



Léa McAleese

Nurturing your customers

We'll cover best practices for converting subscribers into clients and retaining existing customers. From cart recovery emails to memberships and loyalty programs, we'll dive into strategies to get more product reviews, recover abandoned cart revenue, and turn one-time customers into loyal fans.



Hello!

I'm a product leader at GoDaddy.

I work on **SkyVerge** (Woo extensions) and the GoDaddy **Commerce** stores powered by WooCommerce.

GoDaddy.com

| SkyVerge.com



| [/learncafe](https://www.linkedin.com/company/learncafe)

Agenda

1. Why nurture customers
2. Product reviews
3. Cart abandonment
4. Points & Rewards



Why nurture customers

Why should I care?

Turning visitors into brand advocates

To increase sales, you'll need to nurture (take care of / engage) your visitors and existing customers.

Revenue

Visitor

96% of site visitors are **not** ready to buy.¹

Customer

It takes 10 lead-nurturing steps to turn a visitor into a customer.²

Repeat customer

Only 20% of first time buyers make a second purchase.³

Brand advocate

Loyal customers are worth up to 10x their first purchase value.⁴

¹ <https://www.smallbizgenius.net/by-the-numbers/lead-nurturing-statistics/#gref>

² <https://techjury.net/blog/lead-nurturing-statistics/#gref>

³ <https://www.marketingprofs.com/articles/2017/32621/your-customers-second-purchase-is-the-most-important>

⁴ <https://www.annexcloud.com/blog/ultimate-customer-loyalty-statistics/>

Product reviews

How do I help customers decide to purchase?

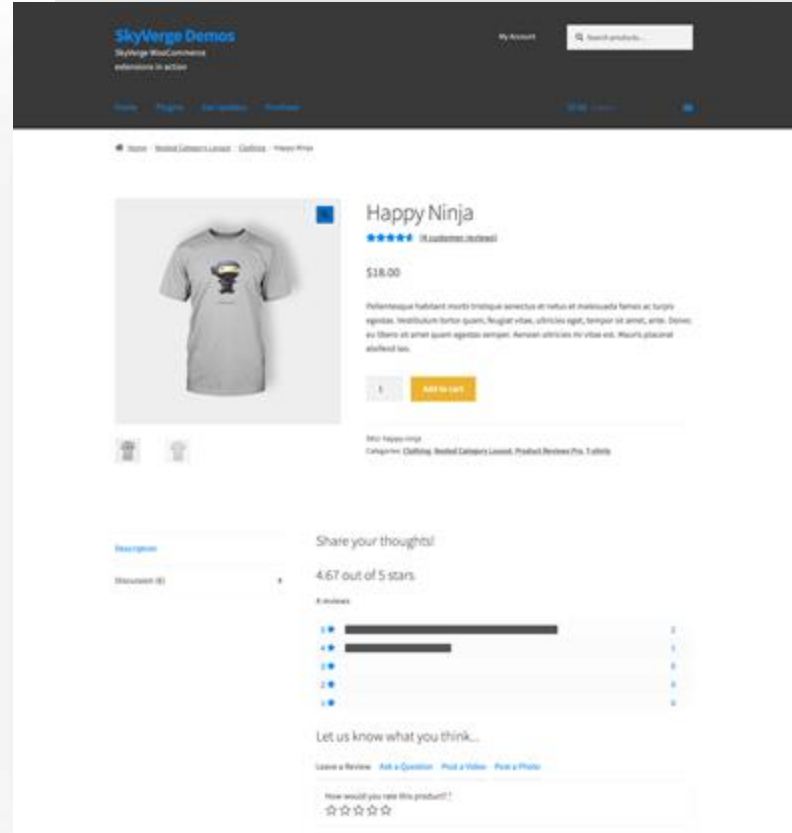
Reviews lead to purchases

Reviews are the voice of the customer on your product/services. They bring proof of your product value.

Enable product reviews and get as many of them as possible.

Benefits

- Incentivize new purchases through social proof
- Build the brand through responding to reviews
- Good for SEO as it adds more relevant content



**92% of visitors will hesitate to buy
without reviews.**

Fan & Fuel, 2017

<https://fanandfuel.com/no-online-customer-reviews-means-big-problems-2017/>

Starter tips for getting reviews

Tool

Use built-in product reviews from WooCommerce.

