

neto

SmartMail[✓]

hey, smiles davis!
healthy eating comes with benefits

STARBUCKS
happy hour
TEAM THURSDAY
New Ultra Caramel Frappuccino® Blended Beverage
50% off
Frappuccino® Blended Beverage grande or larger*
Thursday, May 3, starting at 3 p.m.

SAKARA
NEXT WEEK'S MENU MEAL DELIVERY CLEAN ROUTIQUE
Introducing Life Source
SAKARA
LIFE SOURCE
SUPER POWDER
EVERYTHING YOU NEED IN ONE SOURCE

The slow-grow startup
In a community that as...
something to be said for a start...
SaaS startup Chameleon took t...
being a success...

Look: Huw's talking
Considering company culture when balancing the bottom line isn't something you'd expect of a finance guy. But then, Typeform's Chief Finance Officer Huw Slater isn't your average suit. We chat about his philosophical approach to managing money, and his accidental aptitude for a good analogy.

Picking the right pic
On average, people remember 80% of what they see, but only 20% of what they read. Good thing we put that nice photo above this text then, right? Choosing a picture for your website shouldn't be an afterthought—here's what you should be looking for to do your page, and your content, visual justice.

Privacy Policy | Stores | Terms of Use
Ref: 18-21-Pan 8-1-QTH
If you would like to change the format in which you receive our emails, please click [HERE](#).

We've contacted you because you have opted in to receive news and promotional email from Starbucks.com. Your address is listed as HELLO@SMILES.DAVIS.YEAH. To [UNSUBSCRIBE](#) from our email list [CLICK HERE](#).

This email is sent from an account we use for sending messages only. So if you want to contact us, don't reply to this email – we won't get your response. Instead use this [WEB FORM](#).

Organic, All-In-One Nutrition Super Powder
Life Source is an all-in-one nutrition super powder made with clean, highly functional ingredients. It's everything you need in one source!

12g PLANT PROTEIN
COLLAGEN-BOOSTING
ALKALIZING GREENS

TABLE OF CONTENTS

INTRODUCTION _____ 3

EMAIL MARKETING FOR ECOMMERCE _____ 4

Email Marketing vs. 'Other' Marketing
Email Marketing and Customer Lifetime Value (LTV)

DEVELOPING A SUCCESSFUL EMAIL MARKETING STRATEGY _____ 6

1/ Build Your Email List

2/ Segmentation

3/ Personalisation

4/ Types of Ecommerce Emails You Should be Sending

5/ Why Are Subject Lines Important?

6/ A/B Testing

7/ Email Design in 2018

8/ Reporting and Analytics

NETO & SMARTMAIL _____ 26

WHAT'S LEFT? _____ 26

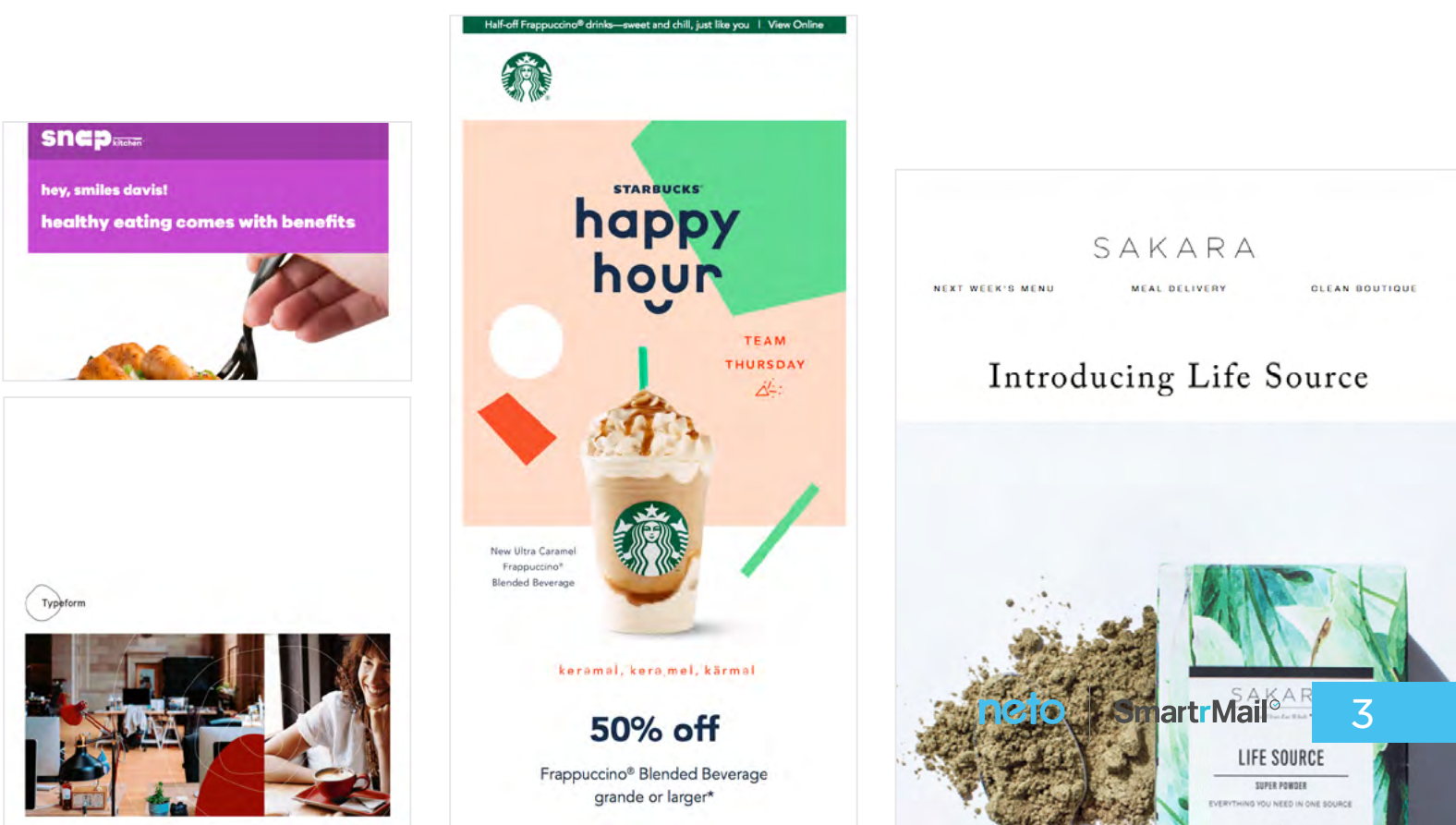
INTRODUCTION

Selling products or services online through ecommerce has exploded in recent years alongside the expanding number of people buying online, and email marketing has become a pivotal part of many retailers' strategies.

