



# Email Marketing Mastery

The Secret Weapon for Explosive Growth



# Welcome

Most people obsess over what brings customers in. Very few think deeply about what keeps them coming back.

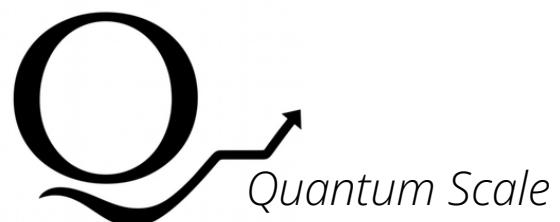
But that's where real profit lives. And that's why you're here.  
Retention isn't a "bonus"- it's the engine.  
Without it, you'll always depend on ads.  
With it, you can scale with confidence-because every **customer becomes worth more.**

This course gives you the exact flows, timing, and copy we've tested over months of real traffic, real stores, and real results.  
Not theory-just what actually works.

Each course adds another layer of power to your brand. And once you reach £500 in total course access, we invite you to join our £2,500 private Mentorship Program-completely **free**. ([more details](#))

That's where we bring everything together, side by side.  
Keep going. You're on the right path.

The Quantum Scale Team



# Why Email Marketing is Critical for eCommerce Success

If you're relying only on ads to generate sales - you're leaking money. Here's why:

**Retention Over Acquisition:** Many store owners focus only on the first sale - but that's where they leave huge money on the table. The real profit lies in turning that first sale into multiple purchases over time. Let's break down the numbers so you can fully understand the difference.

## Scenario 1: One-Time Purchase Model

In this model, the customer buys once and never returns.

- First purchase value: \$70
- Product cost (priced at 3x markup): \$23
- Customer acquisition cost: \$30
- Profit on the first sale:  $\$70 - \$23 - \$30 = \$17$

If you bring in 10 new customers per day, that's:

- Daily profit:  $\$17 \times 10 = \$170$
- **Monthly profit:  $\$170 \times 30 = \$5,100$**

This is where most eCommerce stores stop - and this is why they struggle to scale.



## Scenario 2: Repeat Purchase Model (LTV Strategy)

Now let's imagine that instead of just one sale, you create an effective email marketing system that drives repeat purchases - which are nearly **free to acquire**.

### Here's how it works:

First purchase profit: \$17

The customer then makes 6 repeat purchases over the next 3 years, each worth \$100.

Since these purchases happen via email marketing, there's no additional acquisition cost.

### Profit on each repeat purchase:

Sale value = \$100

Product cost (3x markup) = \$33

Profit per repeat purchase =  $\$100 - \$33 = \$67$

Total repeat purchase profit =  $\$67 \times 6 = \$402$

Now let's calculate the total profit per customer:

First purchase profit: \$17

Repeat purchases profit: \$402

Total LTV profit per customer = \$419

If you bring in 10 new customers per day and build a proper LTV strategy:

Daily profit:  $\$419 \times 10 = \$4,190$

Monthly profit:  $\$4,190 \times 30 = \$125,700$

The difference here is between **\$5,100/month and \$125,700/month** - with the same daily budget, the same number of sales, just one email marketing automation, and a few additional supporting tactics



# And Also...

Unlock Hidden Revenue: Many stores unknowingly leave thousands of dollars on the table by not nurturing abandoned carts, post-purchase sequences, or lapsed buyers.

Automation is Your Secret Weapon: Once set up properly, email flows will quietly generate revenue in the background - even when you're asleep.

Data-Driven Precision: With email marketing, you gain direct access to your audience's behavior - knowing exactly who clicked, who purchased, and who ignored you - and adjusting your strategy accordingly.

## What You'll Learn in This Course

This course will teach you everything you need to know about creating powerful email marketing systems that maximize your revenue.

### Here's what we'll cover:

#### Technical Mastery (The Foundation)

- How to create automated flows that drive sales.
- Understanding lists and segments (so you only send emails to people who actually want them).
- Syncing your email system with Facebook (Meta) for enhanced retargeting.

#### High-Converting Email Secrets

- Proven strategies for writing irresistible subject lines.
- How to structure emails that capture attention and convert.
- The timing strategies that keep your audience engaged without overwhelming them.

#### BI Strategy (Data-Driven Marketing)

- How to analyze data from your email campaigns to improve performance.
- Using BI insights to fine-tune your email flow for maximum revenue.

# **Time to change the game**

Most email marketing advice is either outdated or overly simplified. This course is designed to give you the tools used by big brands that generate millions in sales - using advanced automation, data-driven segmentation, and psychological triggers to push conversion rates through the roof.

By the end of this course, you'll know how to build an email system that:

Feeds your business with consistent revenue.

Turns one-time buyers into loyal repeat customers.

Maximizes your profits with minimal ongoing effort.

**Important:** This is not a copywriting course. While we'll touch on email structure and strategy, the focus here is on building a powerful email system - one that's data-driven, automated, and designed to maximize every sale opportunity.

In the course, we will be using Klaviyo - but you can use any other tool you prefer.

However, we recommend Klaviyo.

**Let's get started.**

# **Course Breakdown**

## **1. Mastering the Basics**

- Understanding Flows, Lists, and Segments

## **2. Precision Targeting with Meta Sync**

- Syncing email audiences with Meta for hyper-accurate targeting
- Creating dynamic lists that automatically update based on behavior
- Advanced segmentation to target engaged, inactive, or VIP customers

## **3. The Secrets of High-Converting Emails**

- Proven strategies to increase email open rates and click-through rates
- How to craft effective subject lines, CTAs, and layouts
- Using psychological triggers to influence buying decisions

## **4. BI-Driven Email Optimization**

- Leveraging BI tools to track performance, trends, and customer behavior
- How to analyze email data for continuous improvement
- Creating automated triggers based on customer actions and insights

## **5. Copy principles : Writing Emails That Print Money**

- Recommended free templates in Klaviyo for Abandoned Cart, Post-Purchase, VIP & Reactivation
- How to write subject lines and preview texts that achieve sky-high open rates
- Advanced copy psychology that triggers human action and emotion

## **6. Bonus Chapter: The game of numbers**

*Part 1*

# ***Mastering the Basics***

# Before we begin: connect klaviyo

[Connect >](#)

Before you begin the course, there's one essential step you must complete - creating your Klaviyo account.

Here's why this step is critical: everything you'll learn throughout the course is built on a data-driven, automated, and psychologically optimized email system - and Klaviyo is the only platform that delivers all three at the highest level.

Klaviyo isn't just another email platform. It's a **business intelligence engine** that understands your customers' behavior in real time:  
who opened, who clicked, who purchased, how often, and what they're likely to buy next.

This allows every email, SMS, or WhatsApp message to be sent with perfect timing and precise targeting - not generic blasts.

Beyond that, Klaviyo integrates seamlessly with **Shopify** and **Meta (Facebook)**, meaning all your customer data flows automatically between platforms. This connection is what enables everything you'll build in this course - from segmentation and flows to copy and optimization - to function with accuracy and scale.

So before moving on to the next chapter, create your free account, and connect it to your store.

## Building the 3 Core Segments in Klaviyo (With Exact Setup Instructions)

Before diving into building your segments, it's crucial to understand 3 core elements in Klaviyo:

- Lists
- Segments
- Flows

These are the building blocks of your email marketing system - and understanding their roles will make everything easier to manage.

## What's the Difference Between Lists, Segments, and Flows?

### 1. Lists

- Static groups that only grow when someone opts in (e.g., signs up for your newsletter, enters their email for a quiz, etc.).
- Great for broad audiences like “Newsletter Subscribers” or “Quiz Participants.”
- They don’t automatically update when customer behavior changes.

**When to Use a List:** For general newsletters or broad campaigns.

### 2. Segments

- Dynamic groups that automatically update based on customer behavior and conditions you define.
- People enter and leave segments automatically as their behavior matches or stops matching the conditions.
- For example, if someone makes 3 purchases, they will automatically join your “VIP Customers” segment.

**When to Use a Segment:** For syncing with Meta to create hyper-targeted remarketing audiences.

### 3. Flows

- Automated email sequences triggered by specific actions (e.g., welcome series, abandoned cart recovery, or post-purchase follow-ups).
- They save time by delivering the right message at the right time - automatically.

#### “When to Use a Flow?”

To send post-purchase sequences.

To automate cart recovery emails for people who abandon checkout.

To send VIP-exclusive discounts after a customer hits a spending threshold.

In essence, the goal of Segment - and our overall approach - is that data always helps us.

The more data we have, the more tools we can use, and the more precise we can be - the better.

# *Now, Let's Build the 3 Core Segments You'll Rely On:*

## **Step 1: Creating the "Buyers" Segment**

This segment includes all customers who have made **at least one purchase**. It's your core audience for nurturing repeat buyers and maximizing customer lifetime value (LTV).

### **Klaviyo Setup Instructions:**

- Go to Lists & Segments → Click Create List / Segment.
- Select Segment.
- Name your segment: “Buyers - all time”.
- Under Definition, set the following condition:
- What someone has done → Placed Order → At least once → Over all time.
- Click Create Segment.

## **Step 2: Creating the "Abandoned Checkout" Segment**

This segment is designed to recover lost sales by targeting users who entered checkout but didn't complete their purchase.

