

SALES  manago

5 Proven Omnichannel Strategies

to Increase Revenue From
Existing Customer Base

Ebook



There are some important “why’s” of addressing your current customer base

- ✓ Keeping churn low
- ✓ And CLV high
- ✓ In the face of ever-growing high acquisition costs
- ✓ Thus creating a stable revenue base
- ✓ And avoiding “emptying sinking ship” effect



... and some good arguments for omnichannel strategies

Customers respond better to omnichannel communication:
Forbes



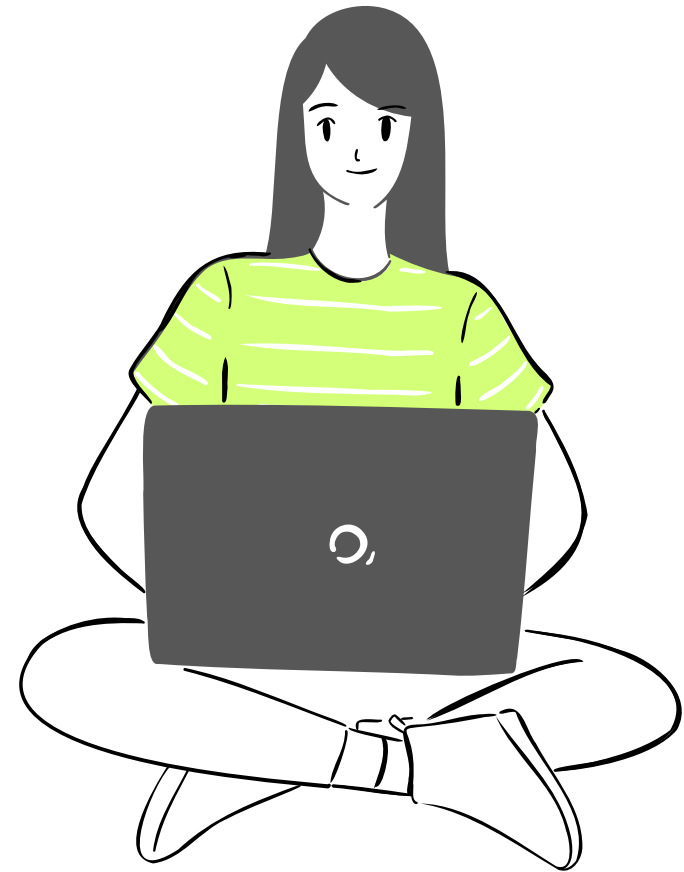
- It enables more flexible communication in accordance with individual preferences
- It improves Customer Experience
- And gives more channels for purchase
- Omnichannel strategy integrates all of digital touchpoints into cohesive picture of your company and, at the same time, drives customer journey towards purchase

This is why we created this simple guide

We selected strategies most fundamental to improve statistics like CLV, AOV, and churn pivotal to the company's long-term success

We presented them in condensed, practical form

Each of presented strategies was created and successfully deployed by seasoned industry practitioner, cooperating with the world's greatest eCommerce brands



1.

Rekindle the Shopping Spark



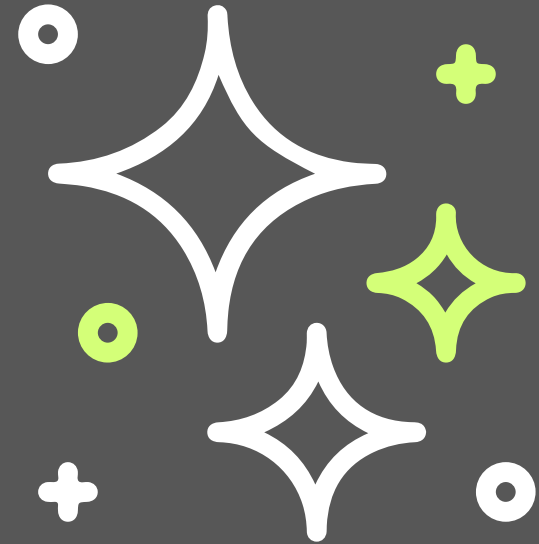
THE WHAT

A win-back campaign in eCommerce is a strategic marketing initiative designed to re-engage past customers who haven't made a purchase in a while. This type of campaign aims to revive dormant customer relationships and entice them to return to the online store and make a purchase.



