

ABANDONED CART GUIDE

GET BACK YOUR ONLINE STORE'S
LOST REVENUE WITH ONE EMAIL STRATEGY.



SHOPIFY CARTS ARE ABANDONED AT 69.57%.
LET'S GET AT LEAST 8% BACK INTO YOUR BUSINESS.

Allow myself to introduce myself...

Hello there!



So good to meet you Mando.

My name's **Mando** and just want to say a big **thank you for downloading this ebook.**

I head up the company **Yeah Mando** which helps people like yourself get kill it (i.e. increase revenue of your store) with email automation for their online store.

And a key component of email automation is...
Abandoned Cart.

The reason it's so important to you and I is that **an average of 69.57% of carts are abandoned.** We'll focus on that number a bit as your read on. (Some are saying that it's more like 75% according to Barilliance, globally, but let's give ourselves around a 5% buffer).

And that sucks.

But this book will definitely help you to **bring down that number.**

So I thought I would share with you a simple but effective strategy that I've used with my clients that gets some great results.

By **reading this ebook you'll be ahead of your competition** as I've seen so many online stores use maybe one email on MailChimp or maybe it's a standard boring Shopify email template...

This isn't gonna cut it.

But the good news is that implementing this email strategy is very doable and **gets results.**

So let's get into it,

- Mando

P.S. I'll let you know at the end of this book what kind of **recovery rates my clients get...**

The Problem

Is the number 69.57...

I've mentioned to you already that 69.57% of online carts on average are abandoned.

69.57%.

Ugh.

That means that **only 30.43% made a purchase** out of all of the people that put items in their cart.

Not good.

Here's another simple way to put it.

Let's say...

- Your average order value (AOV) is \$100
- You have a 100 carts with orders placed in them
- And you have 69.57% carts abandoned...

Let's do some math:

$\$100 \text{ AOV} \times 100 \text{ carts} \times 69.57\% =$

\$69,570 in lost revenue.

Also not good.

It's also a **straight up loss of revenue** to the business.

Think about the marketing expenses you are spending to get people onto your site - whether it's organic social posts, paid social ads on Facebook & Instagram, partnerships with other brands, google ads etc etc...

Another point is that these are HIGH PURCHASE INTENT shoppers that are lost.

Meaning they were **one step from making a purchase!**

But now they have left your store with your potential sale now lost.

Checkout the image on the next page to see what I mean...

The Problem cont...

There's a solution coming.

Below is a little ecommerce Customer Journey I put together.



See in the **red** how we were just one more move from the checkout to getting to the \$\$\$?

BTW...

Look at what's to the right of customer journey inverted pyramid... Watch out for my emails I'll be sending you. I'll share with you how to get repeat purchases, engagement and a serious bump in your in your overall online revenue with these strategies.

It's good stuff.

So why does this happen?

The other **big problem** is that we don't know why they decided to not **buy**. There are a few main reasons for this - which you'll read below. If we don't know what the cause then how can we address the problem?

The reasons for Cart Abandonment...

...and how email automation can help.

There are fair few reasons as to why your cart is abandoned but we'll list the most common 3 for now.

I've also **added some easy quick tips** that aren't necessarily email related that will definitely help reduce your abandoned carts and complement your abandon cart email series.

Okay here we go...

High shipping costs & unexpected costs

Easily the biggest deterrent for shoppers. I've not bought online products for this very reason.

A lot of the time it's due to overseas prices, the nature and type of the product, and unexpected taxes too.

Quick Tip:

Create transparency.

Always have links available for extra costs that are easy to find on the product page and footer.

You could use an app like *Shipping Rates Calculator Plus* to let the shopper see instantly how much shipping is going to cost them.

BONUS: Offer free shipping with a cart amount minimum.

To really help excel this strategy *Bold Sales Motivator* lets shoppers know how much more to spend to get the free shipping.

The reasons for Cart Abandonment.

Distractions

Everyone has the attention span of a goldfish these days, so sending a timely top-of-mind email will help get them back to the task at hand i.e. buying your products.

The overall nature and strategy behind an abandoned cart email series are that they are reminders that come to your inbox.