### **Klaviyo Setup Instructions:**

- Go to Lists & Segments → Click Create List / Segment.
- Select Segment.
- Name your segment: “Abandoned Checkout”.
- Under Definition, set the following conditions:
- What someone has done → Started Checkout → At least once → In the last 7 days.
- AND → What someone has done → Placed Order → Zero times → Since starting checkout.
- Click Create Segment.

### **Purpose of This Segment:**

Use urgency, scarcity, or discounts to recover lost sales.

Remind them about the product they abandoned.

Send a “Last Chance” email before they lose their reserved items.

## **Step 3: Creating the "VIP" Segment (Top 20% Buyers)**

This segment is crucial for extracting the most value from your best customers - your true money-makers.

### **Klaviyo Setup Instructions:**

- Go to Lists & Segments → Click Create List / Segment.
- Select Segment.
- Name your segment: “VIP Customers”.
- Under Definition, set the following condition:
- What someone has done → Placed Order → At least [X] times → Over all time.

(The value for [X] should be adjusted based on your data. Typically, 3-5 purchases is a great starting point.)

- Click Create Segment.

### Purpose of This Segment:

Focus on nurturing and rewarding your most profitable customers.

Send exclusive offers, early access to product launches, and loyalty incentives.

Engage VIPs with personalized content that makes them feel valued.

## **Why Build These Segments as "Segments" (Not Lists)?**

Klaviyo's Segments are dynamic, meaning they automatically update based on real-time behavior. This ensures your targeting is always accurate without manual updates.



*Part 2*

# **Precision Targeting with Meta Sync**

# The Secret Weapon That Few Know About: Syncing Klaviyo Segments to Meta

This is one of those **game-changing tools** that very few marketers know how to use - yet it can transform your advertising results dramatically.

While this method is especially powerful for those using our **Quiz Strategy**, it can also serve as an **additional tool in your marketing arsenal** - a powerful way to refine your targeting and maximize every marketing dollar you spend.

## Why Sync Klaviyo Segments with Meta?

Imagine this:

You've just spent time creating precise quiz segments - users who prefer specific products, styles, or solutions. Now, imagine being able to:

Show them personalized **ads** that match **their** quiz answers.

Stop wasting ad spend on customers who've already purchased.

Remarket ONLY to those who showed interest - and exclude those who've lost interest or converted.

This synchronization ensures your ads are dynamic, always updated in **real-time** - so if someone moves in or out of a segment (like making a purchase), your ads adjust accordingly.

Throughout this chapter, we'll use the quiz tactic as an example, but this concept can apply to any creative idea you come up with.

## Step-by-Step: Connecting Klaviyo to Meta

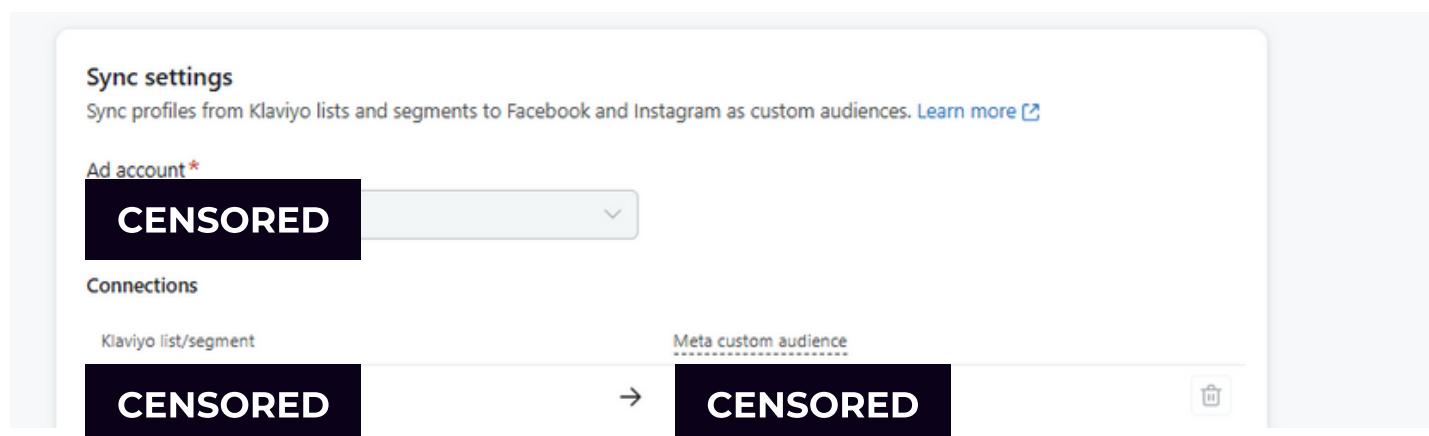
- Go to Your Klaviyo Dashboard.
- In the left menu, select Integrations → Click Add Integration.
- Select Meta from the list of available integrations.
- Follow the on-screen prompts to connect your Meta account.
- Once connected, go to the Segments tab in Klaviyo.

Click on your desired segment - for example:

- ▶ “Completed Quiz”
- ▶ “Abandoned Checkout”
- ▶ “VIP Customers”

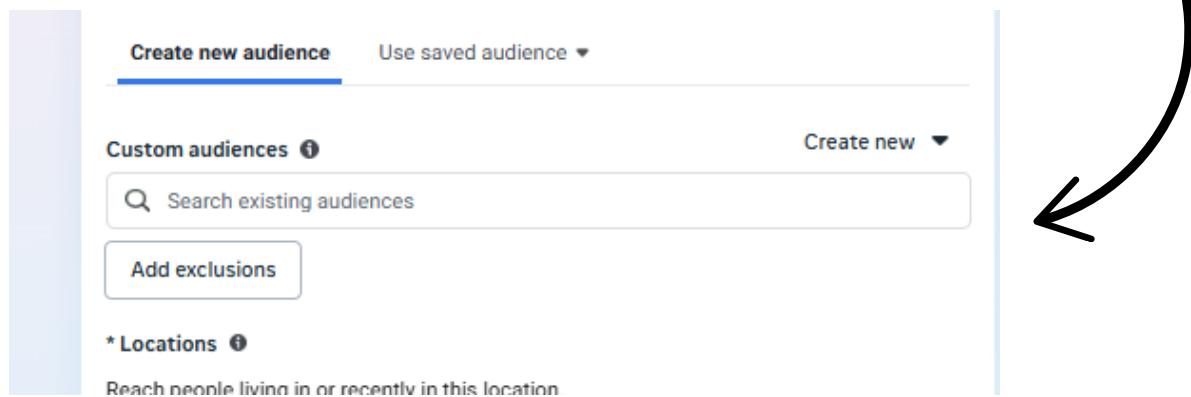
Click Manage Integration → Select Sync to Facebook Audience.

Choose the relevant Meta audience and confirm.



When you create a list or segment in Klaviyo, it will automatically appear in Facebook as a Custom Audience - making it easy to target those users directly in your campaigns.

Simply type the name exactly as it appears in Klaviyo, and you'll find it.



Now, regarding the [quiz strategy](#) - since we created a list and not a segment, a common question is:

"If someone purchased from my store, how can I exclude them from my Meta campaign?"

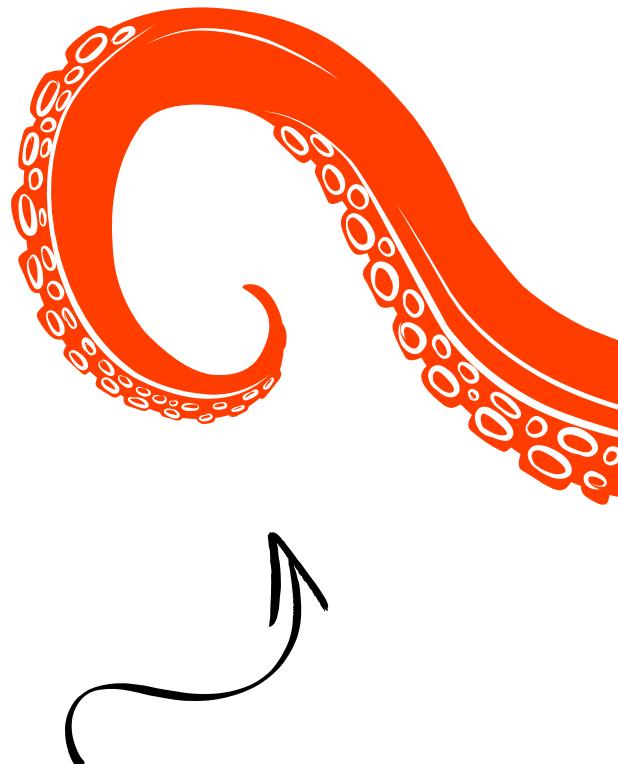
## **Simple!**

Create a remarketing campaign in Meta

In the targeting settings, select Custom Audience → "Finished Quiz"

In the Exclude option, create a Custom Audience of anyone who purchased from your store in the past 180 days

This way, you'll effectively target only those who completed the quiz but haven't purchased yet - maximizing your ad spend and improving conversion rates.



The quiz tactic fits like a glove with email marketing and gives you octopus-like arms that effortlessly draw the customer's credit card from their pocket. We recommend taking a look [here](#).

# The Power of Marketing to the Same Person via Email and Meta **Simultaneously**

Combining email marketing and Meta ads to target the same person creates a powerful effect that significantly boosts conversions. Here's why:

## 1. Multi-Touchpoint Impact

People rarely buy the first time they see your brand. By reaching them both in their inbox and on social media, you increase exposure, reinforcing your message and building trust faster.