THE WHY

Win-back campaigns are crucial for eCommerce because they offer a cost-effective strategy to revive dormant customer relationships and rekindle interest. By targeting past customers with personalized incentives, eCommerce businesses can maximize their revenue potential, increase customer retention, and ultimately drive higher profitability.



Goals and channels

Goals:

Increase revenue, Lower customer churn, Build loyalty with customers, Increase customer retention

Channels:

Email, Mobile Marketing, Website Personalisation (WAR, Pop-Up, Banner)

Our expert:

Marcin Ostrowski

Senior Customer Success Manager

D'ARIENZO
Made in Italy

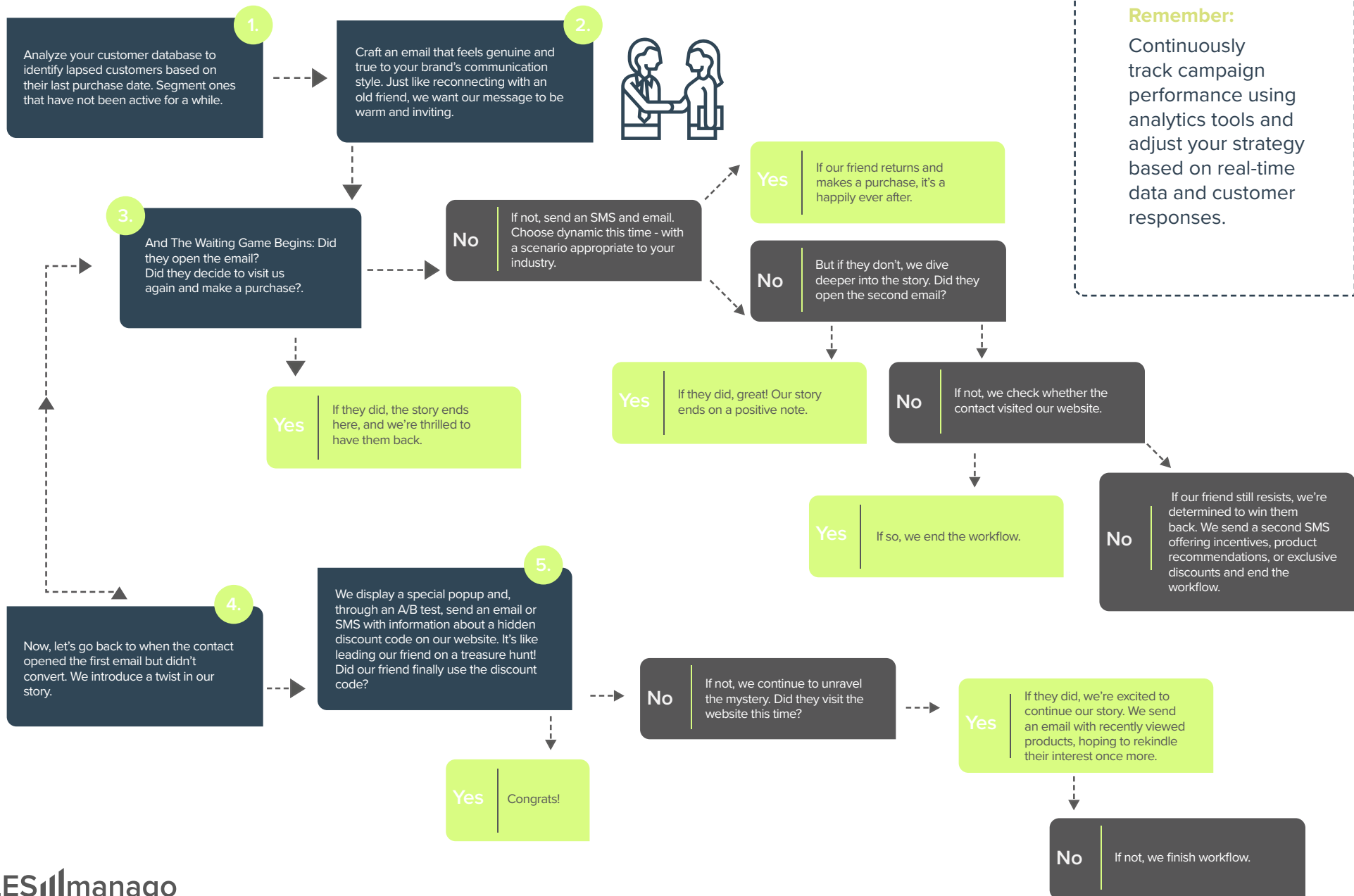
 seapilot

WYCON
cosmetics

 EURO Spin viaggi



Step by Step



Remember:
Continuously track campaign performance using analytics tools and adjust your strategy based on real-time data and customer responses.