But as with many other areas of running a business, taking a set-and-forget approach to email marketing or letting your strategy go stagnant will prevent you from growing your business.

In this guide you will learn how to fully take advantage of email marketing to scale your business. We'll revisit a few of the basics first and then take a deep dive into the latest advanced techniques, tactics and tools to help you drive engagement, increase sales and boost customer satisfaction through email!

Email marketing serves as the cornerstone of ecommerce due to its consistently high returns and longevity as a platform.



EMAIL MARKETING FOR ECOMMERCE

Before we get into the juicy stuff, it's important to first understand why email marketing is so important for ecommerce.

Even if you're an email marketing pro, it can sometimes help to refresh yourself on the basics, but feel free to skip on ahead. In addition, email marketing gives retailers the opportunity to send personalised messages to your customers, with the result yielding much higher returns than emails that are sent completely 'cold'.

Essentially, **email marketing for ecommerce is the act of sending out emails to promote your products**. It gives retailers the opportunity to send personalised messages to their customers, with the result yielding much higher returns than emails that are sent completely 'cold'.

EMAIL MARKETING VS. 'OTHER' MARKETING

Since the birth of email over 40 years ago (yes it's really been that long!) we've seen the introduction and growth of many new digital marketing channels; social, SEO, PPC. And while the majority of retailers will use a combination of several channels to reach and convert customers, email still remains the most effective.

Email marketing:

Is
**40 times
more
successful**
at acquiring new
customers than
Facebook and
Twitter combined.

Has the
**highest
ROI**

of all the channels,
with marketers earning
\$38 for every \$1 spent.

Campaign Monitor

EMAIL MARKETING AND CUSTOMER LIFETIME VALUE (LTV)

Facebook and digital search advertising help you acquire new customers, but email marketing really shines in the long-term by encouraging repeat purchases, which goes a long way to maximising customer lifetime value (LTV), or the amount a person spends during their lifetime as a customer with your business.

> *Tip*

Increasing LTV is an important metric for many ecommerce businesses and in order to keep your business' growth sustainable, you should aim for a 3:1 LTV/CAC ratio (CAC=Customer Acquisition Cost).

Email marketing is more than just sending newsletters, and with ecommerce it is even more important to spend your advertising dollars wisely. Without further ado, let's jump into the tips and tricks that will help you overhaul your email marketing strategy.



DEVELOPING A SUCCESSFUL EMAIL MARKETING STRATEGY

1/ BUILD YOUR EMAIL LIST

Your email list is one of your most valuable assets and if you've been operating for a while, you probably already have a decent sized list. But it's important to continually be growing that list, and short of collecting email addresses upon purchase*, how else can you go about this?

Here are 5 tactics:

➤ Subscription forms, pop ups and exit grabbers

Add opt-in boxes to your homepage, blog and sidebar that are impossible to miss. Consider using timed pop-ups called exit grabbers to catch visitors on their way on with an enticing offer, like Neto retailer, [Wholesome Hub](#), who offer 15% off your first order.

SIGN UP to our newsletter for food tips, news, special offers and more

Enter email address

wholesome HUB

LOVE 15% OFF YOUR ORDER?

Sign up today and receive 15% off your first order plus, you'll receive healthy living tips along the way!

Email Address

YES, PLEASE

➤ Offer an incentive

Getting something for nothing these days is a tough gig, especially when it comes to handing over personal information, so if you want your customers to cough up their email address, it might be necessary to offer them something in return, like we just showed you on Wholesome Hub's site. The sky's the limit here but some options include:

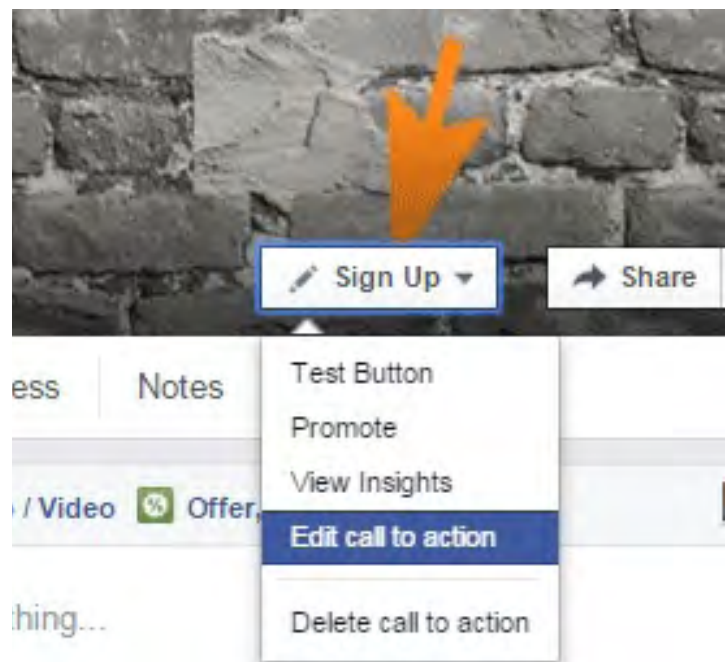
- ▶ Guides, checklists or tip sheets e.g. dog training guide, or DIY kitchen guide
- ▶ Tutorials, webinars or email courses e.g. learn how to grow vegetables
- ▶ Voucher codes for free shipping or discounts

➤ Go offline

Just because email is online, don't forget that you can also invite people to subscribe to your list when you're out in the real world. Anywhere you interact with prospective customers; in your retail store, at events, a pop-up shop or market stall, you can have an iPad or mobile device with a sign up form (or go old school with a paper form!). Alternatively you could host a random prize draw for new subscribers who drop a business card in your barrel, just make sure it's clear you're planning on adding them to your email list.