## 2. Psychological Trigger (Familiarity Bias)

When someone sees your brand in multiple places, they subconsciously develop a sense of familiarity and trust. This makes them far more likely **to take action.**

## 3. Objection Handling

Email: Allows you to provide value, share social proof, and answer concerns in detail.

Meta Ads: Keep your brand top-of-mind and push powerful reminders with strong CTAs.

## 4. Consistency Drives Conversions

When both channels are synchronized - showing the same message, offers, and visuals - your audience experiences cohesive communication, making your brand feel more professional and credible.

## **“Should I also do this for abandoned cart users?”**

**No, there's no need.**

If you're already running remarketing campaigns on Meta, those abandoned cart users are automatically included in your audience.

Meta's pixel tracks those who added items to their cart but didn't complete the purchase, so they'll naturally be retargeted in your campaigns.

## **Final Note**

If you're leveraging the Quiz Strategy, this integration will be your secret weapon.

### **For example:**

Users who completed the quiz and showed interest in oversized fashion will automatically be shown oversized fashion ads.

Customers who indicated they have dry skin will receive ads showcasing hydrating skincare products.

By combining Klaviyo segments with Meta targeting, you'll unlock one of the most precise retargeting strategies in eCommerce - and maximize your revenue in the process.

*Part 3*

# ***The Secrets of High- Converting Emails***

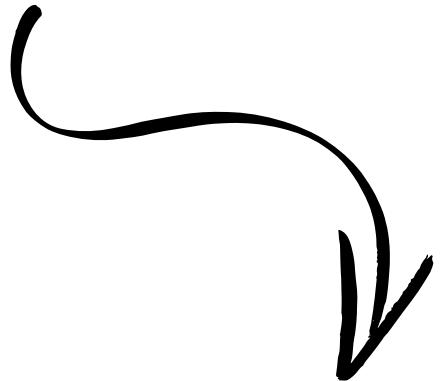
# **Chapter 3: The Secrets of High-Converting Emails**

## **- Advanced Flow Optimization**

This chapter is not about writing the perfect email - it's about giving you powerful tools and techniques to improve the performance of your flows with smart tactics that many brands overlook.

The goal of this chapter is to provide you with the tools to build a powerful email, not just a copy-paste method like the email templates we provide - which are designed to convert like well-oiled machines ([see example here](#)).

We'll break this chapter into four essential strategies that, when combined, will dramatically increase your email marketing success



\*Since the templates are highly relevant to the email marketing course you're currently studying, the code 'CART10' will give you **10% off** the email templates. These are simple templates designed specifically to convert abandoned carts, and over the past year, they have delivered an average **82% recovery rate from abandoned checkouts** across several eCommerce brands we work with.

It's copy-paste material, but backed by years of testing and refinement. Get access [here](#).

# 1. Proven Strategies to Boost Open Rates & Click-Through Rates

Most businesses focus too much on what's inside the email, but the truth is, if your emails don't get opened, **nothing inside matters**.

Here's how to fix that:

## **Use Curiosity in Subject Lines:**

Your goal isn't to sell in the subject line - it's to make people curious enough to open the email.

Example: "Wait... Did You Forget Something?"

Example: "This is embarrassing... but we had to tell you!"

## **Add a Sense of Urgency:**

Creating urgency makes people feel like they can't afford to ignore your email.

Example: "24 Hours Left - Don't Miss Out!"

## **Personalize Whenever Possible:**

People are more likely to open emails that speak directly to them.

Example: "John, we picked something perfect for you!"

## **Keep Subject Lines Short & Snappy:**

Aim for 30-50 characters max - shorter subjects grab attention better on mobile.

## 2. How to Write Effective CTAs (Call-To-Action)

The CTA is the most important part of your email - and often the most neglected. Here's how to make your CTAs irresistible:

### **Use Action-Packed Language:**

Boring CTAs like "Learn More" don't excite people. Instead, write CTAs that drive action.

Example: "Get My Exclusive Discount!"

### **Add Urgency to Your CTA:**

Example: "Claim Your Offer Before It's Gone!"

### **Focus on Value:**

Tell readers what they'll gain by clicking.

Example: "See Which Outfit We Chose for You!"

Example: "Reveal My Personalized Routine!"

### 3. Leveraging Psychological Triggers for More Conversions

The best-performing emails tap into subconscious triggers that **make readers feel compelled to act**. Here's how to apply them:

#### **Social Proof:**

Add customer reviews, testimonials, or "bestseller" badges to show that others are buying.

Example: "Over 5,000 People Are Loving This!"

#### **Scarcity:**

People hate missing out. Emphasizing limited stock or time can drive faster decisions.

Example: "Only 8 Left in Stock!"

#### **Authority:**

Position your brand as an expert to build trust.

Example: "Endorsed by Dermatologists!"

#### **Commitment Bias:**

This works brilliantly in quiz-based marketing. Since they've already invested time answering questions, they'll feel more inclined to buy.

Example: "Based on your answers, these products are tailored just for you!"

## 4. Using Conditional Splits - Essential for Precision in Email Flows

To prevent awkward situations like sending a “Complete Your Purchase” email after a customer **has already bought** - use Conditional Splits.

### Where to Add the Split?

Always place a conditional split after every time delay and before the next email.

How to Set It Up in Klaviyo:

1. Inside your flow, click the "+" icon after your Time Delay.

2. Select "Conditional Split".

3. Set the condition:

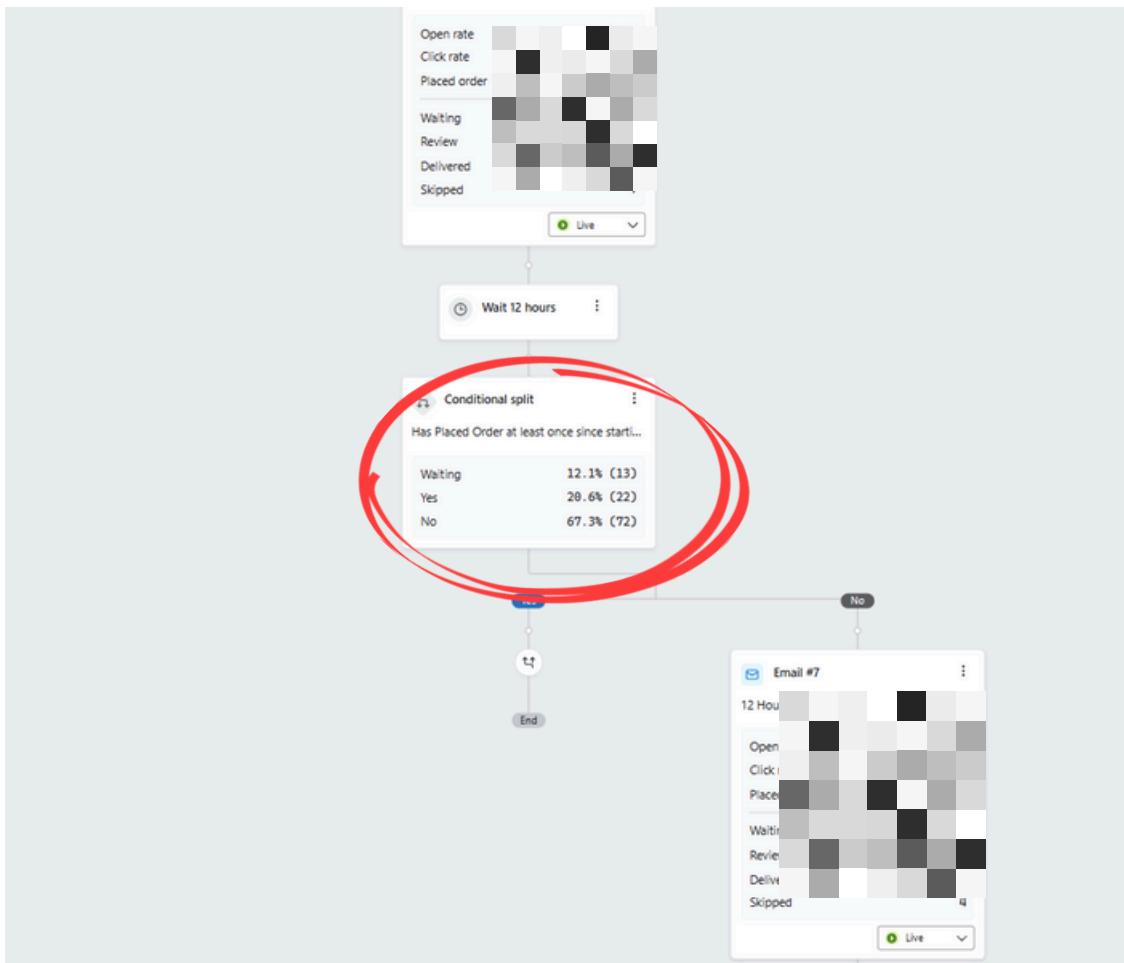
"Has Placed Order Since Starting This Flow → YES/NO"

4. Under YES → END FLOW

5 Under NO → Continue to the next email.

### Example:

- ▶ Time Delay: 1 hour
- ▶ Conditional Split: Has this person purchased since starting the flow?
- ▶ YES → END FLOW
- ▶ NO → Send the next email.



The split settings should align with the campaign's goal - and they're especially important in an abandoned cart recovery campaign.