2.

Discover More Delights



THE WHAT

Cross-sell is a marketing strategy that involves recommending and promoting complementary or related products to customers based on their purchase history or browsing behavior. This tactic not only enhances the shopping experience by offering relevant suggestions but also increases the average order value and overall revenue for the online store.



THE WHY

Cross-sell campaigns are vital for eCommerce as they can significantly boost revenue by encouraging customers to purchase additional products that complement their initial choices. By providing tailored recommendations, eCommerce businesses can enhance customer satisfaction, increase average transaction values, and drive more significant profits.



Goals and channels

Goals:

Increase order value, Increase order frequency, Increase customer lifetime value, Increase conversion rate

Channels:

Email, Mobile Marketing, Web Push, Mobile Push, Custom Audience, Google Ads, Website Communication

Our expert:

Jakub Sieprawski

Customer Success Executive



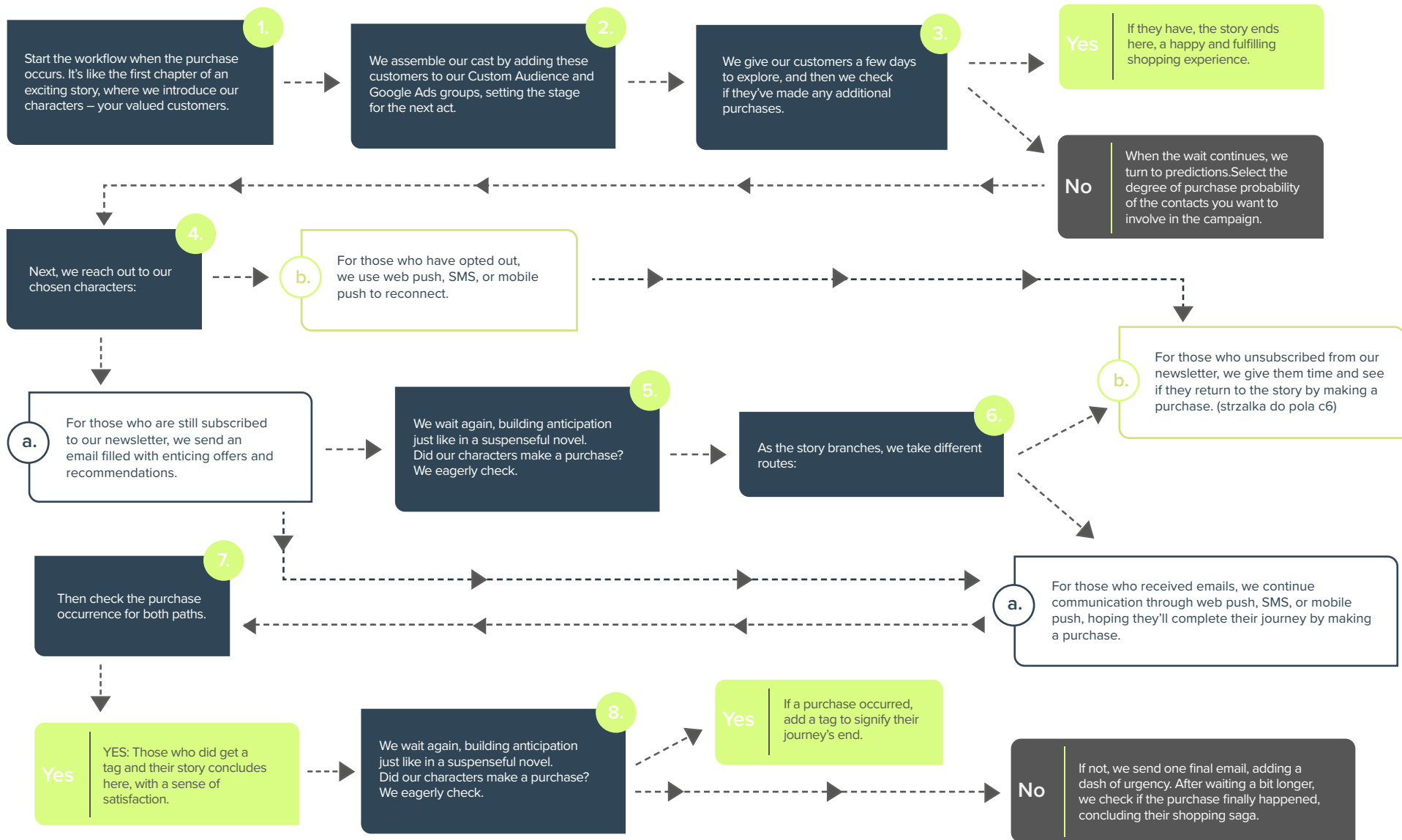
TNTUUM



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Step by Step



3.

