

A LUXURY BRAND'S
INSIDER GUIDE TO
REVENUE-DRIVING
CRM TACTICS



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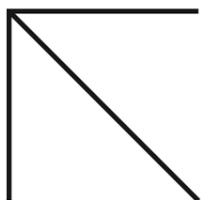
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INTRO

Customer relationship management, or as the industry calls it – CRM – is an open book when it comes to new opportunities for your brand. You hold the power to use your data to its full extent to engage with your customers more effectively.

In this guide, we're here to stress the importance of the valuables that a CRM software gives your business, and if executed correctly, can skyrocket your sales.



01

Why a *customer-first* marketing strategy is the key in today's privacy-first era

Putting your customers first behind everything your brand creates is a huge key factor for success. Building direct relationships with your audience and cultivating a loyal customer base through curated experiences designed around what they're interested in is the direction going forward for all DTC brands.

The cookie-less future: An uncertain future for third-party data

A privacy-first mindset is growing in prominence and practice—and it's affecting how businesses market to consumers due to changes like Apple's

iOS privacy updates, and various global policies including GDPR and CTIA. These new policies remove the ability for brands to easily and inexpensively use third-party advertising tools, like Facebook, to consistently get in front of new audiences.

Ultimately, this means that brands who rely less on stalking their customers and instead prioritise talking to them will have the upper-hand when it comes to withstanding these data privacy changes and as well as other changes to come.

Power to the people: Consumers have more buying power than ever

In 2020, consumers flocked to online shopping in record numbers as global retail e-commerce grew by 25% in one year.

This shift coincided with a social media maturation of consumers. They become more aware of how the social platforms they engage with work, in terms of selling their data to other third-party sites, and bore witness to data breach after data breach.

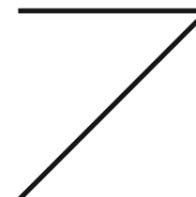
Now, it's the people who have the power, and user-generated content, influencers, word-of-mouth, and organic content on newer platforms like TikTok are breeding ground for building successful communities on a customer's own terms. It is increasingly becoming these communities that determine whether brands will grow or fail.

The new frontier of acquisition is nurturing your community and leveraging your current customer base, which makes Customer-First Marketing essential to any modern brand.



The future of acquisition has less to do with finding pockets of people that don't know you—and letting people who do know you, find people that they know. It's a way to establish a better quality connection from the beginning.

Jake Cohen, VP of Content at Klaviyo



02

How to *make money* while *you sleep* with automated email flows

Automated email flows not only retain your loyal customers, but also help build new ones. We're firm believers in spending quality time and using the correct methods to carefully craft your automated email flows. As CRM experts, the results speak for themselves. Here are the top 4 automated flows you must have if you want to make money while you sleep.

Welcome Journey

For new customers that sign up to your mailing list, a welcome journey email flow is a huge opportunity to build your brand reputation with them. By giving customers a mini background story into your brand ethos, as well as showcasing a variety of best-selling products, you have a chance to shine before they even make a purchase. The more thoughtful, the better.

We usually recommend setting up 2-3 welcome flow emails to start with; each carefully crafted to not be too overbearing and to have a clear message and call to action. We've also seen a high success rate of people offering a special "thank you" in the first sign up email, whether it's an exclusive introductory discount, a present with a first purchase, or points towards a loyalty scheme. However, watch out for those one-off customers shopping around for a discount!

Abandoned Cart

These automated email flows trigger the customer's brain, reminding them about the product that they want (badly enough to add it to the cart), and in a variety of circumstances drive them to make that purchase. In our experience of deploying this tactic with other e-commerce brands, we've seen an estimated conversion rate between 3% and 5% from setting up abandoned cart flows.

20%

Cross-Sell

This is a HUGE one! Automated cross-sell flows aim to engage existing customers and encourage repeat purchases. In our experience, the best way to achieve this is to consider a user's past purchases and promote the next most logical purchase for that user.

Whether it's following up with a "complete the look" style edit, or promoting similar products to the customer's purchase, the approach to identifying the next-best purchase will be a data-led one. In our experience of deploying this tactic with other e-commerce brands, we can expect a conversion rate between 1.5% and 3%.