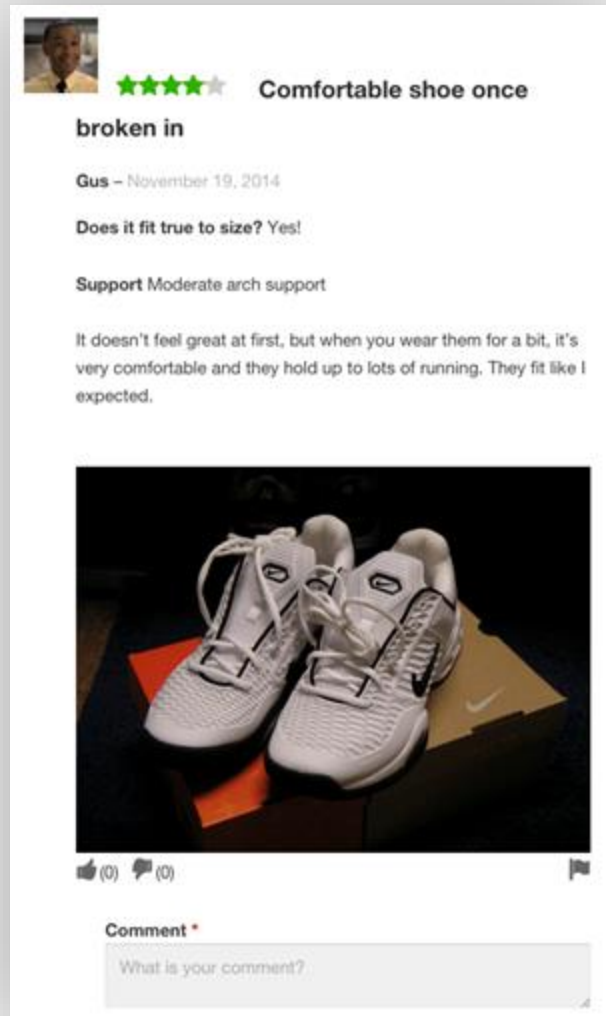
Bonus: Use an ecommerce email platform to automate the process (like Klaviyo or Omnisend).

Setup

Ask for a review after sufficient time has passed to allow for delivery and typical time before usage.

Content

- Personalize the email with the customer name and a reminder of the product that was purchased.
- Ask them plainly: single CTA with page redirect.
- Explain why the review is important.



The screenshot shows a product review interface. At the top left is a small profile picture of a man. To its right is a five-star rating (4.5 stars) and the text "Comfortable shoe once broken in". Below this is the reviewer's name "Gus" and the date "November 19, 2014". The review text reads: "Does it fit true to size? Yes!" followed by "Support Moderate arch support" and a paragraph: "It doesn't feel great at first, but when you wear them for a bit, it's very comfortable and they hold up to lots of running. They fit like I expected." Below the text is a photograph of a pair of white and black Nike Air Max sneakers on a yellow and orange shoe box. At the bottom of the review, there are icons for likes (0) and comments (0), and a "Comment" section with a text input field containing the placeholder "What is your comment?".

**1 review can lead to an
18% increase in sales.**

EConsultancy, 2012 <https://econsultancy.com/ecommerce-consumer-reviews-why-you-need-them-and-how-to-use-them/>

Pro tips for getting reviews

Surface help

Ask if customer ran into an issue with the product or delivery. Explain how to get help. This helps prevent negative reviews.

Show negative reviews

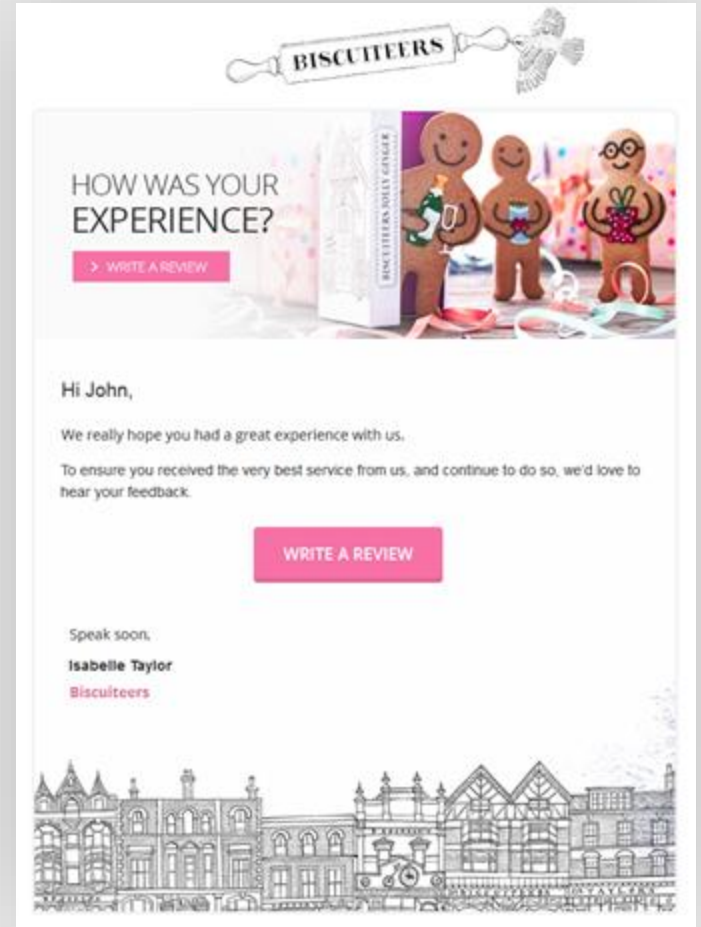
Negative reviews help build trust.