This way, if a customer completes a purchase after the flow has started, they won't receive the remaining emails in the sequence. This ensures your communication stays relevant and avoids unnecessary messages.

## Split Settings:



### Settings

Create a split in your flow based on a profile's properties or behavior. [Learn more](#)

Profiles that meet the following condition(s) will move to the YES side of this split:

What someone has done (or not done)

Person has Placed Order at least once since starting this flow

**OR**

**+ AND**

*Part 4*

# ***BI-Driven Email Optimization***

\*BI - business intelligence

# **Advanced BI Strategies for Email Marketing**

This is where we take your email marketing to a whole new level - leveraging Business Intelligence (BI) to create precision-targeted campaigns **that operate like a money-printing machine.**

Most brands stick to basic email tactics - but the top-performing eCommerce stores use data-driven insights to refine their messaging, timing, and targeting.

**Let's dive into it.**

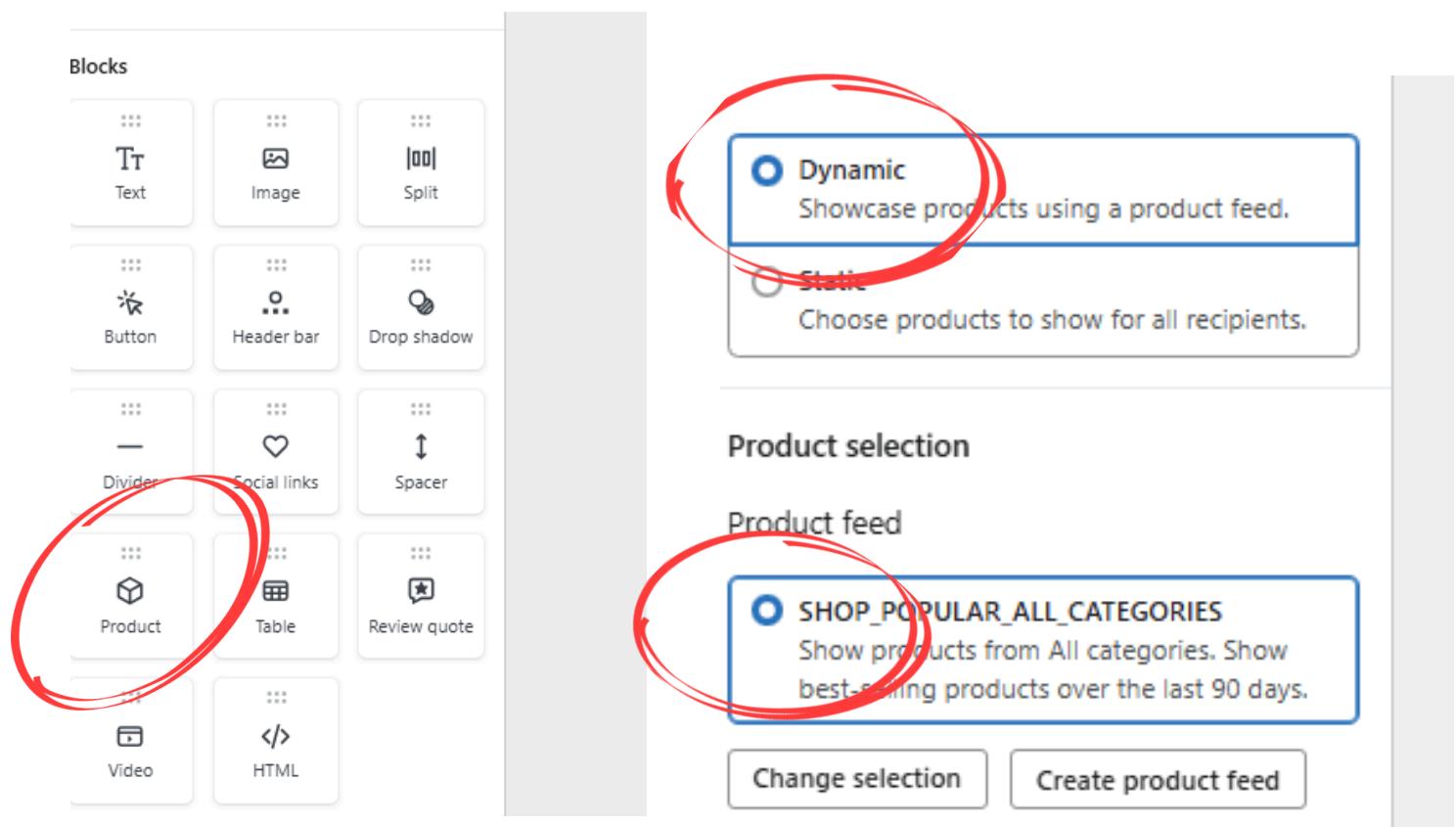
# 1. Dynamic Product Recommendations (DPR)

Automatically suggest products based on each customer's browsing and purchase behavior.

Example: If a customer browsed leather jackets but didn't buy, your email system will **automatically** show leather jacket recommendations.

## How to Set it Up in Klaviyo:

- When designing your email, add a Dynamic Product Block.
- Choose “Recommended Products” as the data source.
- Klaviyo will automatically pull items tailored to each user.



## 2. Predictive Analytics (Customer Lifetime Value)

- Use Klaviyo's Predicted CLV feature to identify your most profitable customers.
- Segment these users to deliver exclusive offers, early access to sales, or VIP rewards - maximizing their spending potential.

### Steps to Use Predictive Analytics in Klaviyo:

Go to your Lists & Segments

Filter users with a high predicted CLV and create a VIP segment for special campaigns.

The screenshot shows the Klaviyo 'Segment builder' interface. At the top, there are buttons for 'Preview details', 'Cancel', and 'Create segment'. Below that, a section titled 'Segment builder' explains that segments allow tracking and analyzing people who meet certain conditions. A 'Name' field contains 'predictive LTV is above £100'. To the right, a 'Tags' section has a 'Select tags' dropdown. Below this, a condition is being built: 'Predictive analytics about someone' is followed by 'Total Customer Lifetime Value' (dropdown), 'is' (operator), and '100' (value). There is also an 'Add condition' button and a '0' count for existing conditions.

You can adjust the amount to whatever you see fit; the goal is for it to be significantly above average.

### 3. Using Smart Send Time Optimization (campaigns only)

- Klaviyo's Smart Send Time automatically determines the best time to email each subscriber.
- This tool helps you maximize open rates by adapting to each customer's email habits.

#### How to Enable It in Klaviyo:

In your campaign settings, select Smart Send Time.

Allow Klaviyo to analyze your audience's behavior.

Over time, Klaviyo will identify the optimal delivery window for each user.

The screenshot shows the Klaviyo interface for scheduling a campaign. At the top, there are two main options: 'Schedule' (with a calendar icon) and 'Send now' (with a send icon). Below these, under 'Type \*', the dropdown is set to 'Smart send time'. Under 'Date \*', the date is set to 'Jul 31, 2023'. In the bottom left, the 'Test name' is set to 'VIPs'. In the bottom right, the 'Send type' is set to 'Exploratory (spread over 24 hours)'. The overall title of the window is 'Schedule or send'.

# **The Power of BI in Email Marketing**

When done correctly, BI unlocks precision targeting that separates you from the competition. It ensures every email, offer, and recommendation hits the right person at the right time - turning email into a powerful sales engine.

**this is Email Marketing on Steroids.**

*Part 5*

# ***Writing Emails That Print Money***

# Introduction

This chapter focuses on the beating heart of every successful email system – **the email itself.**

Up until now, you've learned how to build flows, segments, and automations. Here, you'll learn how to turn every email, WhatsApp message, or SMS into a sales engine that creates emotion, trust, and repeat purchases.

Email copywriting is one of the most precise forms of communication in marketing: you're entering your customer's personal space, and every word matters.

Your goal isn't just to make them open the email, but to make them **feel** something - curiosity, desire, connection, or urgency - and lead them to take one clear action.

In this chapter, you'll learn how to:

- Use free, ready-to-edit Klaviyo templates and adapt them to your brand.
- Write subject lines and preview texts that generate extraordinary open rates by speaking directly to the customer's subconscious.
- Understand the psychology behind words that drive people to buy - and apply it systematically in every flow.
- Integrate WhatsApp and SMS into a unified messaging system that reactivates customers, maintains engagement, and increases LTV every month.

This is no longer just about sending emails - it's about mastering the art of direct communication.

When copy is written correctly, it becomes the most powerful tool of influence in your business.



# Recommended Free Templates in Klaviyo

Before crafting your own emails from scratch, it's best to start with high-performing foundations.