5%

Birthday Gift

When it comes to building up the loyalty of your current customers, birthday flows are a very tactical (and thoughtful) trick. By treating these repeat purchasers as special VIP customers, you are acknowledging their love for your brand, and by sending them exclusive things such as a birthday discount, they are more likely to keep shopping with you. Remember, loyal customers can spend up to 20% more than an average buyer!

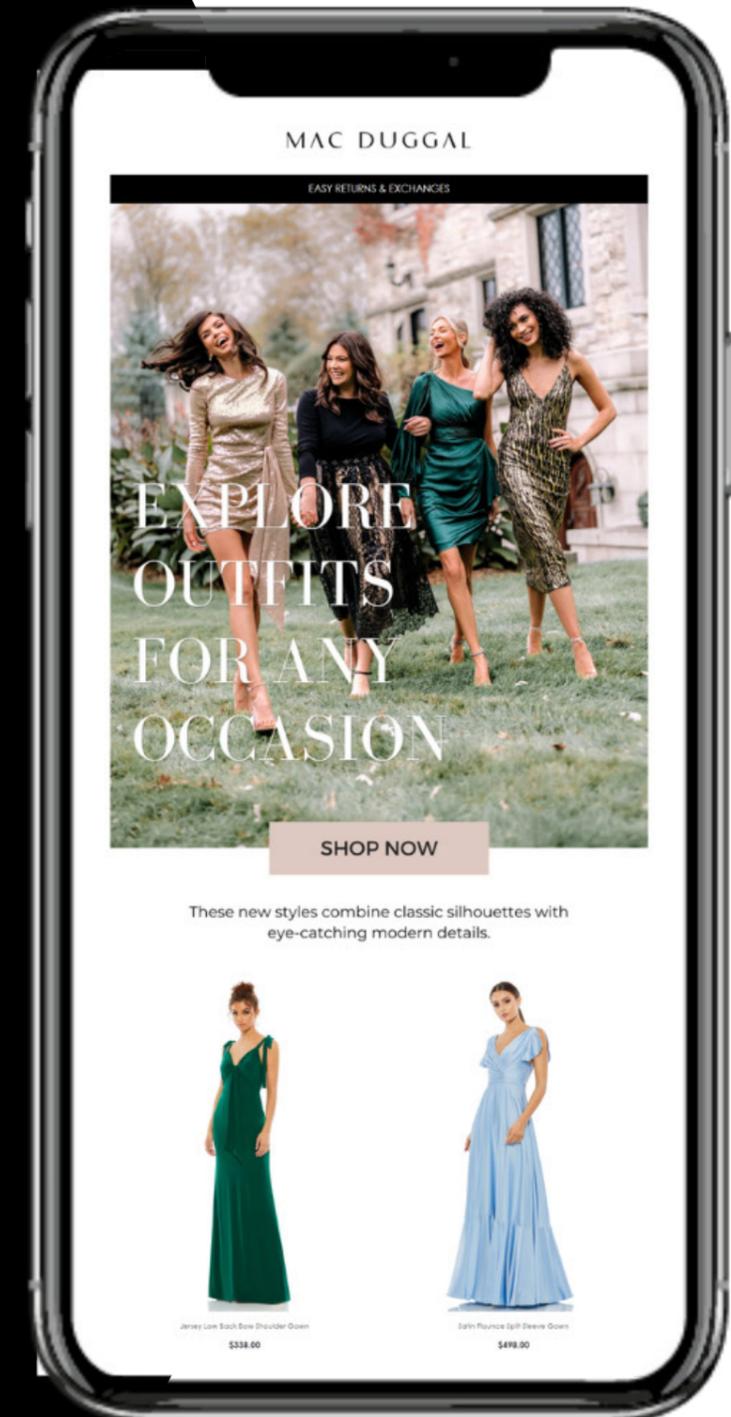
3%

CASE STUDY

From couture one-of-a-kind red carpet styles, to cocktail dresses, and special occasion gowns, Mac Duggal has become one of the most sought-after names in women's luxury evening wear. Wanting to evolve with today's digital age, we aided Mac Duggal in building their first e-commerce website from the ground up; supporting the new website with online advertising, and setting up their CRM.