Respond to reviews

Build your brand by responding thoughtfully to each review, as soon as possible.

Offer incentive

Consider offering an incentive (loyalty points, coupon for next purchase) for leaving a review but never specifically condition it on a positive review.



Example review email from [Biscuiteers](#) on [Jilt.com](#)

Cart abandonment

How can I recover this revenue?

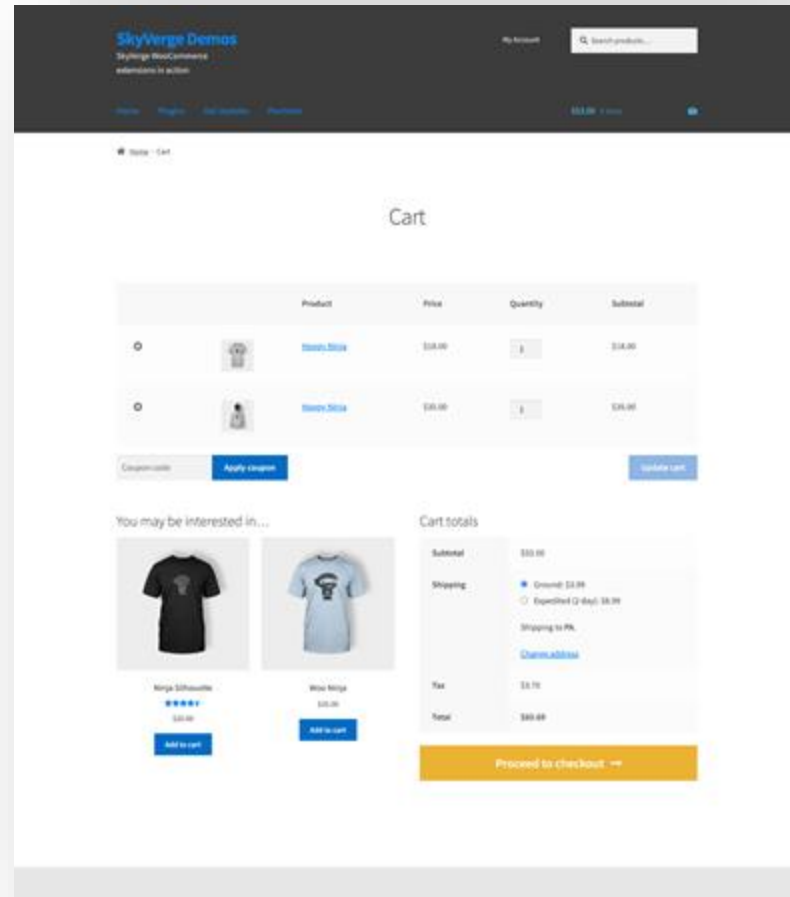
Recover revenue from abandoned carts

Approximately 70% of carts are abandoned¹.

Use a **cart recovery email campaign** to capture some of that revenue.

Benefits

- Recover lost revenue
- Create a positive and personalized interaction with a prospect
- Save time by automating the campaign



¹ <https://baymard.com/lists/cart-abandonment-rate>

**On average, you can recover
15-20% of abandoned carts.**

Data based on Jilt's customers (SkyVerge, 2020)

Starter tips for recovering carts

Tool

Use an ecommerce email management tool (like Klaviyo or Omnisend) or a built-in solution from your managed hosting (like GoDaddy's cart recovery emails).