➤ Leverage social

Your social followers follow you because they're interested in you, so why not tap into this audience? If you're sharing blogs on your social media you could add an additional *'Like this? Subscribe to our list for more! [link]'* to the end of your copy, add a sign up to blog call to action button to Facebook, or craft dedicated posts promoting your list.



> Make it easy

The easier you make it to sign up to your list, the more likely visitors will do so. Only ask for the bare minimum—an email address and an optional given name (having a first name makes it easier to personalise your emails down the track).

> *Note*

*With the introduction of GDPR, always ensure that consent to join your list is freely given, informed, specific and unambiguous.

2/ SEGMENTATION

**760%
increase in
revenue from
segmented
campaigns.**

If email marketing is 40 times more successful at acquiring new clients than Facebook and Twitter combined, the stats for segmentation are just as strong. Segmented emails have higher open rates, higher click-through rates and higher conversion rates, in fact in research published by [Campaign Monitor](#), respondents reported a 760% increase in revenue from segmented campaigns.

So what exactly is segmentation? Blasting a one size-fits all email campaign to your database will only result in disengaged customers and disappointing metrics. Segmented campaigns on the other hand target various customer characteristics with relevant content, demonstrating that you understand the customer's motivations and challenges, and is therefore more likely to result in a sale.

➤ How to segment your audience

Setting up your segmentation will depend on the [email marketing platform](#) you are using, but here are some characteristics you can segment on:

- ▶ Email engagement and campaign activity
- ▶ Sign-up date
- ▶ Geographic location
- ▶ Gender
- ▶ Source e.g. did you collect the email address at an event, was it from a purchase or did they come through the subscription form on your website?

➤ *Tip*

Ask people to self-identify with particular groups or things they are interested in when they sign up to your list.

If your [email marketing platform integrates with your ecommerce platform](#) (like [SmarterMail](#) does with [Neto!](#)), you can use additional insights into metrics like average spend, purchase history, frequency and loyalty to segment your list. We'll go into a few of these in more detail below.

Email engagement and campaign activity

Pretty much every email list can be divided into these three segments: engaged subscribers, disengaged subscribers and inactive subscribers. So how should you communicate with each?

- ▶ **Engaged subscribers** open most of your emails and are clearly interested in your products, so you can contact them more often.
- ▶ **Disengaged subscribers** rarely open your emails—their interest in your products is waning. Tread carefully, analyse your data to see what kind of emails they respond to and contact them less often as you could lose them.
- ▶ **Inactive subscribers** never open the emails you send them. **You should do your best to re-engage** them as it's cheaper and easier to re-engage an inactive subscriber than to acquire a new one, but if they don't engage again, cut them loose.

Purchase history

A customer's purchase history data is gold when it comes to making sure your offers are relevant. Look at specific products purchased, what products they haven't purchased, which collections they've purchased from, browsing behaviour and what similar customers purchase.

Over **\$260 in savings** found on products you recently viewed.



[View price drops](#)

Ecommerce store owners often miss a great **cross-selling opportunity** by not reaching out to customers who have already made a purchase. Take a look at your sales data. What kind of products are frequently bought either together or one after the other?

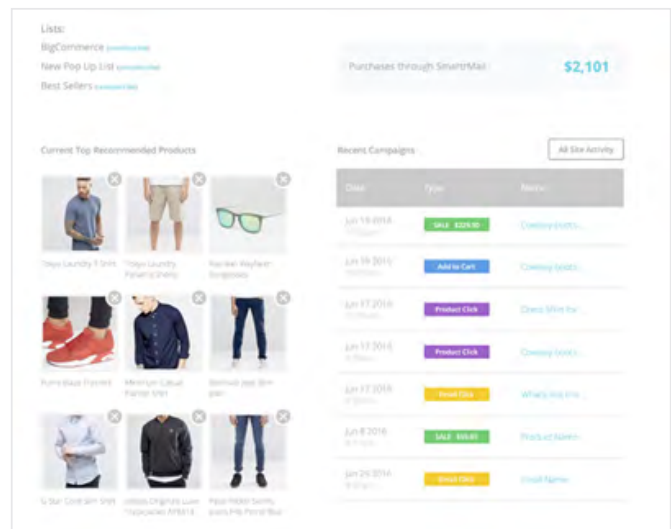
For example, if you sell hair care products, and someone just bought a shampoo, could they use a conditioner?

Other offers you may be interested in.

Total spend, order value, frequency and VIPs

You shouldn't treat a customer who spent \$100 on your products the same as one who spent \$1,000, or the same as customers who spend more frequently with you. These are your VIPs and should be rewarded with special vouchers, event invites and even the occasional free products to ensure their loyalty and encourage them to become brand evangelists.

With SmartrMail you can easily create your segments based on the total or average amount your customers have spent on your products. Using total spend allows you to identify, target and nurture your top customers using the old **80/20 rule**; the **top 20% of your customers generate the most sales for your store**.



Order recency

Another useful way to segment your email subscribers is by purchase recency. Why?

It allows you to time your pitches so that you **make an offer when a subscriber is most likely to be open to it**. Take the shampoo purchase for example, have a look at your data to figure out how long it takes someone to buy a new bottle and send them a friendly, well-timed reminder to re-stock.

You can also reach out to customers who haven't purchased anything in a while. Let them know that you miss them and send them a tempting offer. They might come back!

> Tip

SmartrMail allows you to segment your list based on 'Has ordered in (# Days)' and 'Has not ordered in (# Days)'. Using the second segment is a great way to encourage customers who have been a bit quiet to re-engage and purchase again by sending them an offer code.