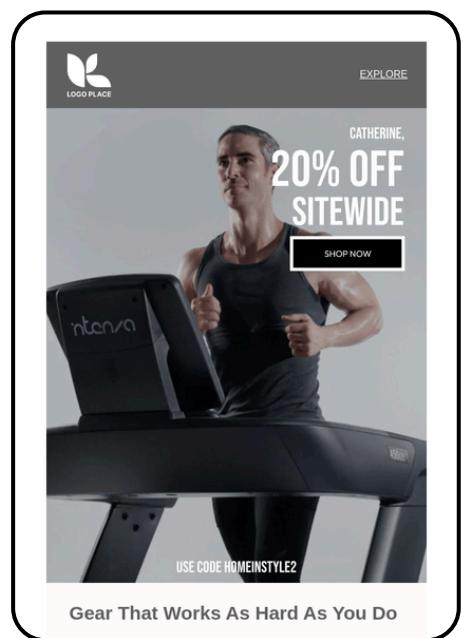
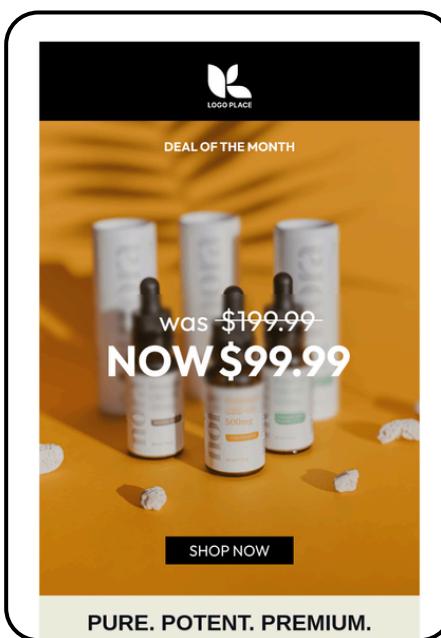
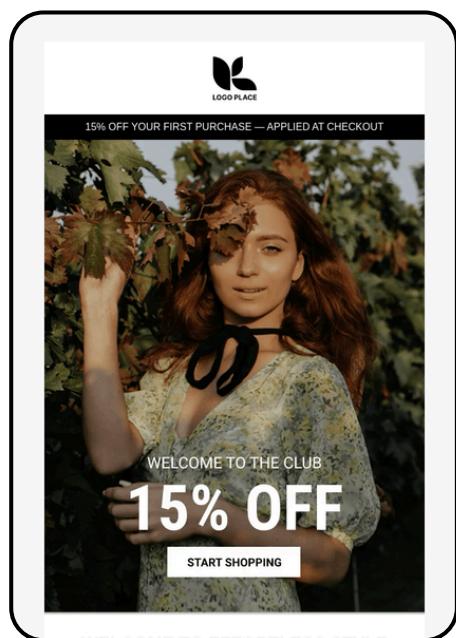
Klaviyo provides a variety of free, ready-to-edit templates that are professionally designed, conversion-tested, and easily adaptable to any brand.

These are the same templates we use frequently in our own stores and client projects - because they're proven to convert, easy to customize, and save hours of design work.

Here are the five most recommended categories to explore:

(Under the image of each template, you will see the name of it, so you can search it under templates in klaviyo).

## Sale / Discount:



Welcome Email - Animated

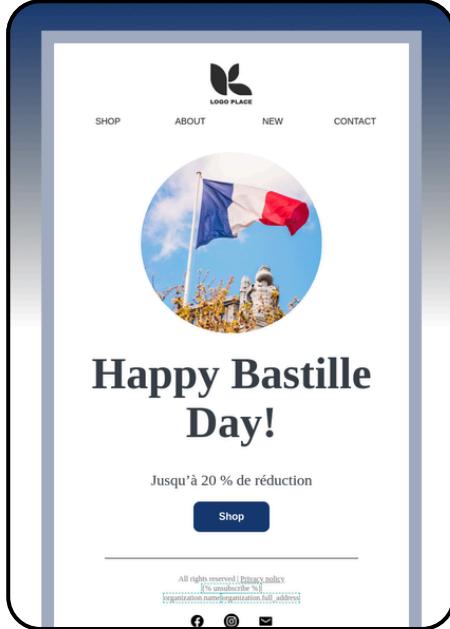
Deal of the Month  
Promotion

Sitewide Sale -  
Animated

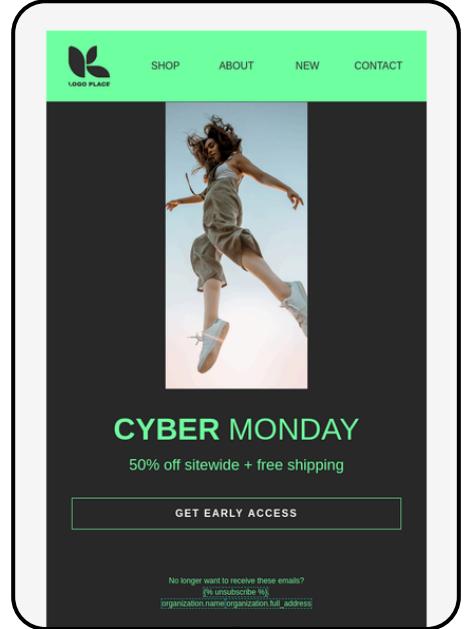


Glow Naturally

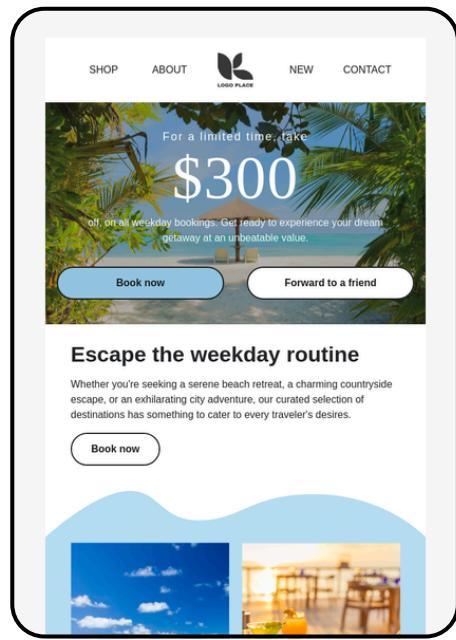
Promotional Sale - Animated



Bastille day - Sale



Cyber Monday - Early access sale



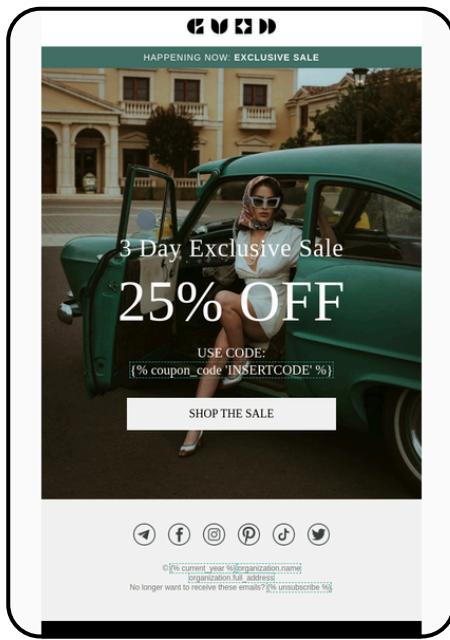
#### Escape the weekday routine

Whether you're seeking a serene beach retreat, a charming countryside escape, or an exhilarating city adventure, our curated selection of destinations has something to cater to every traveler's desires.

[Book now](#)

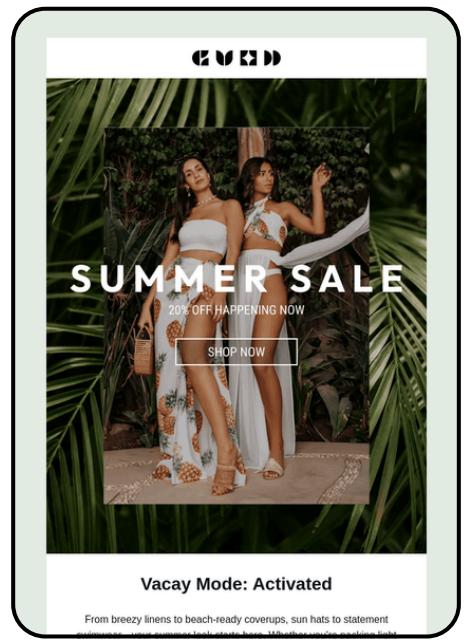
[Forward to a friend](#)

Promotional - Limited time offer



©% current\_year %organization\_name% organization full address  
No longer want to receive these emails? %unsubscribe%

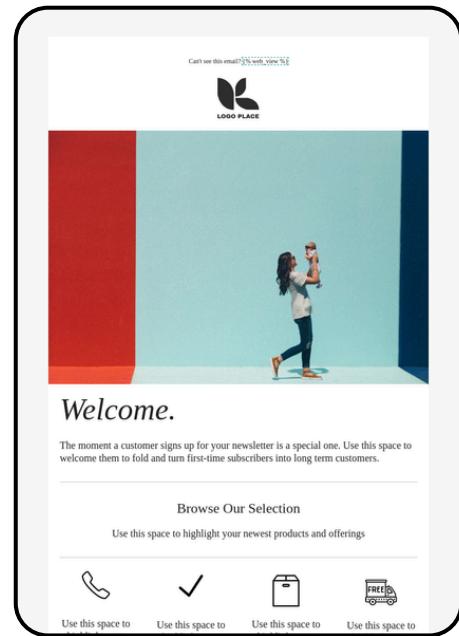
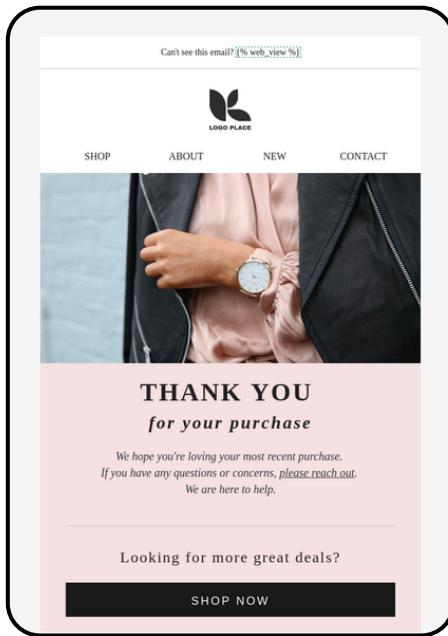
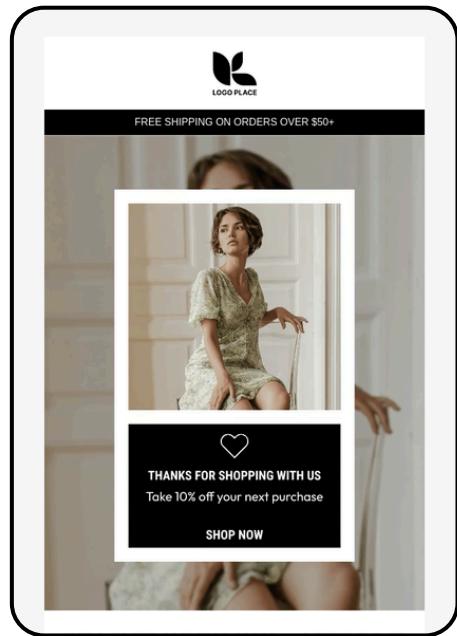
Exclusive sales



