

REGENREICH
MONASTERIUM

„BRICH DIR BITTE KEINEN AB“ E-COMMERCE-AUTOMATISIERUNGEN MIT MAILCHIMP

MAX JULIUS SCHMITTMANN

29. MAI 2020



mailchimp

1. WAS SIND E-MAIL-AUTOMATISIERUNGEN?

AUTOMATISCHER VERSAND VON EINZELNEN MAILS ODER E-MAIL-SERIEN

- An einen („transactional“) oder mehrere Empfänger („bulk“)
- Mit vorbereiteten, aber dynamischen Inhalten
- Abhängig von einem vordefinierten Auslöser („Trigger“)

2. DIE VORTEILE VON E-MAIL-AUTOMATISIERUNGEN

KOSTENEFFIZIENZ + PROFESSIONALISIERUNG

- ✓ Kostengünstiges und effektives Marketingtool
- ✓ permanente digitale Vertriebsprozesse
- ✓ Automatische Kundenbindung und -information
- ✓ Professionalisierung für KMU („digitaler Mitarbeiter“)

3. AUTOMATISIERUNGEN IN MAILCHIMP

UMFANGREICHE AUTOMATISIERUNGEN VON EINSTEIGER BIS PROFI

1. Tags

3. AUTOMATISIERUNGEN IN MAILCHIMP

UMFANGREICHE AUTOMATISIERUNGEN VON EINSTEIGER BIS PROFI

2. Aktivität

Welcome new subscribers

Introduce yourself to people when they sign up for your audience.

Respond to subscriber updates

Send an email when a subscriber joins an audience group, or if their information changes.

Thank pop-up form subscribers

Send a warm welcome to people who join your audience from a Mailchimp pop-up form.

3. AUTOMATISIERUNGEN IN MAILCHIMP

UMFANGREICHE AUTOMATISIERUNGEN VON EINSTEIGER BIS PROFI

3. Datum

Audience added date

Send an email based on when a subscriber joined your audience.

Say 'happy birthday'

Celebrate with an exclusive offer or cheerful message that sends based on the birthday field in your audience.

Specific date

Send a one-time message based on an individual date field, like an appointment.

Recurring dates

Remind people to renew a membership or celebrate a special day each year, like an anniversary.

3. AUTOMATISIERUNGEN IN MAILCHIMP

UMFANGREICHE AUTOMATISIERUNGEN VON EINSTEIGER BIS PROFI

4. E-Commerce

Thank first-time customers

Say thanks with some kind, heartfelt words (or kind, heartfelt GIFs) when someone makes their first purchase.

Reward your best customers

Share super-secret offers with customers once they've bought a couple things.

Retarget site visitors

Email a reminder to people about the cool stuff they saw on your website.

Turn on an abandoned cart email

Send a friendly reminder to people who leave your store without checking out.

Enable order notifications

Beautify your receipts and shipping updates, and add in some product recommendations while you're at it.

Follow up on purchases

Ask customers to review a product they bought recently, or recommend other stuff they might like.

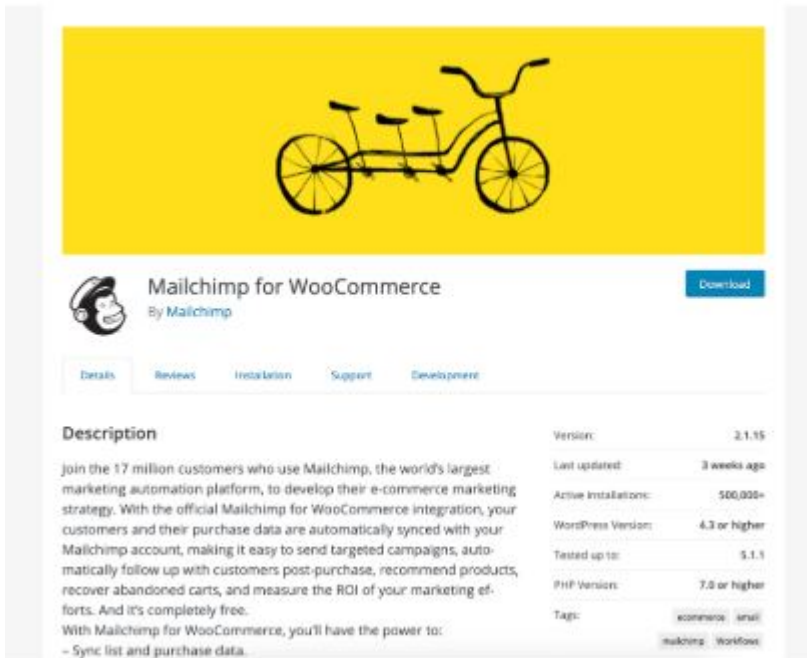
Win back lapsed customers

Reach out to customers who haven't bought anything in the past few months.

4. ABGEBROCHENE WARENKÖRBE MIT MAILCHIMP

AUTOMATISIERUNG ZU UMSATZSTEIGERUNG

Demo: **WooCommerce-Integration**



Mailchimp for WooCommerce
By Mailchimp

Download

Details | Reviews | Installation | Support | Development

Description

Join the 17 million customers who use Mailchimp, the world's largest marketing automation platform, to develop their e-commerce marketing strategy. With the official Mailchimp for WooCommerce integration, your customers and their purchase data are automatically synced with your Mailchimp account, making it easy to send targeted campaigns, automatically follow up with customers post-purchase, recommend products, recover abandoned carts, and measure the ROI of your marketing efforts. And it's completely free.

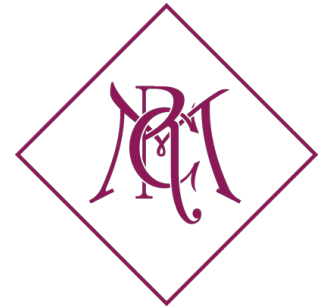
With Mailchimp for WooCommerce, you'll have the power to:

- Sync list and purchase data.

Version:	2.1.15
Last updated:	3 weeks ago
Active installations:	500,000+
WordPress Version:	4.3 or higher
Tested up to:	5.1.1
PHP Versions:	7.0 or higher

Tags: [ecommerce](#) [mail](#) [marketing](#) [workflow](#)





REGENREICH
MONASTERIUM

VIELEN DANK
BLEIBEN WIR IN KONTAKT!

Telefon: 0251 97 44 24 90

Mail: info@regenreich.com

www.regenreich.com