Hello, Coffee Maker

Whether you take it black or with cream and sugar, we have everything you need to make your new favorite cup.

[Shop Coffee](#)

The Best Roasters



We partner with specialty roasters across the nation to bring you freshly roasted-to-order coffee.

[Explore Our Roasters](#)

400+ Coffees, Find Your Favorite

Thoughtful recommendations based on your unique taste profile.

[Get Started](#)



Featured Blends

Enjoy these balanced, smooth and always consistent coffees for everyday enjoyment.

Parlor Wallabout

Pure, full-bodied comfort.
Simple as that.

\$13.75 | 8 oz

Onyx Southern Weather

No fuss, just flavor.
And a bit of Southern ruttiness.

\$16.00 | 12 oz

Date signed up

Segmenting your list based on day or date signed up allows you to personalise your emails based on things like:

- ▶ Those who have just joined your list - send a welcome email.
- ▶ Those who have recently joined your list - send emails with popular products rather than recommended products as you don't really know their preferences yet.
- ▶ Send older subscribers recommended products (because you have more data on what they like), and test the waters with new products in newsletters.

Geographic location and demographics

Sending ads for winter clothing to customers in summer won't do your business any favours, but it's not just climate you need to take into account when sending global emails. Consider:

- ▶ Holidays - like Thanksgiving and country-specific holidays like Anzac Day
- ▶ Shipping offers - an offer for free shipping in Australia won't be much good to someone living in Europe
- ▶ People move around, so segment on location of last email opened rather than shipping address
- ▶ Sometimes time-sensitive emails will affect people differently based on their location. e.g. some people will not have access to click-and-collect, 2-day shipping might not reach remote places, etc.

3/ PERSONALISATION

Creating a cohesive online shopping experience through personalisation is something that customers want. This should come as no surprise to people already familiar with email marketing, with research suggesting up to **74% of shoppers are frustrated when shown content that is not personalised.**

The most typical form of personalisation is using a first name to personally address a reader. We all get warm and fuzzy when we're addressed by our first name, and using a first name (or nickname) helps to build a connection between the brand and individual.

“

"A person's name is to that person the sweetest and most important sound in any language."

- Dale Carnegie

However for stores to create a truly personalised experience, they need to delve beyond friendly greetings and start customising recommendations and content based on a customer's prior interactions.

➤ Personalised product suggestions

Sending personalised product suggestions makes customers more likely to open emails, engage with the site, and purchase products from your store. By offering personalised product suggestions, your business is more likely to make a sale through more targeted marketing, but also through a stronger connection between the customer and the brand.

Previous purchases are the best data to make future suggestions, and **using machine learning to make hyper-personalised product recommendations** is one of the core principles behind the SmartrMail's platform, resulting in 9x more conversions and higher ecommerce sales.

**Personalisation
= 27% higher
click rate. Double
transaction rate**

With these personalisation tricks, you should be on your way to a **27% higher unique click rate** and more than doubled transaction rate compared to unpersonalised emails.

4/ TYPES OF ECOMMERCE EMAILS YOU SHOULD BE SENDING

There are multiple types of ecommerce emails that a business can send, and failing to capitalise on opportunities can result in lost sales. There is no definitive set of emails you have to send, and we've already covered off on quite a few, but the following list expands on some ideas to complement your standard scheduling.

> Welcome email

Sending a welcome email for new subscribers is an established practice within email marketing - and for good reason. **Welcome emails are:**

- ▶ 4x as likely to be opened than standard promotional material
- ▶ 5x as likely to be clicked on
- ▶ and generate a massive 8x more revenue!

Want some further tips on nailing your welcome emails? Check out [these great examples](#) and [SmarterMail's guide for automating these emails](#).

the
Sock
DRAWER





Welcome to The Sock Drawer!

Thank you for signing up for our newsletter!

We love you, you love socks... let's make this thing happen. Further your obsession with your favorite colorful accessories through our email newsletter. We promise not to bombard you with useless spam, but we do promise to send you up to date information about all of our greatest promotions, discounts, and new arrivals. Win-win.

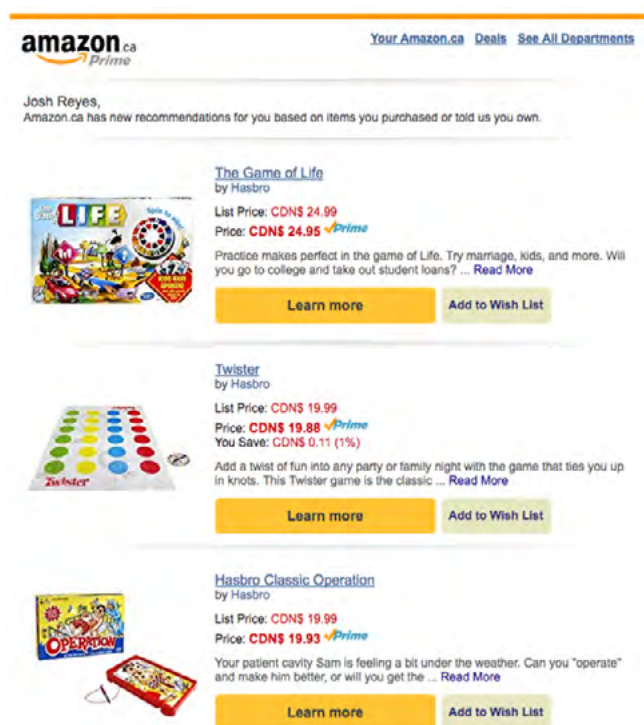
10% Off Your Next Purchase

 Share  Tweet

> Automated product recommendation emails

Each customer is different, with different needs, wants and purchase behaviours. As your mailing list swells, so too will your need for automated product emails. These are emails generated for each recipient of a mailing list based on their interests, which is determined by information they have given voluntarily or information based on their browsing and purchase history. Up to **35% of Amazon's revenue** is a result of automated product recommendations - making it a very valuable tool!

