

3 (free) Ways Marketers Can Improve The Post Purchase Experience

The customer experience doesn't stop at the buy button

In the ultra-competitive environment of ecommerce, marketers are continually pushed to bring in more customers, at a lower cost, with a higher LTV.

As more brands sell online, acquisition costs are increasing rapidly - requiring marketers to find new ways to drive customer loyalty and sales.

One of the most overlooked times to exceed customer expectations and drive results is post purchase.

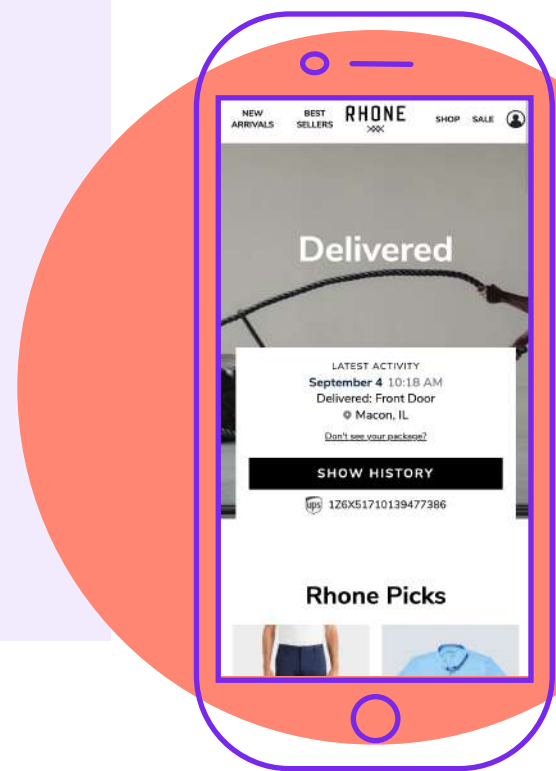
With customers checking tracking 4.6 times per order, it's no longer good enough for marketers to leave customers dealing with carriers themselves.

Especially during COVID, where carrier performance has worsened by up to 65% and customers are checking tracking 3x more than they typically do.

Good news! You can help. Here are three (free) ways marketers can improve their post purchase experience.

3 ~~Shipment Tracking~~ Marketing Plays

1. Communicate shipping information in key customer experience touchpoints
2. Branding your Shipping Emails
3. Putting an FAQ on site about COVID, Delivery, etc.



Number 1: Communicate shipping information in key customer touchpoints

Get ahead of carrier issues by sharing shipping details in the most key post purchase experience touchpoints

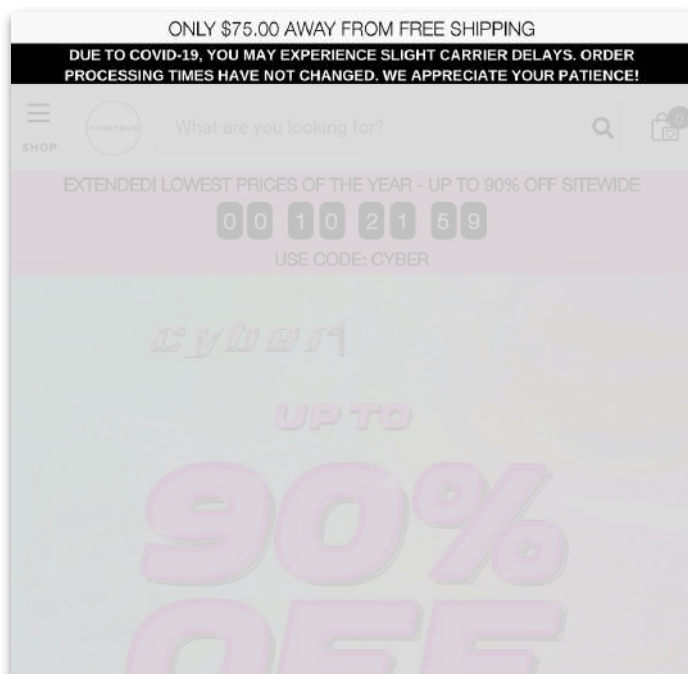
This play is a great way to ensure your customers are not blindsided by delivery issues after they buy.