Previously, we would spend 2 hours a week designing and setting up a "New Arrivals" campaign. With the power of Klaviyo, we've now turned this weekly campaign into an automated flow, with various personalised options and customer journeys. In April '22, this flow drove a whopping \$89k in revenue, without us having to lift a finger.

\$89K



03

Personalisation is way more than just “Hey [First Name]”

With consumers being much more savvy in today's digital age, brands need to think of more unique and creative ways to get personal. Gone are the days of the subject lines “Hey [First Name], you now have access to our new collection!”; you're going to need to do more to woo over your customers and build a more customer-first experience.

What assumptions can you make about someone based on what they view and purchase? Are they an impulse buyer? Do they browse around a lot waiting for something to push them to purchase? Think, can you have a different journey for each of these segments who are all on different stages of their journey?

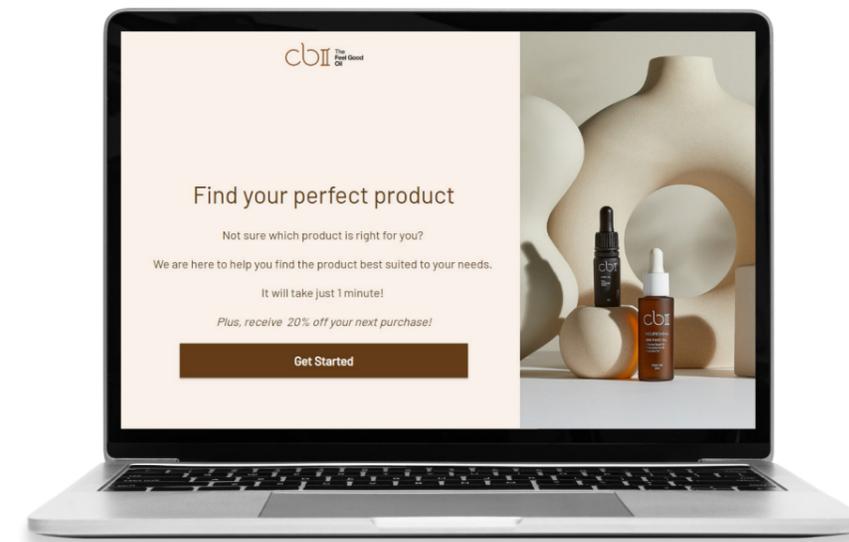
When it comes to **audience segmentation**, crack down and get organised, this can help you personalise so many campaigns in the future, especially if you want to see an **increase in engagement rates!** Here's some segmentation examples for how to refine your audience more:

- *Waiting for WOW's*
- *Browsers*
- *High rollers*
- *Nearly there's*

Time to get *creative* with *your campaign...*

It's quiz time

Create a quiz asking people to fill in their information to get a personalised product recommendation - using Klaviyo's API, this information can easily be passed through to Klaviyo and used to personalise their journey further.



Size Matters

Retail brands, this is a big one for you. Do you know what size your customers are? Use this information to only show them products which are available in their size, especially if you move stock quickly. With today's technology, new size apps are a great way to help your customers narrow down their exact size.

Get personal

The options for content and creatives to become more personal is endless; you just need to think outside the box.

- Personalise **browse abandonment** based on what people have done.
- Personalise **hero image** based on what people have **viewed on the website**
- Personalised **product** recommendations.



04

Creative aspects that make or break *your brand image*

We all know that top-notch professional brand photography is key, but there's more to meet the eye than something that's visually aesthetic.

Variety is key

There's no set structure that works for every brand, otherwise life would be too easy. When it comes to different content styles, trialling and testing Campaign, Lifestyle, and Organic content are crucial for reaching all of your potential audiences.

From professional photoshoots to videos crafted to perfection, **campaign content** can help raise brand awareness and prospect to new audiences. Each of your audiences are slightly different in their own unique way. For example, you wouldn't target customers in New York vs. California with the same ad content; the two customers are completely different.



Lifestyle content is what inspires customers to make a purchase. Displaying your product in a stylish yet niche way is key. Customers resonate with lifestyle content on an inspirational level, getting them excited on how to style your product.

