

ELEVATE YOUR EMAIL STRATEGY TO A SUPERHERO LEVEL

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LEVERAGING CLV IN EMAIL MARKETING

**MARKETING
SUPERHEROES
TO GROW YOUR
Business**

**TOP
MARKETING
TIPS**

**SECRET TACTICS
REVEALED INSIDE!**



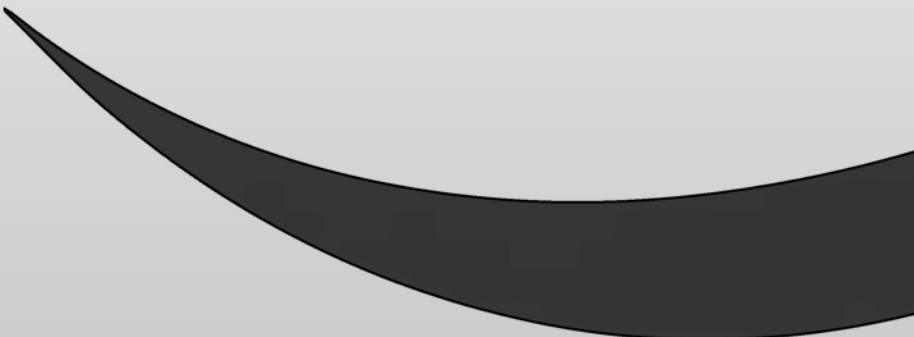
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FOCUSING ON CLV: HOW TO TARGET HIGH-VALUE SUBSCRIBERS



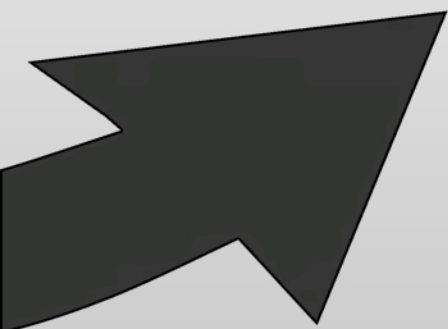
HOW TO TARGET HIGH-VALUE SUBSCRIBERS

**In email marketing,
not all subscribers are equal.
By focusing on Customer
Lifetime Value (CLV),
you can identify and
prioritise high-value
customers who drive the most
revenue for your business.**

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What is Customer Lifetime Value (CLV)?

- ◆ **CLV: The total revenue a customer is expected to generate over their entire relationship with your brand.**
- ◆ **Focusing on CLV helps you invest in subscribers with the highest potential ROI.**



Why Focus on High-Value Subscribers?

- ◆ **Higher CLV subscribers drive long-term revenue.**
- ◆ **They're more likely to engage with your brand, make repeat purchases, and refer others.**
- ◆ **Prioritising them can maximise profitability with targeted, relevant campaigns.**

Step 1 - Calculate Your Subscribers' CLV

Understanding CLV starts with accurate data.

Formula:

◆ **Average Purchase Value x Average Purchase Frequency x Average Customer Lifespan.**

Implementation Tip:

Use your CRM or analytics platform to calculate these metrics and segment your list based on CLV.

Step 2 – Segment Subscribers by CLV Tiers

Not all high-value customers are the same. Segment them further for precision.

Examples:

- ◆ **Tier 1: Top 10% of CLV**
- ◆ **Tier 2: Next 20% of CLV**
- ◆ **Tier 3: Remaining high-value customers**

Implementation Tip:

Use your email platform's segmentation tools to organise subscribers by CLV tiers.

Step 3 – Create Exclusive Campaigns for Top CLV Tiers

Show appreciation with exclusive, targeted campaigns.

Examples:

- ◆ **Early access to sales or products.**
- ◆ **Personalised thank-you messages and anniversary rewards.**
- ◆ **VIP-only offers or special events.**

Implementation Tip:

Customise content based on their past purchase behaviour and preferences.

Step 4 – Send Replenishment and Upsell Emails to Boost CLV

Increase CLV by encouraging repeat purchases and upsells.

Examples:

- ◆ **Remind subscribers to replenish consumable products.**
- ◆ **Recommend complementary items based on past purchases.**

Implementation Tip:

Set up automated triggers for replenishment reminders and personalised upsell recommendations.

Step 5 – Prioritise High-CLV Subs for Product Launches

Make high-value customers feel like insiders.

Examples:

- ◆ **Offer early access to new products.**
- ◆ **Send personalised launch announcements with exclusive perks.**

Implementation Tip:

Use countdown emails and scarcity tactics to increase engagement and urgency.

Step 6 – Leverage High-CLV Subscribers for Referrals

Turn top customers into brand advocates.

How:

- ◆ **Offer incentives for referring friends or family.**
- ◆ **Highlight referral programmes in emails targeting high-CLV subscribers.**

Implementation Tip:

Use unique referral links and reward tiers to encourage sharing among top customers.

Secret Tactic #1 – Predictive Analytics to Forecast Future

Predictive analytics helps you identify rising stars early.

How:

- ◆ **Use tools like machine learning to analyse purchase patterns and identify subscribers likely to become high-value customers.**

Implementation Tip:

Consider integrating predictive analytics into your email platform to spot high-potential subscribers.

Secret Tactic #2

Use RFM Analysis

RFM helps refine your high-CLV segments further.

How:

- ◆ **Recency:** How recently a subscriber made a purchase.
- ◆ **Frequency:** How often they purchase.
- ◆ **Monetary:** How much they spend on average.

Implementation Tip:

Use RFM analysis to identify the most engaged and highest-spending subscribers within your top CLV tiers.

Secret Tactic #3 - Campaigns for Lapsed High-CLV Subs

Don't let high-value subscribers slip away.

Examples:

- ◆ **Send re-engagement emails tailored to their interests or previous purchases.**
- ◆ **Offer personalised discounts or incentives to encourage a return.**

Implementation Tip:

Monitor high-CLV subscribers who haven't engaged in a while and trigger re-engagement campaigns specifically for them.

Pro Tip – Monitor and Adjust CLV Strategies Regularly

Customer behaviour evolves; so should your CLV strategy.

How:

- ◆ **Regularly review CLV data and adjust segmentation, offers, and campaign strategies based on new insights.**

Implementation Tip:

Schedule quarterly or bi-annual reviews of your CLV-based segments to keep your approach fresh and effective.



Like, Share & Comment!

Target your high-value subscribers with these advanced strategies and watch your ROI soar!

Save this post for future reference and follow for more email marketing insights!

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