

What One-Off Triggered Email Campaigns Should You be Using?

March 19, 2015

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When people talk about drip campaigns, they typically refer to those campaigns that are automatically executed over a period of time, very often comprised of a couple different messages sent off every now and again. But, really, **email marketing automation is also inclusive of those campaigns that are comprised of a single message made in direct response to a single event.** That is to say, drip campaigns of only one message. And, really, it's the constant firing off of these disparate one-off messages without your having to do so individually that constitutes part of what makes email marketing automation so useful.

Triggered email is exactly as its name implies and are those email messages that are sent off as a consequence of a predetermined event. And as there are a variety of triggers, so, too, are there a variety of triggered email messages and automated campaigns of one. Check out some of the more commonly used triggered email campaigns listed below. In particular, these are the kinds of drip campaigns that are often made up of only a single message:

Welcome Emails

Welcome messages can be triggered when a user signs up for a new product or service. This could be something as simple as joining your list, subscribing to a new pay service you offer, participating in a free trial of your product or even being a new customer entirely.

Abandonment Campaigns

Inaction can also be a trigger for a transactional email such as in the case of failing to follow-through with an online purchase (i.e., shopping cart abandonment). When that happens, set up a campaign to fire off an email to the subscriber reminding them in a couple days' time that their shopping cart is still waiting for them.

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Cross-sell and Up-sell Opportunities

Combine customer transactional data with the demographics you already have to deepen customer relationships and increase revenue by including relevant cross-sell and up-sell triggered campaigns based on their purchase profiles. If they purchased Product A, send them a follow-up message about Product B... but only if it's the sort of thing that's right down their alley based on what Product A is.

Order Confirmation and Thank You

Confirmation emails are great since they remove the possibility of doubt. And since this is an email your customers are expecting, use it to thank them for their recent purchase and to communicate a personalized message to them. Include links to connect with your brand further via signing up for your email newsletter or reaching out on social media.

Shipping and Tracking Information

When you ship purchased merchandise, your customers will appreciate being notified with a tracking number and an estimated date of arrival for their item. Use this opportunity to entice their return to your website with "accessory products" or "You May Also Be Interested" links in the footer or sidebar of your email.

Reorder or Reminder Emails

If you have customers that tend to order the same products on an annual, semi-annual, or quarterly basis, send them a reminder email based on that recurring date. Include information from their past orders to make it easy for them to place that order once more.

Feedback Surveys

A customer is much more likely to respond to a survey soliciting feedback or review if they have just interacted with you. Should they conduct business with you, set up a campaign that sends off a simple

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“How Did We Do?” survey soon after the transaction is completed. It’s one surefire way to communicate to them that you care about their interactions with you and seek to improve things with them squarely in mind.

There are so many reasons why you should be using triggered email campaigns as part of your email marketing. And this is especially the case with these one-offs. For one thing, your email marketing campaigns of one could very easily lead to far richer and more tailored campaigns as subscribers are engaged in personal, relevant email conversations. Increased engagement will no doubt lead to increased conversions.

What kind of triggered one-off email campaigns are you using as part of your automated email marketing strategy?

