

ELEVATE YOUR EMAIL STRATEGY TO A SUPERHERO LEVEL

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HYPER- PERSONALISATION TACTICS IN EMAIL MARKETING

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Victor Lausas
@lausas

BEYOND FIRST NAMES:

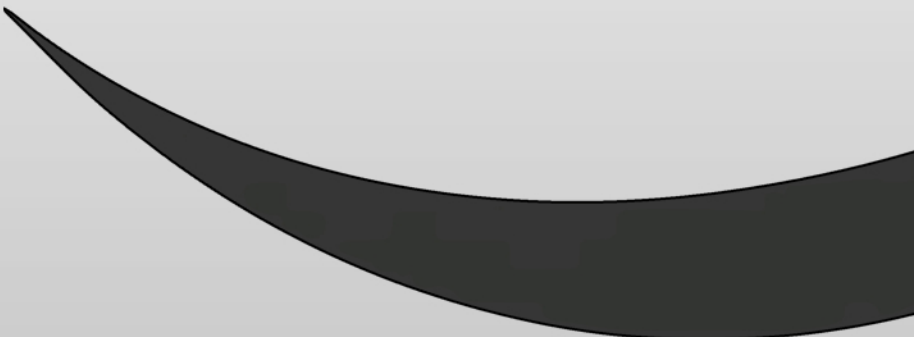
ADVANCED TECHNIQUES FOR HYPER-PERSONALISED EMAILS



HYPER-PERSONALISATION TACTICS IN EMAIL MARKETING

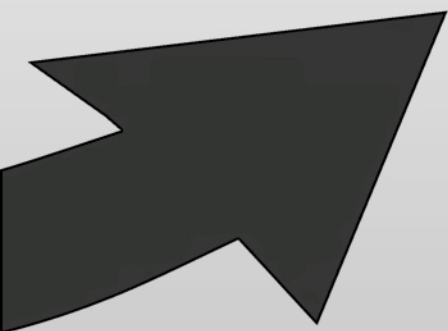
Personalisation is more than just using the subscriber's name. It's about creating an experience that feels unique to each individual.

Here's how to take your personalisation to the next level.

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Why Hyper-Personalisation?

- ◆ **Today's consumers expect personalised experiences.**
- ◆ **Personalised emails can increase open rates by 26%.**
- ◆ **Hyper-personalisation is your secret weapon to build loyalty and drive sales.**



Tactic #1

Behavioural Triggers

Use actions to send emails that feel timely and relevant.

Examples:

- ◆ **Browse Abandonment: Send an email if they view a product but don't buy.**
- ◆ **Purchase Follow-Up: Offer related product suggestions based on past purchases.**

Implementation Tip: Integrate behavioural tracking software to trigger emails automatically.

Tactic #2

Real-Time Data Integration

Use live data to stay relevant and provide immediate value.

Examples:

- ◆ **Stock Alerts:** Notify subscribers when an item they viewed is low in stock
- ◆ **Price Drops:** Alert them when a product they browsed goes on sale.

Implementation Tip: Use a dynamic email tool that pulls in real-time data as the email is opened.

Tactic #3

Geo-Targeted Content

Use location data to personalise offers and updates.

Examples:

- ◆ **Event Invites: Send invitations to events in their area.**
- ◆ **Weather-Based Recommendations: Promote products based on local weather (e.g., coats for cold weather).**

Implementation Tip: Use a location tracking tool to automatically segment your list by region.

Tactic #4

Content-Based Preferences

Tailor content based on what subscribers have shown interest in.

Examples:

- ◆ **Interest-Based Recommendations:** Suggest content or products based on previous clicks.
- ◆ **Dynamic Email Content:** Swap images or articles based on individual preferences.

Implementation Tip: Create a survey to gather preferences, or track content clicks to build a more targeted profile.

Tactic #5

Life Cycle Personalisation

Adjust content to fit the customer's journey stage.

Examples:

- ◆ **New Subscriber: Send a welcome series with beginner-friendly content.**
- ◆ **Loyal Customer: Provide early access to sales or exclusive content.**

Implementation Tip: Map out your customer journey stages and plan emails to match each one.

Tactic #6

Customised Timing

Send emails at times that are optimised for each subscriber.

Example:

- ◆ **If Subscriber A often opens emails at 9 AM, schedule emails for them at that time.**

Implementation Tip: Use your email platform's analytics to identify optimal times for each segment.

Tactic #7

Predictive Personalisation

Use AI to predict and send the right message at the right time.

Examples:

- ◆ **Product Recommendations: Suggest products they're likely to need based on past behaviour.**
- ◆ **Predictive Re-Engagement: Identify when they may lose interest and send re-engagement emails pre-emptively.**

Implementation Tip: Use AI-powered email tools that can analyse behavioural data and predict patterns.

Secret Tactic #1

Hyper-Specific Segmentation

Divide your audience into ultra-specific segments for precise targeting.

Examples:

- ◆ **Segment by purchase frequency, past spending, or product category preference.**

Implementation Tip: Start with small, specific segments and test your personalisation to measure impact.

Secret Tactic #2

Individual Value-Based Offers

Send unique offers based on each subscriber's lifetime value.

Examples:

- ◆ **High-value customers receive exclusive, limited-time discounts.**
- ◆ **New customers get welcome discounts to encourage repeat purchases.**

Implementation Tip: Use RFM (Recency, Frequency, Monetary) analysis to identify and target high-value customers.

Implementation Guide

Step-by-Step:

- ◆ **Collect Data:** Ensure tracking is set up for behavioural and demographic data.
- ◆ **Integrate Tools:** Choose email and CRM platforms with dynamic content capabilities.
- ◆ **Test and Iterate:** Run small tests, measure impact, and adjust your tactics.



Bonus

Pro Tip for Success

Focus on relevance, not just personalisation.

Every email should feel like it was crafted specifically for the recipient.



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Ready to take your personalisation to the next level?

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