One of the things that makes SmartrMail stand out against traditional email marketing platforms is the automated product emails which provide even novice email marketers the tools to send personalised emails to everyone in their mailing list. For further reading on the topic, check out [SmartrMail's 16 docs on how to set up and get the most out of automation](#).

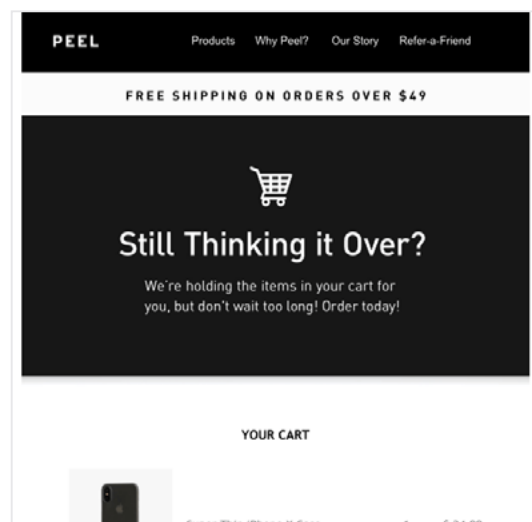


➤ Abandoned cart emails

Did you know that an astonishing **69% of all online shopping carts are abandoned** before purchase? The best way to transform this missed opportunity into a done deal is through abandoned cart emails, which are emails customised for the user based on what they had in their cart at the time of abandonment.

When it comes to abandoned carts - timing is everything. Too late, and the customer has moved on. SmartrMail capitalises on this by allowing you to send up to 3 abandoned cart emails.

Considering that for every abandoned cart email sent, **an average of \$8 of revenue is made**, this is simply too lucrative not to do.



➤ Content-based emails

Holidays and Birthdays aren't just sales opportunities - they're also points at which you can connect further with your customers. Try sending:

- ▶ A Christmas email that has seasonally-appropriate suggestions or with gift ideas that might provide sales for your less-popular products.
- ▶ Birthday emails.
- ▶ Offers such as "15% off just for you!" giving customers that 'exclusive' experience.

➤ *Free Download*

Keep your social media calendar jam packed with our Social Media Ready Kit.



➤ Post purchase emails

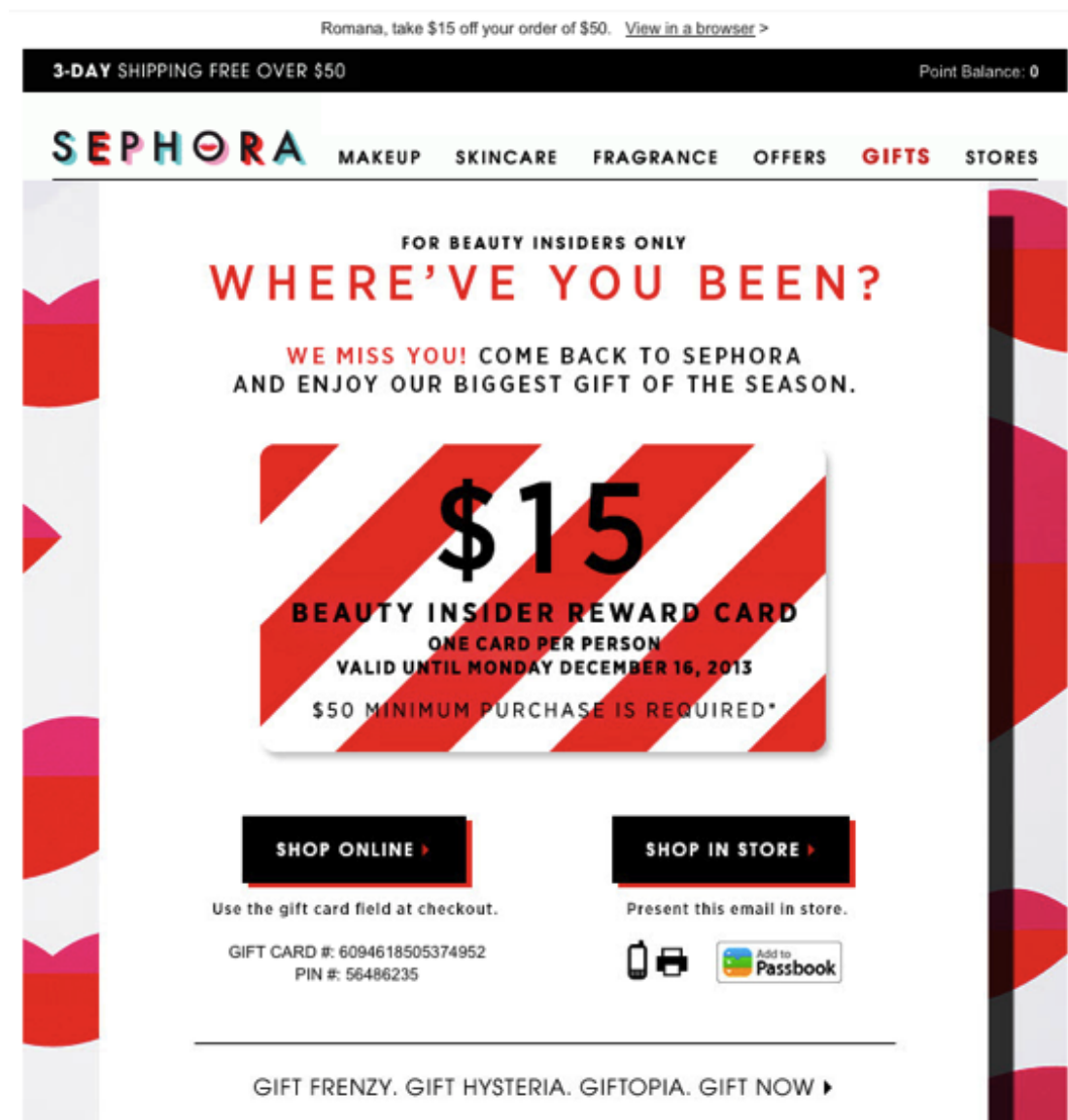
Emailing shouldn't stop with a purchase, and locking in customers as future clients is easiest right after a purchase.