Vacay Mode: Activated  
From breezy linens to beach-ready coverups, sun hats to statement accessories, we've got you covered for all your summer adventures. Click here to shop the collection.

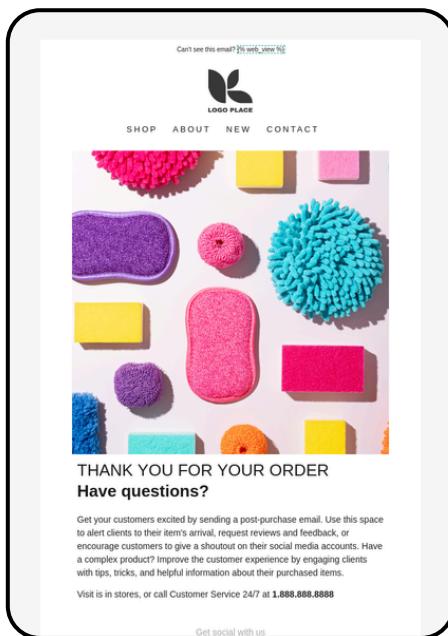
Summer Sale - Animated

# Post-Purchase & Thank You



Welcome Email - Animated Post-purchase - Thank you

New subscriber - Welcome



Post-purchase - Instructional Post-purchase - Thank you

# New product launch



## ALL NEW INTENSIVE HYDRATING SERUM

Say hello to our **Intensive Hydrating Serum**. This lightweight, fast-absorbing formula deeply hydrates, leaving skin plump, smooth, and glowing. Perfect for all skin types, it delivers long-lasting moisture for a radiant, glowy complexion every day.

ARCADY®

SHOP FAQ ABOUT CONTACT

## NEW! PRE-FALL FAVORITES Meet Your New Go-To Hoodie

Now available in multiple colors  
and sizes S–3XL



SHOP THE HOODIE

The long weekend is calling. Step into  
it with a fresh pair

NEW NEW NEW NEW NEW



Introducing Product XYZ

Some body copy goes here! Try to keep to 2-3 lines please. If you need help taking your emails to the next level, email us at [kavyo@insocial.ca](mailto:kavyo@insocial.ca).

Primary Button

Secondary Button

IN SOCIAL

Product Launch

Pre-Fall collection

New Product  
Announcement - Dark

# Outreach



## WE MISS YOU!



ENJOY 15% OFF  
YOUR NEXT ORDER

It's been a minute, and we think it's time we changed that. Use code [XXXX] at checkout.

This exclusive offer is valid for the next 30 days, so don't wait!

ORDER ONLINE

15% OFF  
YOUR NEXT ORDER

WE  
MISS YOU!



SURPRISE  
SURPRISE  
SURPRISE  
SURPRISE

A LITTLE TREAT  
FOR YOU

Thank you for being a loyal guest. Here's a surprise to brighten your day:

Winback - Fast Casual  
Restaurant

Customer Winback -  
Restaurant

Delight - Restaurant

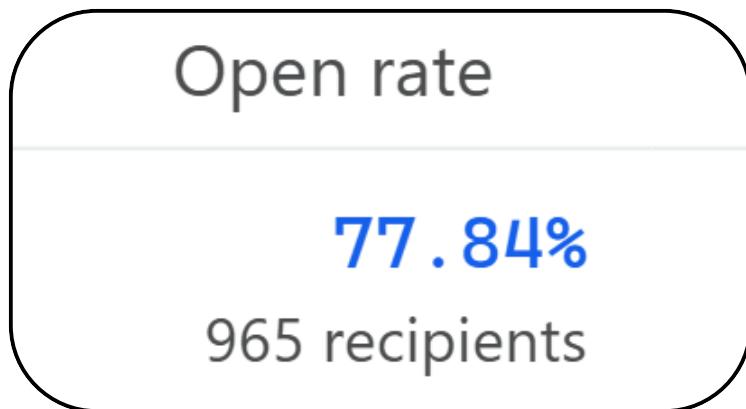
# How to Write Subject Lines and Preview Texts That Achieve Sky-High Open Rates

Your email can be beautifully designed and perfectly written, but none of it matters if people don't open it.

The **subject line** and **preview text** are your entire first impression - the gatekeepers that decide whether your email gets opened, ignored, or deleted.

In eCommerce, where every open equals potential revenue, mastering this skill is non-negotiable.

This chapter will show you exactly how to write subject lines that break the 40%-80% open-rate barrier and previews that magnetize the reader to click.



## 1. The Psychology of the Open

People open emails for three main emotional reasons:

1. **Curiosity** – they want to know what they're missing.
2. **Urgency** – they fear losing something valuable.
3. **Relevance** – they feel the message speaks directly to them.

Your goal is to trigger one of these emotions in a single, short line. The more emotional tension you create without revealing everything, the higher the open rate.

## 2. Golden Rules for Subject Lines

- **Keep it short:** 30–50 characters maximum. Mobile screens truncate longer titles.
- **Speak directly:** use “you,” “your,” or even the customer’s first name if possible.
- **Avoid looking like a promotion:** curiosity outperforms discounts.
- **Use natural language:** write as if you’re texting a friend, not selling a product.
- **Test emotion vs. clarity:** some audiences respond better to bold statements, others to subtle intrigue.

## 3. Proven High-Performance Subject Line Frameworks

Type	Formula	Example
Curiosity	Something unexpected or incomplete	“Wait... did you forget this?”
Urgency	Time or quantity pressure	“Only 3 hours left to claim your gift”
Personalization	Direct call to the reader	“Sarah, your exclusive offer ends tonight”
Authority / Proof	Social validation	“Over 10,000 customers are wearing this now”
Pattern Break	Humor or contrast	“We’re not proud of this... but it works”

Each of these can be slightly adapted for your niche.  
What matters most is that it invites curiosity without sounding forced.

## 4. Writing the Perfect Preview Text

The preview is the silent persuader that seals the decision to open. It expands on the subject line, providing a hint of value or emotional hook.

### Rules for Writing Effective Previews:

- Keep it between 40–80 characters.
- Continue the thought from the subject line - don't repeat it.
- Add context or intrigue that deepens curiosity.
- Use conversational tone - it should feel human, not automated.

Examples of Strong Subject + Preview Combinations:

Subject Line	Preview Text
“You left something behind...”	“Your cart is still waiting - and we saved your discount.”
“This won’t last another 24 hours.”	“Your exclusive early access ends tonight.”
“We did something crazy (again).”	“You’ll understand when you see it.”
“Not sure if you noticed this...”	“A surprise was added to your account.”
“You’ll love what we built for you.”	“Tailored exactly to your last order.”

## 5. The Subconscious Layer: What the Brain Actually Reads

The brain scans emails in milliseconds. It doesn't read - it recognizes patterns.

- Words like “**now**,” “**today**,” “**again**,” “**this**” trigger immediate attention.
- Numbers and brackets [**24H**], [**NEW**], [**GIFT**] increase clarity and speed of recognition.
- Using an unexpected emotional word like “embarrassing,” “crazy,” “mistake,” or “secret” spikes dopamine and boosts open probability by 20–40% on average.

### Key Takeaway

A great subject line doesn't shout - it whispers something irresistible.

Pair it with a preview that teases, not tells, and you'll consistently dominate inbox visibility.

In a world of endless notifications, this is how your brand cuts through the noise and earns attention every single time.

*Part 6*

# **SMS Marketing**

# **Introduction: The Power of SMS Marketing**

Most store owners believe that email is the main channel for reaching customers, but the truth is that SMS is the channel that delivers immediate results and recovers money that would otherwise be lost.

The reason is very simple.

## **1- Instant Opening**

SMS is almost always opened, with **90% of SMS messages opened within 3 minutes.**

Emails are opened much more slowly, if at all.

When a customer abandons a cart, time works against you. SMS reaches them while they are still interested.

## **2 - Fast Response**

People respond to text messages much faster.

The phone is with them at all times, and the notification appears directly in front of their eyes.

This causes the customer to pause, reconsider the purchase, and return.

## **3 - A More Personal Channel**

SMS feels like personal communication.

