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7 POST – SALE EMAILS TO TURN NEW CUSTOMERS INTO LIFELONG CUSTOMERS

Article from [Revalsys Technologies](#)

This article explains about the reasons to send post-sale emails to turn new customers into Lifelong Customers



Email marketing is one of most effective marketing channels that convert more and offer the best ROI. No doubt, email is the best sales channel; it can help you establish relationship with your customers even after the sale is completed. Turning your new customers to loyal customers can help you increase your customer retention rates. Even a slight increase of around 5% in retention rate can help you to increase your profit by 25% to around 95%.

So, let's check some effective post-sale emails that can turn your new customers to loyal customers. Here they go:

- **Thank You Emails:**

Though it seems pretty obvious to send thank you emails after a purchase, it can do wonder in building relationship with the customers. An interesting, amusing and personalised thank you email can help you get a place in the mind of the customers.

- **Shipping Notifications:**

One of the most pressing concerns of customers after placing an online order is to know when the order will arrive at their doorsteps. It is quite natural for the customers to expect an email with the shipping details. In fact, it is standard practice adopted by the eCommerce marketers. However, just sending an email with the details will just let the customers know that their shipment is on the way. You can go a step ahead by customising the email with your brand's logo, colour etc. Doing a follow-up with the customers if there is any question after the order is arrived is also helpful.

- **Information Emails:**

Information is great for the customers to make purchases online. Make sure to offer information that is of real value to the customers. You can send a link to your blog post if it's related to the products they have bought, a helpful how-to content or a tutorial series. No matter what products you sell, the information you provide should be correct and helpful.



- **Reminder Emails:**

Most customers may stop shopping from your store after making a few purchases for varied reasons. But you can always help such customers by sending reminder emails so that they get the most out of the purchase. Sending out reminders on a timely basis is a wonderful way to establish relationships with the customers.

- **Survey Emails:**

Survey emails are also effective in converting customers to loyal customers. You can ask the customers to rank the product they have purchased on a scale of 1 to 10 if they are likely to recommend it to others. You can add more questions but have play with the words to make the customers interested in the survey. Offering discounts to complete the survey can be beneficial. And the ones who are likely to recommend your products, you can follow up by sharing rewards or affiliate programs.

- **Surprise and Delight Emails**

You're definitely going to have customers that are more loyal at any stage of your business. They may have bought your products more than average or may be promoting your products on social media platforms etc., you can find out such customers based on different metrics. Once you know who are your most loyal customers, you can use email marketing to surprise and delight them. You can offer exclusive perks, offer personalised note, free gifts, discount coupons etc. and make them feel special and let them know that you really value your customers.

- **User-generated Content Emails**

You can ask your customers to share your products on social media channels. To make the request more specific, you can segment your customers based on the products they have purchased or the email survey you have conducted. And if they share feedbacks or relevant content, you can share the photos of the customers on the product pages.



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