Upgrade & Elevate



THE WHAT

An upsell campaign is a marketing strategy aimed at persuading customers to purchase a more premium or higher-priced product than the one they originally intended to buy. It involves presenting enticing upgrade options during the purchase process, often resulting in increased revenue and improved customer value for online businesses.



THE WHY

Upsell campaigns are essential for eCommerce as they can significantly boost revenue and profitability by encouraging customers to upgrade to more lucrative product offerings. By effectively showcasing the added value of premium options, eCommerce businesses can enhance their average order values and maximize their sales potential.



Goals and channels

Goals:

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Our expert:

Jakub Sieprawski
Customer Success Executive



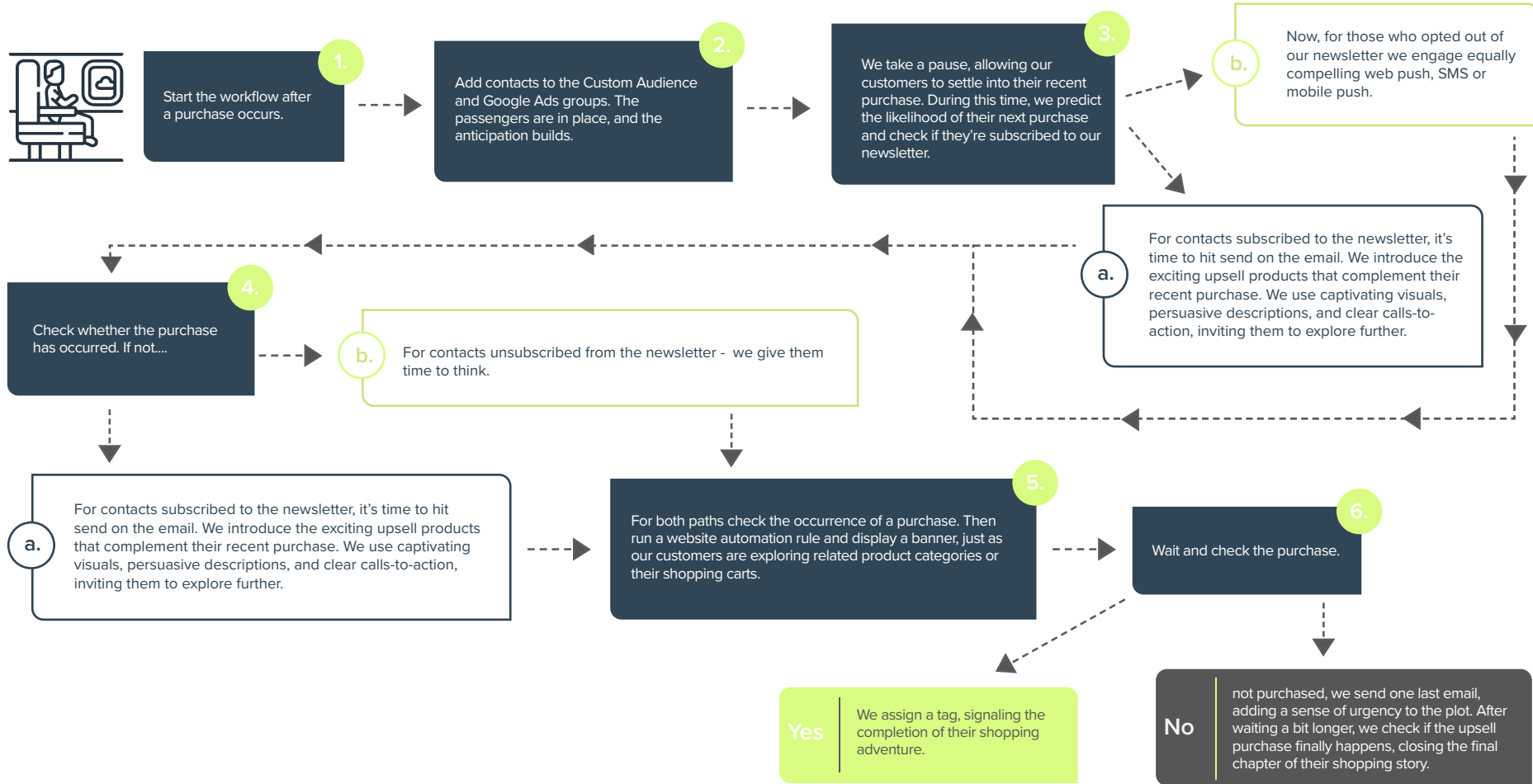
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Step by Step