- ▶ Thank you email: send immediately after purchase with vital transaction information.
- ▶ Tracking notification email: reassure the customer that their product's on the way!
- ▶ Repurchase reminders like this one for dish soap for a 25% off coupon.

**Discount
+
Friendly
Reminder
=
Winning
Combo**



Perhaps they got everything they needed, or perhaps they just need a little motivation to come back. Regardless, sending an enticing re-engagement email like this one from Sephora, complete with a discount (or other special incentive) is a fantastic way to reconnect with past customers, especially as [it costs five times as much to attract new customers than to keep an existing one](#).



We've compiled a few more examples of great re-engagement emails to learn and build from [here](#).

5/ WHY ARE SUBJECT LINES IMPORTANT?

Email marketing only works if the people you're sending emails to open them; a decision tied largely to the subject line.

Ultimately how relevant a subject line is comes down to a number of factors - including readability, call to action, and personalisation.

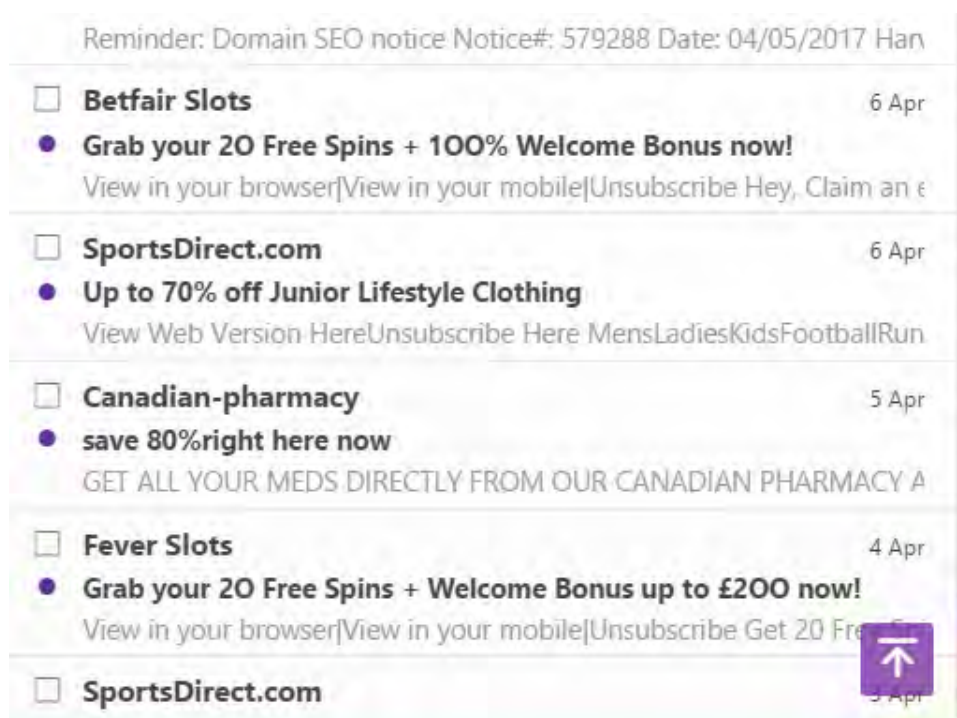
While how you write a subject line will depend upon your personal style and brand's aesthetic, there are a few pitfalls any budding ecommerce store can avoid by becoming aware of them. Read on...

“35% of email recipients open emails based on their subject line alone”.

➤ Readability

First of all, ensure that your subject line can actually be read in full. This sounds basic, but the number of promotional newsletters that are still sent with text-speak in order to fit in the character limit (or exceed it altogether!) is staggering. Make sure you prioritise what you say in the subject line and ensure it represents the content of the email itself.

How quickly did your eyes skim over these spam emails?



➤ The ‘Ehhhh’ Factor

In addition, you should always make sure that the reader has a reason to actually click on your email. While opt-in subscribers most likely want to keep in touch with your brand, the sheer volume of email marketing means that you have to stand out if you want to see the best returns. **How you word a call-to-action is just as important as the call-to-action itself.**

➤ Don't be annoying

If your subject line looks like spam, chances are customers will treat it as such. This includes an excessive use of CAPS LOCK, Emoji Spam, or excessive punctuation!!!! All of these additions can be effective when used sparingly, but too often businesses find themselves diluting their effectiveness through continued use.

➤ Personalise

We've already gone over the importance of personalisation with a first name and in the same vein, emails addressed from a singular person rather than the name of the company can work to add a degree of personalisation for smaller ecommerce stores.

To learn more about subject lines and crafting engaging copy, check out our blog [How to Create Emails that \(Actually\) Convert](#).



World Nomads
Partner Program

Hello Smiles Davis,



6/ A/B TESTING

➤ Why A/B Test?

Because the process of sending emails can be so nuanced, it can often be difficult to establish exactly what is and isn't working. By testing multiple variations of the same email on an equally split, randomised audience, **A/B testing allows us to identify and emphasise what works and minimise what doesn't.**

A/B testing is especially important for ecommerce, where the subtleties of traditional person-to-person contact are replaced by marketing copy. In order to overcome this hurdle and ensure that sales are not lost for trivial reasons, testing email variations is crucial in the process of ironing out potential flaws.

➤ What to A/B Test

With the why answered, let's address the what—what exactly should ecommerce stores be testing for? The answer, unfortunately, is nearly everything you can think of; nothing is sacred when it comes to A/B Testing:

- ▶ subject lines
- ▶ colour palettes
- ▶ marketing copy
- ▶ images and orientation
- ▶ product offerings

➤ How to A/B Test

Changing one component of an email at a time is generally the easiest way to start testing, and over time the results from each 50% of the audience should dictate whether that original component should be left as is.