Quick Tip:

Add Facebook and Instagram Abandon Cart retargeting.

Implementing an email and a FB & IG retargeting strategy will deliver higher ROI for you. Check out *Shoelace* to help you with your retargeting strategy and map out your customer journey.

A lack of trust

Here are the following questions you should be able to answer...

Do they know your policies? T & Cs? Delivery & returns? Refunds?

How do they know their well-earned money is going to be worth the value that you've presented? Is your brand and messaging well presented?

Clear and available **links to your policies and social proof** is the way to go.

Quick Tip:

Implement reviews into your site.

Reviews are like a personal recommendation and are perfect to build confidence in the shopper's buying decision quickly. Apps like *Stamped.io* and *Okendo* collect reviews after purchase and display on your site in real time.

Let's create your Abandonment Cart Emails.

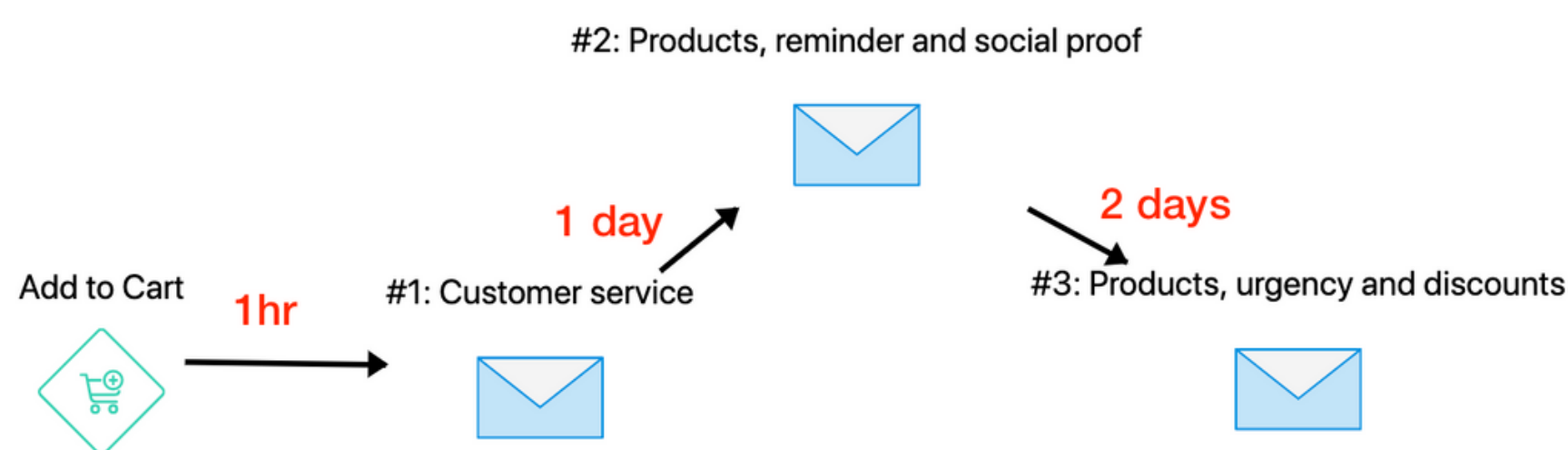
Build an abandon cart series that converts & helps your customers.

Hey dear reader, please understand **this abandon cart email series is just a small part of what you actually can do with email automation.**

I have few other profitable strategies and automations you may or may not have heard of before - which I map out fully for you. Look in your inbox and learn more in my upcoming emails...

But for now - let's create your Abandon Cart email series!

Using this 3 email process will help you get back X amount and solve the unexpected costs, distractions, and lack of trust problems.



Here's the how you implement the solution i.e. the 3 email process

Firstly, you want your trigger to be 'when someone starts a checkout'.

Secondly, a trigger filter set to if someone makes a purchase within the automation flow - stop sending.

(These are basic trigger settings within Klaviyo but also in other email platforms like Drip, ActiveCampaign and so on).

Alrighty then - onto the first email...