4.

Complete Your Purchase



THE WHAT

An abandoned cart recovery campaign in eCommerce is a targeted marketing effort aimed at re-engaging potential customers who have added items to their shopping carts but did not complete the purchase. This campaign typically involves sending automated reminders, incentives, and personalized messages to encourage these users to return to the website and finalize their transactions.



THE WHY

Abandoned cart recovery campaigns are crucial for eCommerce because they help recapture lost revenue by re-engaging potential customers who showed intent to purchase but didn't follow through. By reminding and incentivizing these individuals to complete their transactions, eCommerce businesses can recover sales that would otherwise be lost and improve their overall conversion rates.



Goals and channels

Goals:

Increase revenue, Increase conversion rate

Channels:

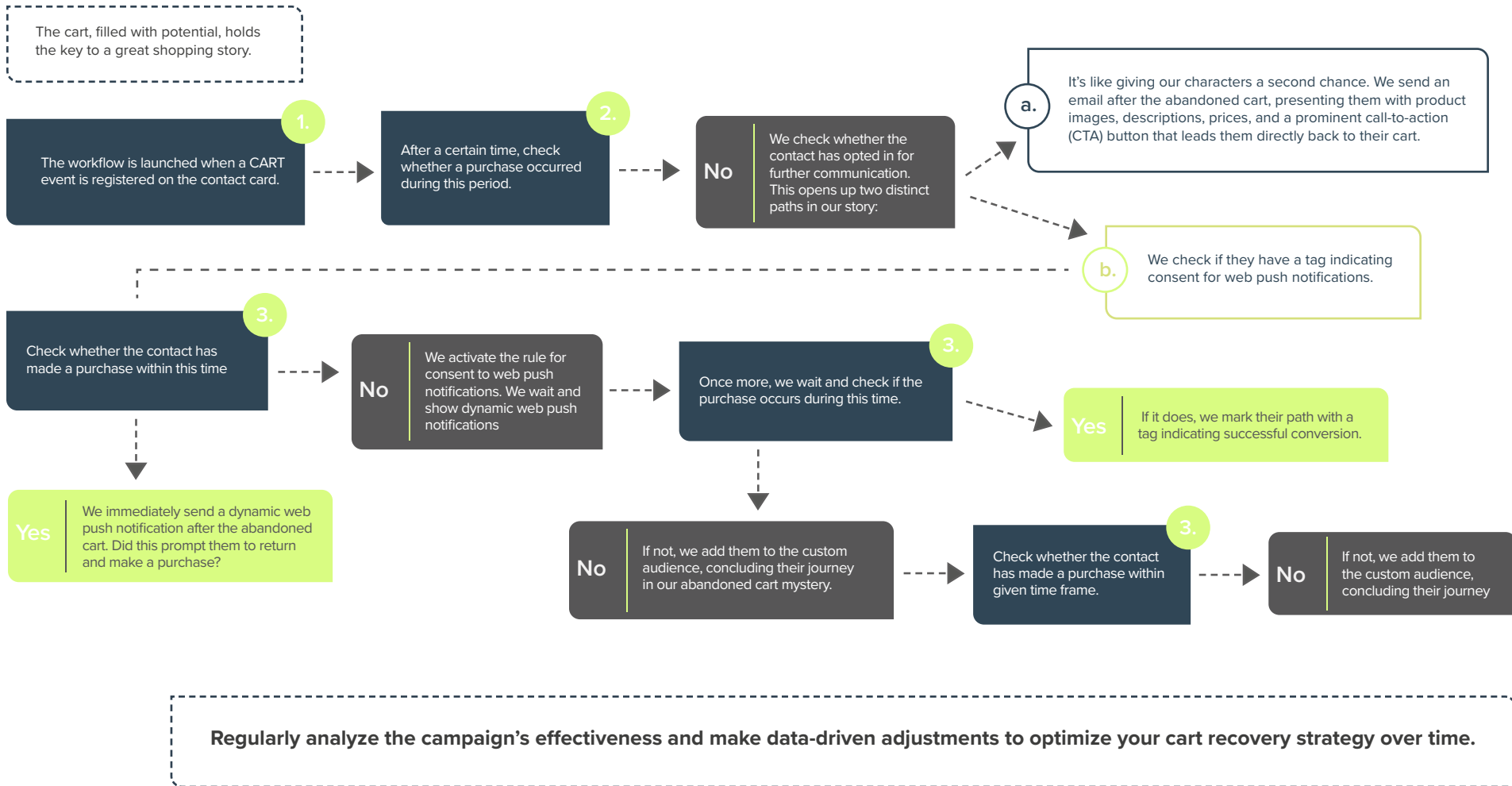
Email, Mobile Marketing, Web Push, Custom Audience

