

Post-Christmas-Shopping:

Six tips for winning subscribers in (e-)commerce

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Christmas time is shopping time – and it doesn't stop at Christmas Day. Around the turn of the year, offline retailers and online shops experience a flood of visitors spending their Christmas money and gift vouchers. It's that time of the year where retailers can benefit from an exceptionally high customer volume and win them as newsletter subscribers to strengthen customer relationships and increase their sales. The better a newsletter is placed and designed, the more people will subscribe. Christian Schmidt, CEO of email marketing provider CleverReach[®], gives six helpful tips:

1. Sketch out the benefits

People giving out data like their email addresses want to know exactly what for. Clearly point out the benefits a newsletter subscription has for your customers. For example: special offer notifications or the latest products, coupons, insider knowledge or events can always perfectly be connected to a newsletter subscription, as well as surveys and raffles. That's how recipients only need to sign up once and you benefit twice.

2. Encourage buying decisions

Combine a newsletter subscription with a discount on your subscriber's next purchase. There are several ways to do this: give discount on the total purchase amount, a single item or a specific product category. If you are doing online as well as offline retail, don't just make the coupon valid for either of them. Let your customers decide and strengthen both the online and the offline part of your business.

3. Clever ways of requesting subscriber data

Only ask for basic information in the beginning. This increases chances people will sign up for your newsletter. Many enterprises only ask for the email address in the first step. But you can do better. Also get to the little pieces of information that improve the newsletter offer for your recipients. The button "subscribe now" could for example be replaced with buttons for men and women to subscribe separately. Only ask for additional information on the confirmation page right after the Double-Opt-In.

4. Do offline, what already works online

Winning subscribers does not only work online but also in your shop, one of your events or your market stall. Place a newsletter form on the back of a flyer you produce anyway. That saves paper, and you as well as your subscribers benefit from this. What's important: train your staff to friendly show up the advantages of your newsletter to your customers. Advise your staff to collect the email addresses on a list, together with the date of subscription. Customers can sign their entry for you to prove that they gave permission to use their data.

5. Offer a notification service

Offer your customers to send email notifications, for example if a product they want to buy is sold out in your shop. Your customers fill out a form with their name and email address to get the information they need. At the same time, you can advertise your newsletter.

6. Be present - everywhere.

Draw attention to your newsletter in as many places as possible. Entry, counter, exit: these are the most important trigger points for newsletter subscriptions - offline and online. Online example: Make a pop-up appear for every new visitor on your website, inform about your newsletter when customers are leaving the shopping cart, or promote it on the order confirmation page and in the respective mailing.

Christian Schmidt, CleverReach[®] CEO:

"Winning subscribers is one of the most crucial conditions for successful email marketing. It's the easiest way for enterprises to reach their customers and send relevant information and offers regularly. That's how they keep stuck in mind and increase sales in the long run."

CleverReach[®] is a leading global email marketing provider with more than **230,000 customers** in 152 countries around the globe. The software enables the direct communication between companies and their customers and is quick and easy to set up and use - email marketing made easier. CleverReach[®] provides excellent value for money, advanced technology and a wide range of interfaces to CMS, CRM and shop systems, supported by an excellent customer service. .

CleverReach[®] was founded in 2007 in Germany and complies with the highest standards of data protection,

exceeding the legal requirements. Prominent reference customers, amongst others, are Spotify, Levi's, Playboy, DHL, BMW, TESA. www.cleverreach.com

Management:	Sebastian Schwarz (CEO), Jens Klibingat (CFO)
Type of company:	GmbH & Co. KG
Founding:	2007
Head office:	Rastede/Oldenburg (Lower Saxony/Germany)
Services and support:	Cloud-based technology solution for email marketing: <ul style="list-style-type: none">• Stand-alone-Mailings, Newsletter, dynamic RSS campaigns• Integrations to relevant CMS, CRM and Shop-Systems• Simple and multi-level automated email routes with THEA (E-Mail Marketing Automations Solution)• Reports/real-time statistics for success control and optimization, design and spam tests, A/B split tests, multivariate tests• Multilingual e-mail and telephone support
Reference industries:	SMB, online trade, tourism, retail/trade, fashion/textile, service industry, consumer goods industry, automotive
Countries:	Campaigns and customers in 152 countries, especially D-A-CH, Europe and USA
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