During COVID, this can help customers understand that shipping could be messy, which they'll appreciate hearing ahead of time.

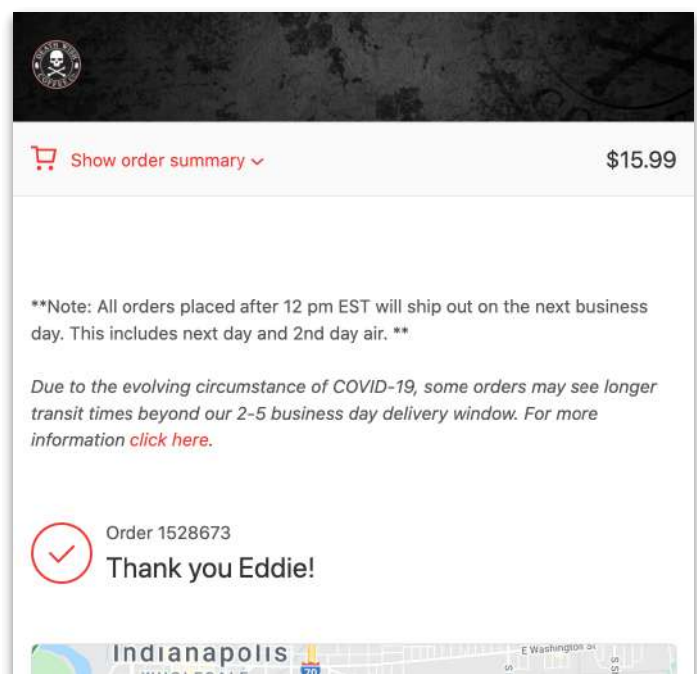
The three areas you should message shipping information are:

1. Website banner
2. Order Confirmation and Shipping Emails
3. Order Status Page

HoneyBum's Website Banner



Death Wish Coffee's Order Status Page

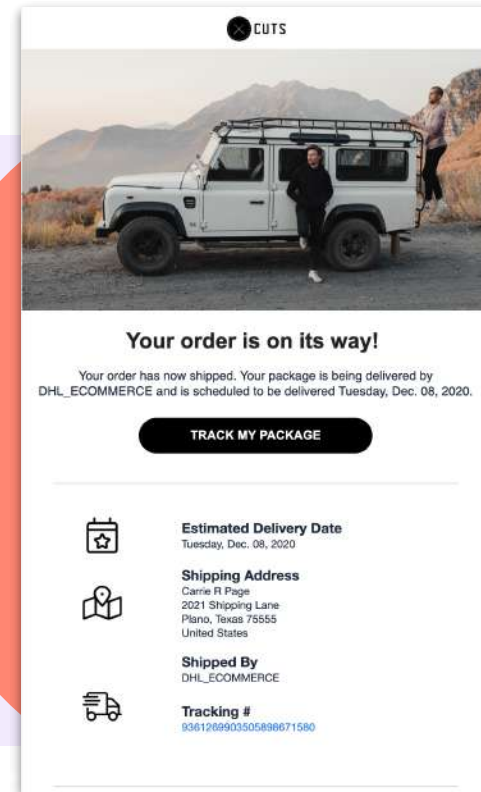


Number 2: Brand your shipping emails

Don't ghost customers after they purchase

With more and more brands selling online, building trust throughout the entire experience is vital to customer retention and growth.

Reinforce your brand at a time where your customers are most excited. Continue to build your brand.



Number 3: Create an FAQ section about delivery

Reduce “where is my order?” tickets by giving your customer’s questions to their most common shipping questions

Don't require your customers to have to reach out to you with any question(s) they have.

As shipping changes and adapts as quick as it is in COVID times and beyond, it's important to keep delivery information up to date and accessible so customers feel confident about their purchase.



Want more shipment marketing plays?
Visit GoMalomo.com and schedule a demo to talk to a post purchase specialist today