It is no longer a marketing email, but a message that appears exactly where the customer communicates with close people.

This lowers resistance and increases conversion rates.

## **4 - Numbers That Cannot Be Ignored**

Stores that combine SMS usually see:

- A **98% open rate** compared to 20-28% in emails
- Response rates four to seven times higher
- Return on investment that sometimes reaches up to ten times

## **5 - Not a Replacement for Email, but a Power Layer**

Emails work very well for long term communication, relationships, content, and deep automations.

SMS works in the moment. It **closes sales in real time**.

The combination of both creates a system that does not allow the customer to slip away even for a second.

# **Step 1: Installing the App and Connecting It to Shopify**

We personally have been using this app exclusively for the past several years, for a few main reasons:

- We use it also for cart abandonment, so we prefer having the campaigns inside the same app.
- Free toll free numbers.
- It is currently the largest SMS marketing app in the world, with an official Shopify partnership.

From our own experience, working with SMS through tools that mainly focus on email marketing usually does not end well, with issues in sending, limited capabilities, and other problems.

After installing the app from the link above, simply connect it to your Shopify store and we will move to the next step.

[\*\*Connect >\*\*](#)

# **Step 2: Setting Phone Number Collection as Required at Checkout**

You want your customers to enter their phone numbers in addition to their emails when placing an order.

Therefore, in Shopify go to Settings - Checkout - and under Shipping address phone number set it to **Required**:

Shipping address phone number

- Don't include
- Optional
- Required

# Step 3: SMS Campaign Strategy

SMS marketing is divided into two parts.

The first part is regular campaigns.

For every small action you take, you want to send an SMS to your existing customers.

- A product is **back in stock**? Choose the Back in stock template, make adjustments if needed, and send it.
- A new product was added to the website? Choose the **Product Launch** template.
- Decided to run a **sale** today? Choose the Flash Sale template.

Our goal is to use the simple templates and send two to four SMS messages per week. Keep it simple. Use energetic language, include a few emojis, and keep it short. SMS must be simpler than email.

The screenshot shows a mobile application interface. On the left is a dark sidebar with white icons and text: Home, Cart Recovery, Inbox (Beta), **Campaigns**, Campaign Planner, Analytics, Trust Hub, and Integrations. An arrow points from the text above to the 'Campaigns' button in the sidebar. To the right is a main content area titled 'Recommended Templates'. It features five cards, each with a preview image, a title, a subtitle, and a 'Customize & Schedule' button. A blue 'Create SMS Campaign' button is located at the top right of the template section.

Recommended Templates				
 <b>Anytime</b> Back in Stock Inform customers their fav products are back!	 <b>Anytime</b> Product Highlight Highlight your hottest products!	 <b>Anytime</b> Product Launch Announce your latest products!	 <b>Anytime</b> Flash Sale Easily highlight your biggest sales!	 <b>Anytime</b> Urgency Sale Send your customers a call to action!
<a href="#">Customize &amp; Schedule</a>	<a href="#">Customize &amp; Schedule</a>	<a href="#">Customize &amp; Schedule</a>	<a href="#">Customize &amp; Schedule</a>	<a href="#">Customize &amp; Schedule</a>

## Step 4: SMS Strategy – Campaign Planner

Throughout the year there are many occasions where we want to run sales, but we do not know all the major dates, and we do not always remember to send SMS campaigns, which causes problems.

This app includes over thirty templates based on special dates, such as 4th of July, Mother's Day, Valentine's Day, and more.

Therefore, we follow this simple system: we choose the twenty most relevant dates for our target audience and schedule sales for them in advance. For example, Valentine's Day on February 14, so we schedule an SMS campaign ahead of time with the code **Valentine15**.

On bigger occasions we send 2-3 messages per holiday, such as an announcement at the beginning of the sale, a reminder message in the middle of the promotion (optional), and a final message stating that the sale ends in six hours.

On smaller occasions, we send one message at the start of the sale. For example: "For Father's Day, enjoy ten percent off the entire website for the next twenty four hours with the code FATHER10."

The screenshot shows the 'Campaign Planner & Templates' section of a mobile application. On the left, a sidebar menu lists 'Home', 'Cart Recovery', 'Inbox (Beta)', 'Campaigns', 'Campaign Planner' (which is highlighted with a blue arrow pointing from the sidebar), 'Analytics', 'Trust Hub', and 'Integrations'. The main content area is titled 'Campaign Planner & Templates' and contains a sub-header: 'Use the upcoming events to engage with your subscribers and send high-converting SMS campaigns'. Below this are four cards, each representing a holiday event:

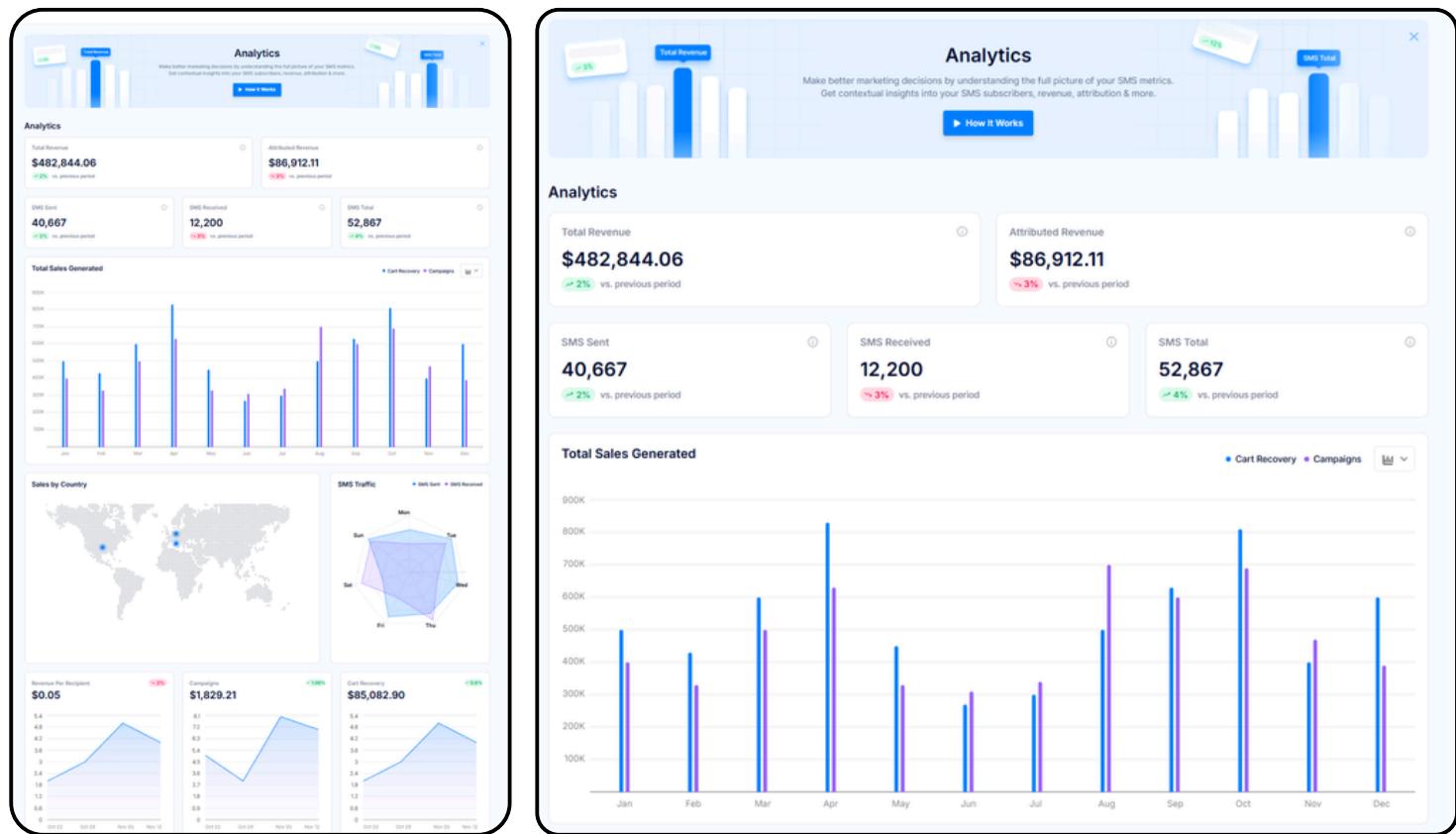
- New Years Day** (Jan 1): Curate a seasonal lookbook for your SMS subscribers and inspire them to confidently step into the new year with your brand. Includes a 'Customize & Schedule' button.
- Australia Day** (Jan 26): The story of an extraordinary nation beginning over 60,000 years ago. New chapters written every day, embrace new chapters with your brand and pass big savings to your SMS list. Includes a 'Customize & Schedule' button.
- Valentine's Day** (Feb 14): Win over the hearts (and wallets) of your last minute shoppers with a free two day shipping gift experience this Valentines Day. Includes a 'Customize & Schedule' button.
- St. Patrick's Day** (Mar 17): Test customers luck by incentivizing them to reply with a LUCKY keyword to receive big discounts this St. Patricks Day. Includes a 'Customize & Schedule' button.

# Step 5: Checking Data and Continuous Learning

One of the advantages of these tools is the detailed analytics.

Remember, we are numbers people and numbers never lie. Always analyze the analytics of every campaign.