Building up your **organic content** is a must-have for a diverse and creative content library. From topics like brand storytelling, behind the scenes, how to style, viral challenges, sustainable efforts, and live shopping events, the options are endless to connect with your audience on a more personal level.



Visually friendly in the UX world

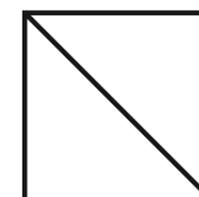
Sure, glamorous images add more beauty to your brand's aesthetic, but what happens when they don't display correctly on mobile, or that video your team spent hours editing isn't playing in your latest email campaign?



Thankfully, Klaviyo lets you customise your desktop and mobile campaign separately, with the option of showcasing certain elements on each viewport or not.

Dynamic templates

If you have your online shop organised correctly, dynamic templates can help improve your customer personalisation experience. From showing items they've looked at, or products that would pair well with what they previously purchased, it's really a no brainer on why these



05

How integrating your CRM and Online Ads can *skyrocket* revenue

It's no question that CRM should be at the heart of your business so that it feeds and benefits all other marketing channels.

Your CRM should work with any Online Ads activity to achieve ultimate revenue potential.

The changing privacy environment means your CRM data has never been more critical to use when launching **look-a-like audiences** on social platforms like Meta, TikTok and LinkedIn.

Your data can be automated and manually uploaded on these platforms easily and can be used in a variety of ways