Email #1 - Customer Service Approach

GOALS:

- Help the visitor with any questions or reservations they may have
- Get a reply - this will help your future emails skip the promotions tab
- Get the shopper back to the site to complete their purchase

SEND TIME: 1 hour

This send time will help with the distractions problem

This email will help solve the problem we mentioned earlier about high shipping costs and unexpected costs by including T&Cs and shipping links - see example below.

Also, by asking for a reply you're providing customer service that can personally answer any questions the shopper may have.

Here's one I like from Local Supply.

Hey George!

This is Adrianna from Local Supply. How's it going?

I saw you put some products in your cart but didn't put the order through. Did you need any help or suggestions?

If you need anything, let me know - I'm happy to help. Just reply to this email. ← Engagement

I also saved all the items in your cart for you... **You can return where you left off by [clicking here](#).** ← Link to cart

You may have missed some important info when purchasing so be sure to check out our [terms & conditions](#) and [shipping](#). ← Helpful need-to-know info

I hope this helps!

P.S. I'm loving the Coast I BKM2. Great choice!

**Name of the cart item!
(Dynamic text)**

Adrianna
Customer Care
www.localsupply.com

LOCAL
-SUPPLY-

This email will help build a customer relationship as it will feel like there is someone is behind the email.

Just an FYI - **text-based emails always get higher open rates.**

The trick is to make this email look like you're sending right from your Gmail account.

Email #2 - Trust Building.

GOAL: Show off your product and to build trust with your shopper with social proof.

SEND TIME: One day after the last email.

Those that are having doubts about your product need a little proof that your product is worth buying. This will help with the problem mentioned earlier of... lack of trust.

Now I mentioned we'd use reviews in our emails and this email is a great place to leverage this piece of user-generated content.

What works well?

Testimonials, Facebook comments, celebrity endorsement, and real people tagged using your product on Instagram or Facebook, just to name a few.


ADIDAS use their reviews and real lifestyle imagery in a way that is simple and effective.

They also take it another step and **personalise the email content to the shoppers abandoned items** which in this case is the Gazelle shoes (right).

Notice they even have a 4-star review rather than another 5-star review? Keeping it real.

As perfect as your products are - not everyone agrees unfortunately :)

WHAT'S THE WORD?



★★★★★


Excellent, well made and comfy. Can't go wrong with Gazelles.

supdoc

★★★★☆

Timeless classic.

Mattyc



Email #3 - Distractions & Urgency

GOAL: To remind the shopper to consider finishing their cart.

SEND TIME: 2 days after the last email

The longer between the abandoned cart and no purchase made - the more distractions there are.

Which in turn makes it a lot harder to convert into a sale.

We want to make it damn hard for them to not finish their cart.

So we need to be relevant, personal and create urgency.

Okay then, well let's add to the email:

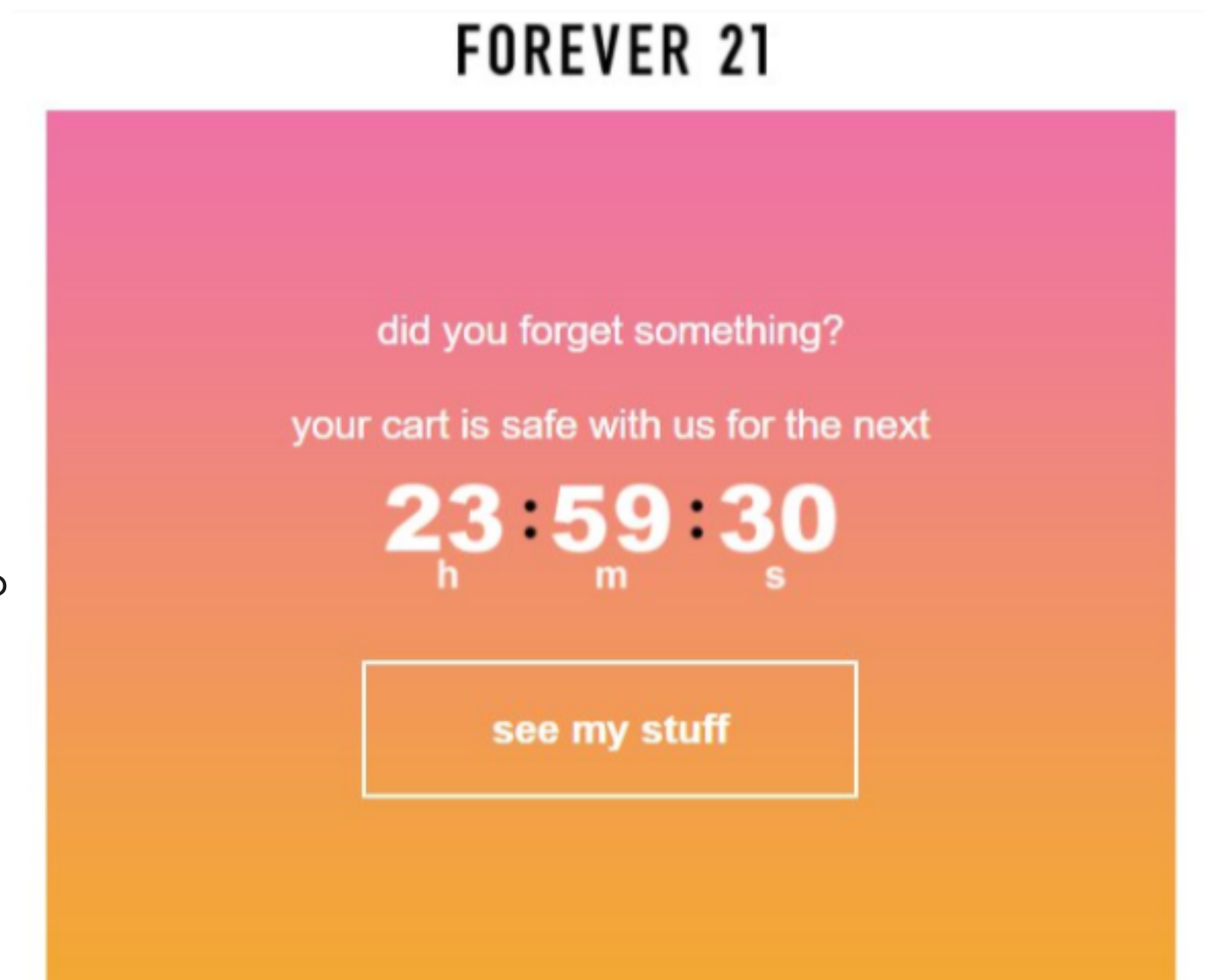
- Social proof - of course (e.g. product reviews)
- Urgency - give them a time limit to finish the cart
- A discount - optional, good for non-customers to get over the line

We've gone over social proof so you know what to do there.

With urgency, use copy such as "sorry in 24 hours these go back on the shelf..." Which is true as you can't hold onto them forever. But **be authentic**. Bonus point for a count down timer (see below).

Lastly, segment non customers by sending a different email with a discount to help make their first purchase with you.

Remember the Quick Tip - Facebook & Insta Ad retargeting? That would work perfectly here as cart recovery has a **26% increase in conversions** (FulcrumTech).



AND THAT'S IT!

You're now an Abandoned Cart wizard.

Here's a quick recap:

The Main Problem.

The problem is that 69.57% of revenue is lost when a shopper reaches checkout and that we don't know why they didn't make a purchase..

The Why.

We know that this happens because of 3 main reasons - unexpected costs, distractions, and a lack of trust.

The Solution.

Building a simple 3 email abandon cart automation can help bring down the cart abandonment percentage, and address the reasons why this happens.

The How.

We do this by sending timely emails, being personal and relevant, providing helpful information, using social proof, creating authentic urgency and appropriate discounting.

Thank you!

That was fun. Now, I'll be sending you a few emails that will further your email marketing and email automation skills. I want you to get better at this. Also a gift for you in the 2nd email as well. So watch out for that.

Let's talk about getting you more revenue.

Oh yeah - my clients see between a 5% to 14% increase in recovery revenue for their abandon cart email automation.

But what's even better is they see anywhere between **15% to 33% increase in overall online revenue with a full**

Schedule a FREE session with me >>

We'll chat strategy for your business and how you can increase your revenue and save more time with automation.

click below.

BOOK A CALL