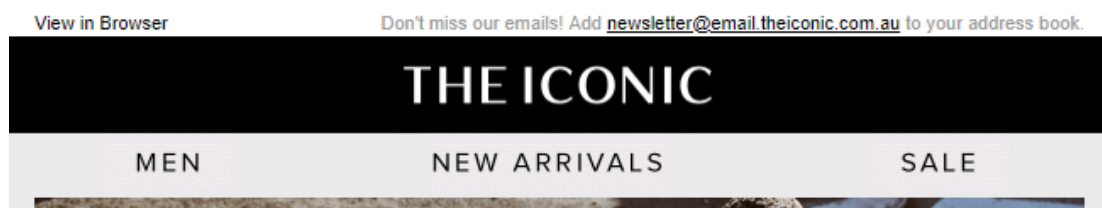
A/B testing subject lines in SmartrMail is made easy. Check out this [guide](#) to learn how.

7/ EMAIL DESIGN IN 2018

Email design is a contentious topic - and with good reason. Marketers often argue about the ratio of pictures to words to offers, and writing a formula for the perfectly-designed email seems nigh impossible. But over the years certain elements have been commonly associated with successful promotional emails or newsletters. Here's a few of the big ones.

> Start with brand recognition

You've spent valuable time establishing your brand's intellectual property and branding. A good email capitalises on that fact and lets subscribers know exactly who has sent the email. It is important to remember that branding exists beyond logos, and often colours or aesthetics are enough of a primer to rekindle an individual's interest in your company.



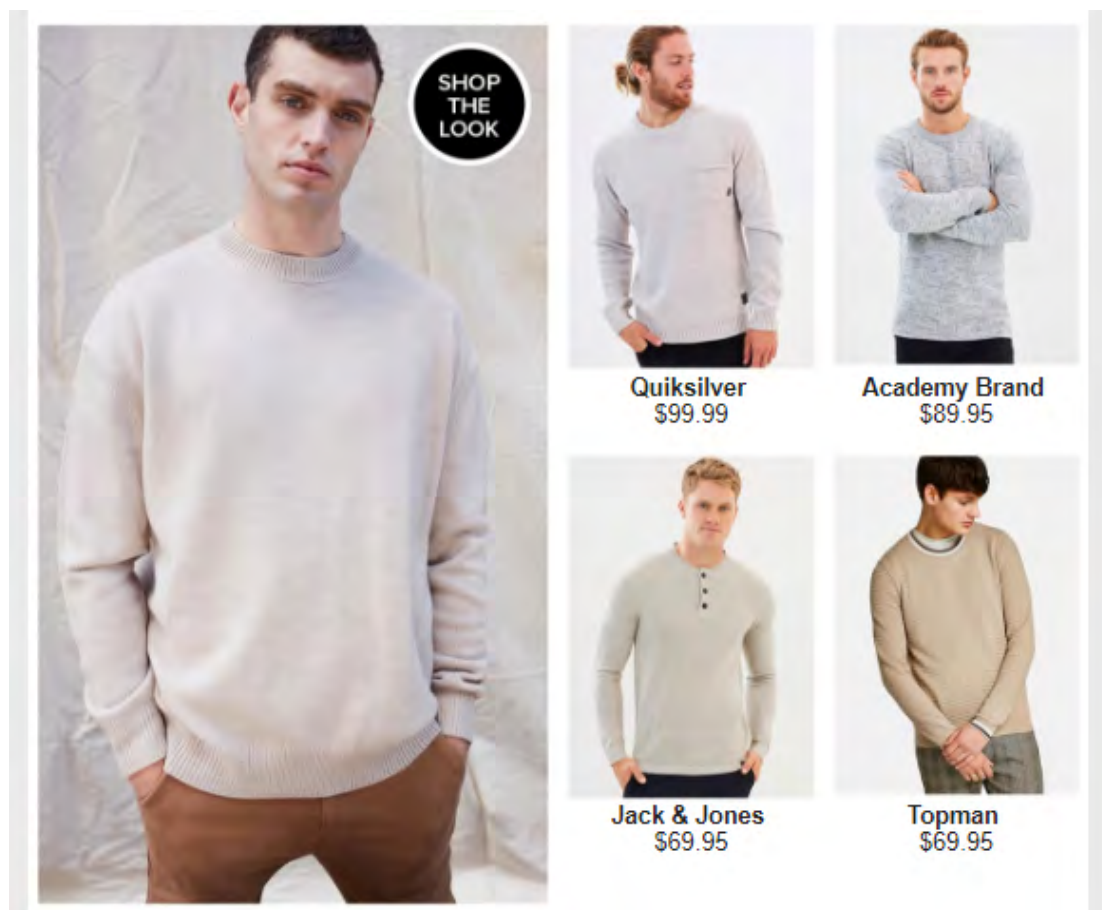
> Lead with a big statement

The email heading is the natural extension of your subject line, and informs users as to exactly what they can expect in the email as well as why the email was sent and why they should continue reading.



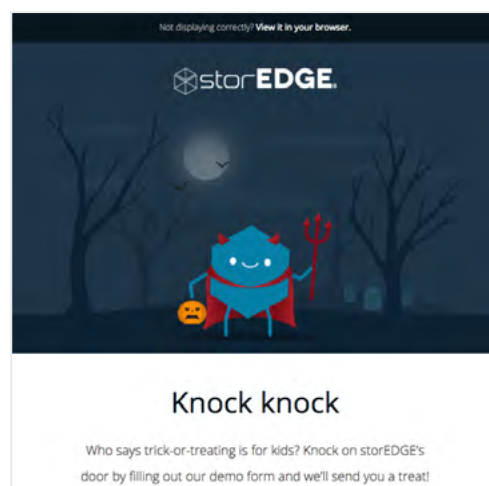
> Products

It's important that the transition from big statement to products is natural. Potentially purchasing a product is likely the reason your email recipient is opening this particular email, so make sure links are easy to find and high-quality images display exactly what you're selling.