Our expert:

Michał Andruszków
Solutions Consulting Team Lead



Step by Step



5.

Reconnect & Rediscover



THE WHAT

A retargeting recovery campaign in eCommerce is a marketing strategy that involves displaying personalized ads to users who have previously visited a website or interacted with its content but did not make a purchase. By re-engaging these potential customers across various online platforms, such as social media or display advertising, eCommerce businesses aim to bring them back to the site, nurture their interest, and encourage them to convert into paying customers.



THE WHY

Retargeting campaigns are crucial for eCommerce because they allow businesses to rekindle the interest of potential customers who have already shown some level of engagement. By staying top-of-mind through strategically placed ads, eCommerce companies can significantly improve conversion rates, boost sales, and maximize the return on their advertising investments.



Goals and channels

Goals:

Increase order value, Increase order frequency,
Increase revenue

Channels:

Email, Mobile Marketing, Web Push, Mobile Push, Custom Audience, Google Ads, Website Communication

Our expert:

Jakub Sieprawski
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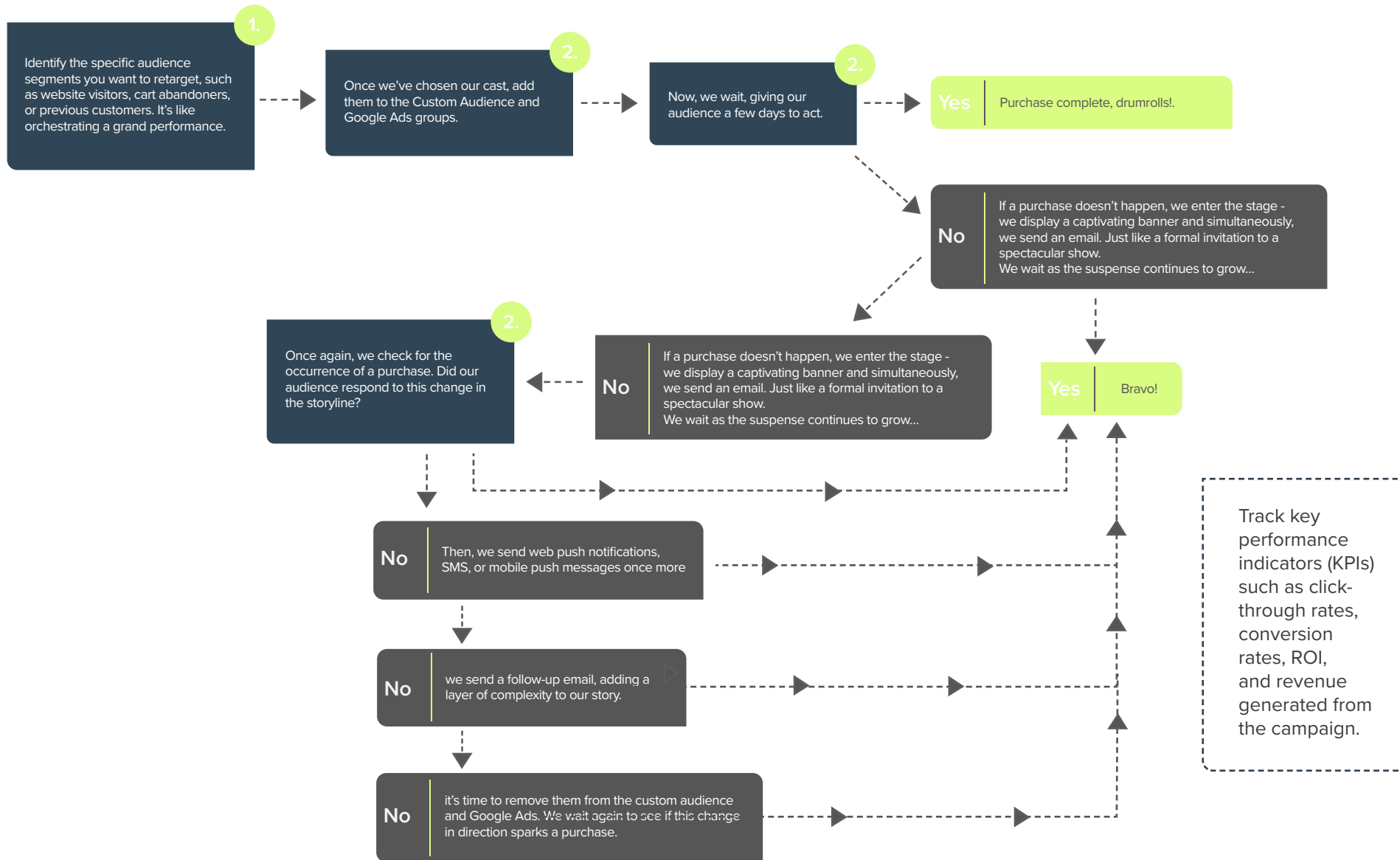
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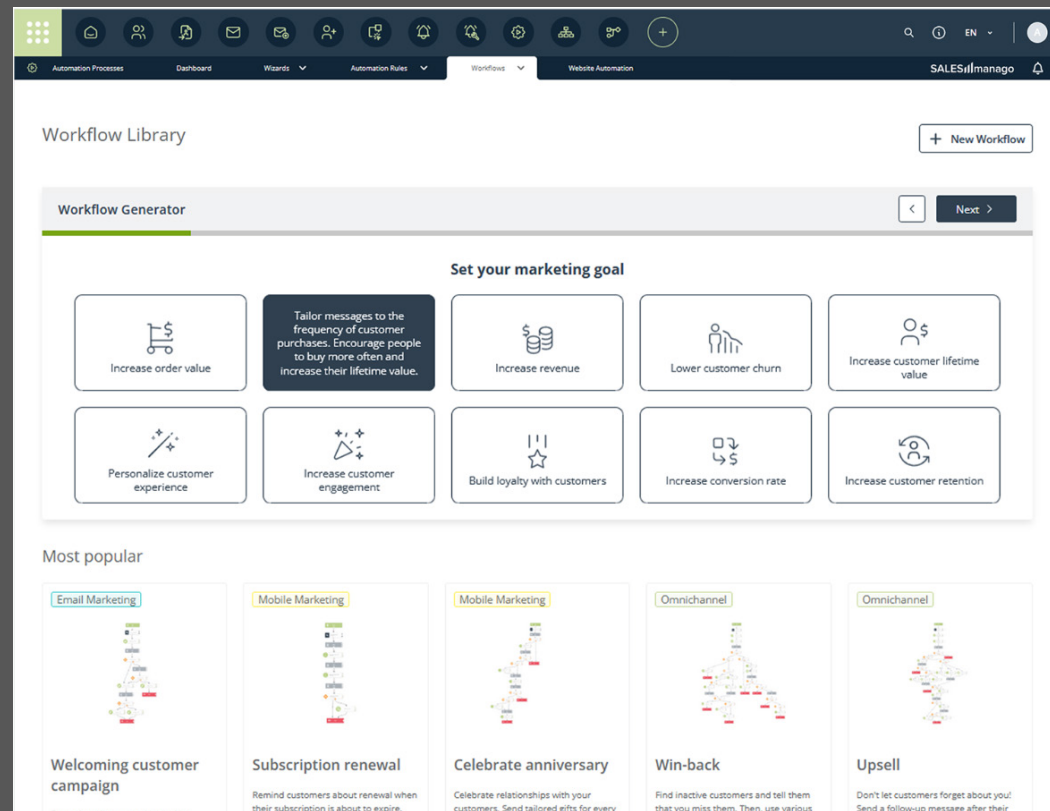


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