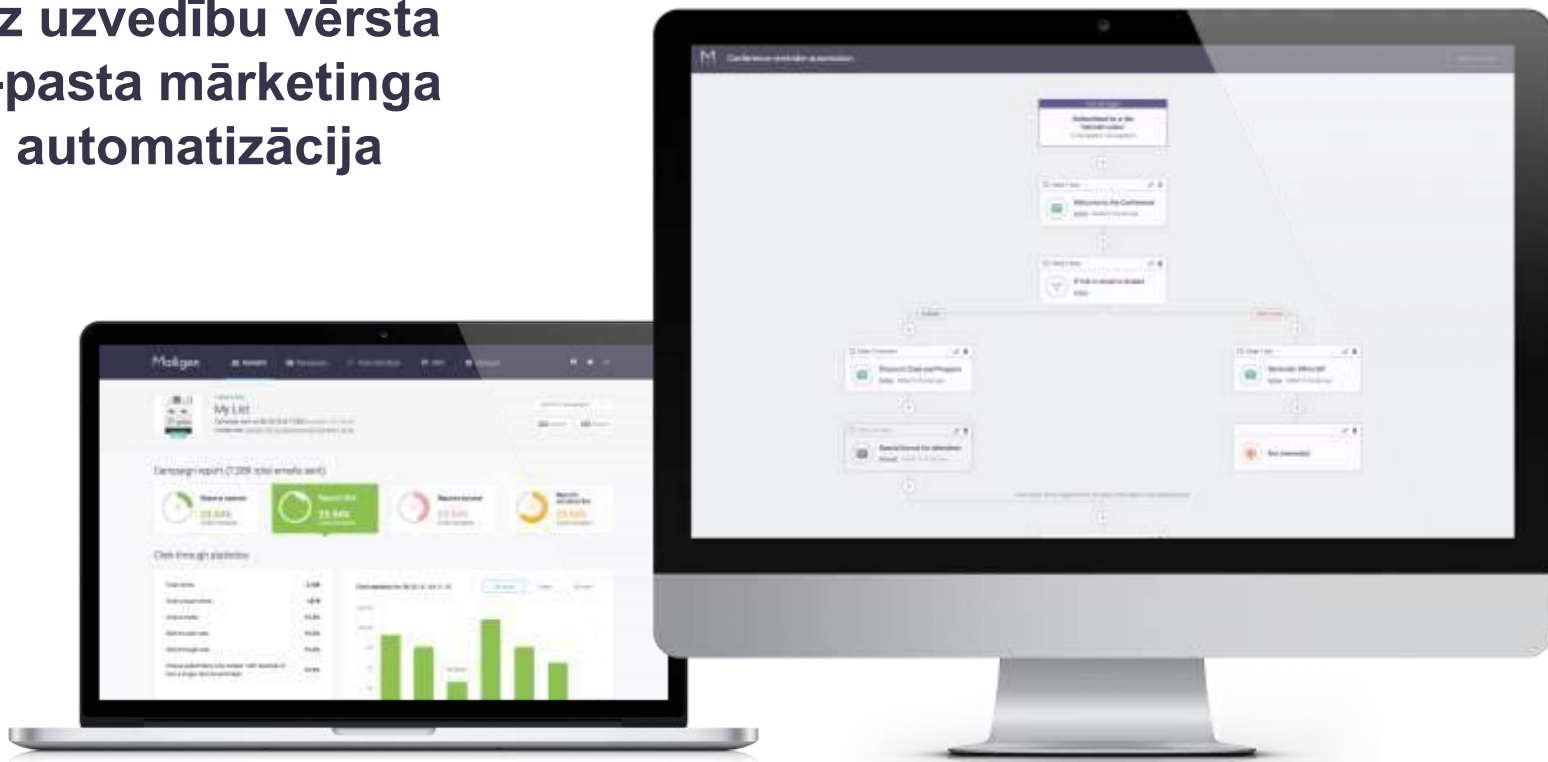
## ATGŪŠANAS SĒRIJA



\*\* Sagataves pieejamas bez maksas Mailigen.lv platformā reģistrētajiem kontiem. \*\*

# Uz uzvedību vērsta e-pasta mārketinga automatizācija

“if that, then this” sērijas būvēšana



Sūtam pielāgotus ziņojumus balstītus uz klienta datiem

Trāpiet emocionālajai stīgai

Tikai tie klienti, kuri saņems no Jums  
relevantas ziņas pareizajā laikā  
sadarbosies ilgtermiņā!

# Audz & Stāsti ar Mailigen

Piesakies uz DEMO jau šodien  
raksti uz: BiSmart@mailigen.lv