Creating lookalike audiences

Retargeting email subscribers

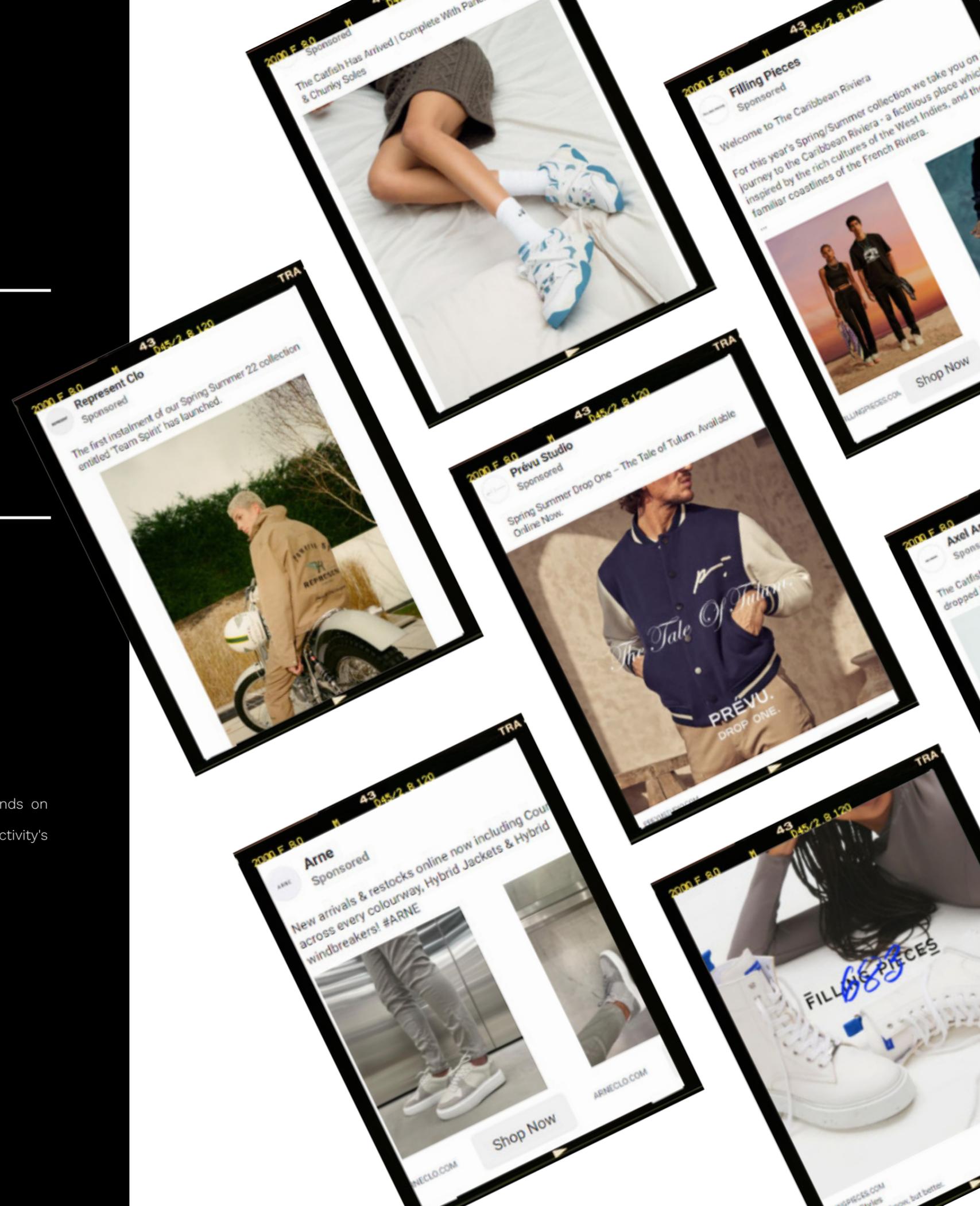
Upsell / Cross-sell opportunities

Increasing buying frequency

Boosting AOV & LTV

Nurture lapse prospects

Like any good campaign, success depends on the quality of your CRM data and the activity's strategy.



06

Acquiring customer data through *pop ups*, *ads* and *email behaviour*

As always, it's super important to collect as much data as you can on your customers. The better you understand your customers, the better you understand how they behave. The more you know, the more marketing opportunities you have.

One example on how to retrieve more data for new customers is to refine your website pop up. When asking your customers to sign up, ask for their birthday; offer them that they will get a special treat on their birthday. Whether you email them an exclusive discount code, or give them another special birthday offer, this is a tactic a lot of brands have jumped on into retrieving new email sign ups.

If you haven't collected this data and would like to, then you can start by sending your customers surveys or questionnaires. Use your email list or build engagement through your social platforms.

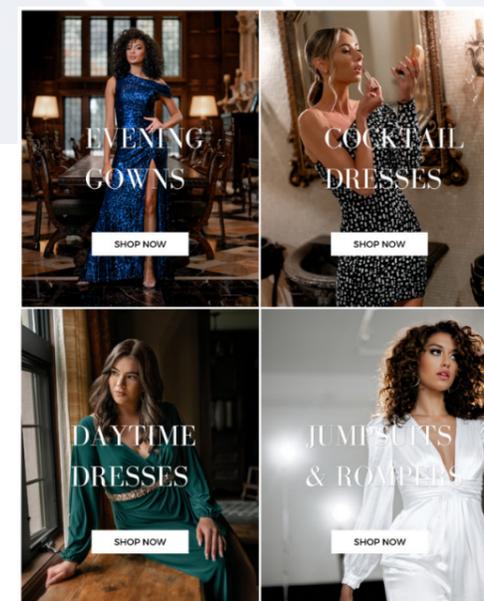
Another way to gather customer data is to offer them click through options based on their interests. Whether these interest groups are visual images or buttons, whatever option the customer chooses can be linked back to their Klaviyo profile, which can be used for future targeting.

“

“We see a large focus on a/b testing across all of our clients’ channels. In our experience, we find adding the feature of minimising the website pop up, with an incentive cta works really strongly.”

Juliana Russell, CRM Manager at Prospect Knight

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Shop by occasion



Shop sale by category



Explore Menswear



CO-ORDS TRACKSUITS GYM

FACEBOOK INSTAGRAM TWITTER TIKTOK

About *Prospect Knight*

Prospect Knight is a boutique marketing agency that helps global brands Acquire new customers and keep them for longer. We are a family of marketing specialists that provide best in-class methods that drive high performing results for high performing brands.

To learn how to acquire new customers and keep them for longer, please visit www.prospectknight.com

About *Klaviyo*

Klaviyo, a unified customer platform for email, SMS, and more, gives your online brand direct ownership of your consumer data and interactions—so you can talk to every customer like you know them, and grow your business on your own terms.