What is the open rate, what is the click rate, what is the purchase rate, what is the AOV? This is how you understand whether your audience responds well to that date (for example, Father's Day), whether the message was strong enough to drive them to action, and whether the discount was significant **enough to close them** (for example, if there is a difference in conversion rate between offering a five percent discount or a fifteen percent discount).



[Connect App](#) >

## **Bonus:** Our top 10 Highest-Performing eCommerce Subject Lines ever:

### **1 - “Did you see this before it sold out?”**

Used during a limited-stock restock campaign.

### **2 - “Your order isn’t complete yet...”**

Used as the second email in the abandoned cart flow to trigger completion.

### **3 - “We kept one aside for you.”**

Sent 24 hours after cart abandonment to create a personal and exclusive tone.

### **4 - “Back in stock - but not for long.”**

Used in restock campaigns for high-demand items.

### **5 - “Something new just dropped 🎉”**

Used for new collection or product launch announcements.

### **6 - “We added something special to your order.”**

Sent post-purchase to strengthen emotion and introduce an upsell.

### **7 - “It’s waiting for you (and it looks insane).”**

Used in second-stage upsell flows after a first purchase.

### **8 - “Your discount is expiring tonight.”**

Used during flash sales and time-limited promotions.

### **9 - “Still thinking about it?”**

Used in abandoned-cart reminders with a natural, conversational tone.

### **10 - “We’re sending this only once.”**

Used for exclusive one-time VIP offers to enhance urgency and exclusivity.

# **Advanced Copy Psychology That Triggers Human Action and Emotion**

Most marketers write to the logical brain - explaining why the product is good, what it does, or how it helps.

But consumers don't buy logically. They buy emotionally, and then justify logically afterward.

Every word in your email is a psychological stimulus that either moves them toward action or pushes them away.

To master email copy at the highest level, you must understand how the brain processes emotion, attention, and decision-making.

This section breaks down the deep psychology that separates ordinary copy from **conversion architecture**.

## **1. The Three Layers of the Brain in Every Buying Decision**

**The Reptilian Brain (Survival & Instinct)** – reacts instantly to danger, gain, and loss.

- Trigger words: now, today, last chance, limited, ends soon.
- Use: scarcity, urgency, or risk of missing out.

**The Limbic System (Emotion & Memory)** – responsible for trust, connection, and belonging.

Trigger words: feel, love, safe, proven, trusted, join us, family.

Use: community, social proof, emotional storytelling.

**The Neocortex (Logic & Reason)** – rationalizes what's already emotionally decided.

- Trigger words: because, results, research, designed, built for you.
- Use: data, credibility, benefits that validate emotion.

A high-performing email activates all three layers in sequence: first instinct (attention), then emotion (connection), then logic (justification).



## 2. The Emotion-to-Action Pathway

Human behavior is driven by one subconscious equation:

$$\text{Pain} \times \text{Immediacy} \times \text{Solution Clarity} = \text{Motivation}$$

If your copy doesn't make them feel something now, they'll postpone.

If the solution feels unclear or distant, they'll move on.

The goal is to create controlled emotional tension - just enough discomfort to make action feel like relief.

### Example:

“You’re still one click away from the results you wanted since last week.”

This line quietly reminds the brain of unfinished goals (dopamine tension).

## 3. Psychological Triggers That Dominate eCommerce

**Anticipation** – The brain releases dopamine when expecting a reward. Use suspense: “Tomorrow, something new drops.”

**Loss Aversion** – People fear loss more than they value gain. Use urgency: “Don’t let this price disappear.”

**Social Proof** – In uncertainty, people copy others. Add validation: “12,000 people already grabbed theirs today.”

**Micro-Commitments** – Small actions lead to bigger ones. Ask them to check their size or view the color.

**Contrast Bias** – Showing extremes makes one choice clear. “Most wait until prices rise again. You’re smarter than that.”

**Identity Reinforcement** – People act by who they believe they are. “For those who don’t settle for average.”

## 4. Emotional Language Hierarchy (Use These Words Intelligently)

Emotion	Examples	Effect
<b>Desire</b>	want, crave, dream, imagine, finally	Pulls attention through aspiration
<b>Urgency</b>	now, today, ends, limited, last	Forces immediate focus
<b>Security</b>	safe, guaranteed, proven, real	Builds subconscious trust
<b>Belonging</b>	join, together, others, family	Activates social comfort
<b>Achievement</b>	earn, reach, master, results	Stimulates dopamine and pride
<b>Curiosity</b>	discover, hidden, behind, secret	Opens cognitive loop

Each emotion has a physiological counterpart - dopamine for curiosity, serotonin for belonging, oxytocin for trust, cortisol for urgency.

Your job is to engineer those chemicals through language.

## 5. The 5-Step Copy Psychology Framework for Every Email

### 1 - Interrupt the Pattern:

Start with something unexpected or emotionally charged.

“This isn’t another discount email - it’s a wake-up call.”

### 2 - Create Emotional Resonance:

Mirror what they already feel.

“We know how it feels to miss out on something that fits perfectly.”

### 3 - Offer Relief Through the Solution:

Introduce your product as the emotional resolution.

“That’s exactly why we designed this - to end the wait.”

### 4 - Justify the Feeling Logically:

Add simple data or credibility proof.

“Tested by over 8,000 customers in the past year.”

### 5 - Guide Action as Closure:

CTA should feel like completion.

“Claim yours before it’s gone - and check this off your list.”

## 6. Final Insight: People Don’t Buy Products - They Buy Emotional Outcomes

A man doesn’t buy a watch; he buys significance.

A woman doesn’t buy skincare; she buys confidence.

A customer doesn’t buy shoes; they buy the version of themselves they imagine wearing them.

When your email copy aligns with that emotional transformation...  
when every line serves the feeling, not just the offer...  
you stop “selling,” and start shaping decisions.

*Bonus Chapter*

# ***The game of numbers***

## Bonus Chapter

# The Game of Numbers – How Small Changes Drive Massive Growth

In the world of eCommerce, success isn't just about having a great product or flashy ads - it's about understanding the numbers.

The difference between an average store and a million-dollar brand often comes down to improving small percentages in key areas - and email marketing is one of the most powerful tools to influence those numbers.

## 1. Increasing Your Conversion Rate (The Hidden Goldmine)

### Example 1:

#### Your Website Stats:

- 10,000 visitors/month
- 2% Conversion Rate
- \$100 Average Order Value (AOV)

 Total Sales = **\$20,000/month**

Now imagine improving that conversion rate by **just 1%** - thanks to smarter abandoned cart flows, better retargeting, and well-timed email sequences.

3% Conversion Rate → \$30,000/month

That's **\$10,000** more in revenue without spending a dollar extra on ads.

### 3. The Quiz Strategy - The Ultimate Conversion Weapon

For those using the [\*\*Quiz Strategy\*\*](#), the numbers can **explode**:

Many stores with strong quiz flows reach 7-9% conversion rates.

This strategy combines precision targeting with customized product recommendations - ensuring customers feel like the product is tailored just for them.

Here too - email marketing is powerful and can **skyrocket your results with just one simple flow**.

### 4. Increasing Your LTV (Your Secret Growth Engine)

Think of the brands you love - the ones you keep going back to.

Why? Because they stayed in touch.

A simple email flow that nurtures and engages past customers can increase your LTV drastically.

Imagine you're spending **\$500/day** on ads with a **\$30 CAC** (Cost per Acquisition).

With each purchase worth \$100, and product costs eating 30% of that revenue:

- Scenario 1: Customers only buy once
- Scenario 2: Customers buy **5 times over 3 years**

#### Results:

Monthly Profit (One-Time Buyers Only): \$20,000

Monthly Profit (With Repeat Purchases): **\$160,000**

**Profit Increase: +\$140,000**

The difference? **Email marketing automation**.

Same budget, same daily sales volume, same creatives - just repeat purchases on full automation.

That's the power of LTV (Lifetime Value).

# Course Summary: Mastering Email Marketing for Explosive Growth

This course was designed to teach you **one thing**:

How to turn email marketing into a powerful sales machine.

## Key Takeaways:

### Precision is Everything

Success comes from sending the right message to the right person at the right time - not from sending endless emails.

### Core Segments Matter

Build these 3 key segments:

- VIP Customers → Maximize your best buyers
- Abandoned Checkout Users → Recover high-intent leads
- Quiz Participants → For tailored follow-ups

### Automation Wins

Flows run 24/7 - nurturing customers, driving repeat sales, and boosting revenue without constant effort.

### Conditional Splits Save You

Adding Conditional Splits after delays ensures customers who've already purchased don't get irrelevant emails.

### The Game of Numbers

Even a 1% conversion rate increase or turning a one-time buyer into a repeat customer can add thousands in extra profit.

## **Bottom Line:**

The smartest brands master email marketing to stretch their numbers:

1. Lower CAC (Cost per Acquisition)
2. Higher LTV (Lifetime Value)

Done right, email marketing isn't just marketing - it's a money-printing machine.

That's it for this one.

Email marketing might seem basic-but behind the scenes, it's one of the most advanced, profitable systems in the entire eCommerce world. The big brands know it. That's why they treat email like a core revenue engine-not an afterthought.

They invest in flows, testing, segmentation, personalization.

Because they understand something most small stores ignore:

**Retention is where real **profit** comes from.**

This course gave you the essentials.

Now it's on you to put them in motion-and to keep building.

Because if you want to become a big brand-you need to act like one.

From day one.

We're with you.

See you in the next course.