> Fun stuff

Don't forget that emails are supposed to entertain! It's important that your emails generally try to maintain consistent branding (colours, fonts, etc.), but don't take yourself too seriously. Be aware that many design elements (gifts, emojis, or pre-header text) appear differently depending on device, so be sure to always test.



> Call to action

The Call To Action (CTA) is the method by which email recipients can become customers. The CTA takes the form of a button, and acts as a gateway to purchase below a value proposition. CTAs aren't always purchase-related, and often can simply be a link for individuals to find out more about a company or connect on social.

Who wouldn't want to cosy up to you in warm knitwear and quilted jackets?

SHOP NOW

> Small stuff

Following the call-to-action is the most common place for a brand to provide links to its social media, and allows for an email to still contain relevant links without feeling as cluttered as obnoxious header links might make it. Other common links at the bottom of emails (but just above the footer) include support lines to the company or reassurance for potential customers (such as worldwide shipping or free returns for x days).

Now that the enticing part of the email has concluded we can get down to the nitty gritty. At the footer of nearly every marketing email you'll find some small text regarding the location of the business and the option to unsubscribe. This is not a coincidence, as this information is required by [Internet Service Providers to comply with CAN-Spam laws](#).



Don't forget that SmartrMail streamlines the email design process with an easy-to-use template design!

8/ REPORTING AND ANALYTICS

Email marketing doesn't stop when you've clicked send. Collecting information on past campaigns and using it to make your business more effective is a crucial component in any successful ecommerce store.

Some of the most important analytics when it comes to email marketing are:

➤ Opens and clicks

You will likely receive substantially less opens than emails sent, but that's okay! Not all subscribers will be enticed by every subject line, and out of those who are, an even smaller number will click through on your call to action.

➤ Revenue

Chances are that you're sending emails with the goal of making conversions. But beyond just tracking the revenue from email purchases, you can also track the revenue from email as a percentage of your total revenue and the approximate revenue per email.

➤ Conversions

In order to determine how effective your site is at converting the users sent there by email, you can use 'conversions per open' to show the percentage of people who make a conversion having clicked on the email.

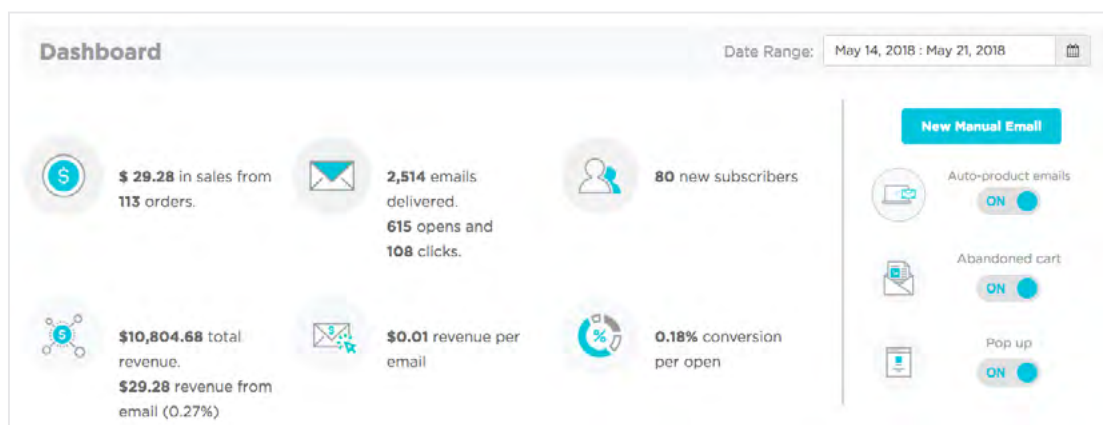


➤ Different campaign analytics

Not all campaigns are created equal, and as a result neither are their reports. In order to properly gauge the effectiveness of auto-product campaigns, abandoned cart campaigns, and manual campaigns, SmartrMail offers the option to split your total email marketing into different branches. Doing this allows you to see what is working for you best, and thus what to prioritise.

Looking for a handy way to access all of these stats? SmartrMail handles all - and more, automatically. Not only is it easy to read, but the reports generate line graphs of your past performance, allowing you to more easily track your business against its past efforts.

Example SmartrMail Dashboard:



NETO & SMARTMAIL

Created in 2009, **Neto** is an all-in-one retail management platform built for retailers and wholesalers. Initially created to address flaws in the online retail space, Neto has retained its emphasis on creative solutions and personable commitment and now provides a platform for ecommerce, point of sale, inventory and fulfilment.

SmartrMail was created with an exclusive emphasis on ecommerce, and since its founding has helped businesses of all sizes easily personalise their email marketing. Incorporating features such as automated product recommendations, smart segmentation, abandoned cart recovery and easy email design templates, there's never been a better time to start using SmartrMail!

Neto and SmartrMail have partnered to give Australian businesses easy-to-use advanced email marketing tools. It was inevitable that two Australian businesses so clued into the ecommerce scene would cross paths, and SmartrMail's comprehensive email marketing offers just another reason to use the Neto platform.

WHAT'S LEFT?

Congratulations on making it to the end! You should now (theoretically) be a bonafide email marketing expert! In order to capitalise on all the features and strategies you've just read, make sure to **sign up for SmartrMail's free 15-day trial for Neto** and book a strategy call with their team: calendly.com/smartrmail



The logo for Neto, featuring the word "neto" in a lowercase, rounded, sans-serif font. The letter "e" is stylized with a small dot above it.The logo for SmarterMail, featuring the word "SmarterMail" in a bold, sans-serif font, followed by a registered trademark symbol (®). The "i" in "Smarter" has a dot.

Neto is the only Australian retail management platform that provides a complete solution for ecommerce, point of sale, inventory and fulfilment. Our integrated back-end technology enables exceptional and consistent customer experiences via any channel, be it in-store, online or through a marketplace. We automate repetitive tasks and integrate with multiple sales channels to manage orders and shipments.

www.netohq.com 1300 730 300

[Subscribe to the blog](#)

[Start free Neto trial](#)