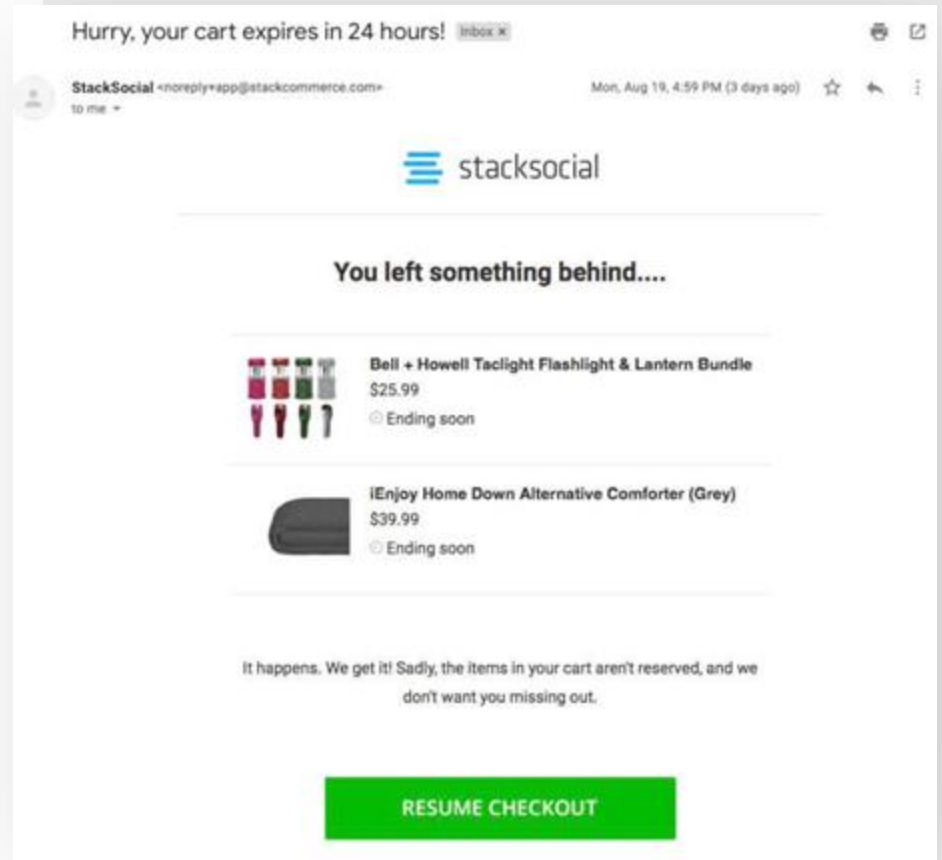
Setup

Use a 3-part campaign:

1. 1 hour post abandonment
2. 24 hrs post abandonment
3. 48 hrs post abandonment

Content

- Personalize the email content with customer name and abandoned cart content.
- Always include a CTA.



Cart recovery email example from [Jilt.com](https://www.jilt.com)

Of the carts you recover, 50% comes from the 1st email, 20% from the 2nd, and 20% from the third.

Data based on Jilt's customers (SkyVerge, 2020)

Pro tips for recovering carts

Surface support

Ask if they ran into issues or need help completing the purchase. Surface support details.

Offer an incentive

Offer an incentive (coupon, free shipping) to complete the purchase – but only in the 3rd email.

Add urgency

Remind customers that stock is limited and that the cart is only holding the items for short time.

Capture emails and segment the campaign

Capture visitors' emails as early as possible so you can remind them about the cart. If possible, segment the campaign by product type or location to offer targeted incentives.

Points & Rewards

How can I develop loyalty and brand advocacy?

Reward customers to create advocates

Turn customers into loyal advocates.

Set up a **loyalty program** to reward customers for commerce-enhancing actions.

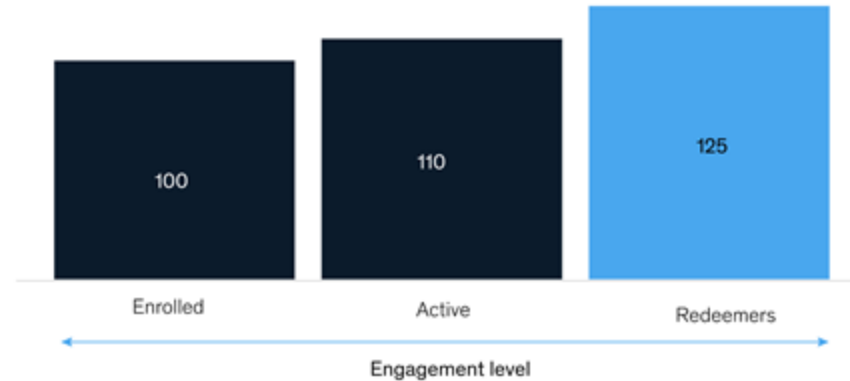
Benefits

- Drive additional purchases
- Rewards as positive reinforcement
- Builds trust and mutual benefit

Exhibit 2

Redeemers can unlock disproportional sales.

Customer revenue per engagement level, indexed



Source: McKinsey analysis

**Loyalty programs can boost revenue
from customers who redeem points
by 15 to 25% / year**

McKinsey, 2021

<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/next-in-loyalty-eight-levers-to-turn-customers-into-fans>

Starter tips for points & rewards

Tool

Use an extension like WooCommerce Points and Rewards.

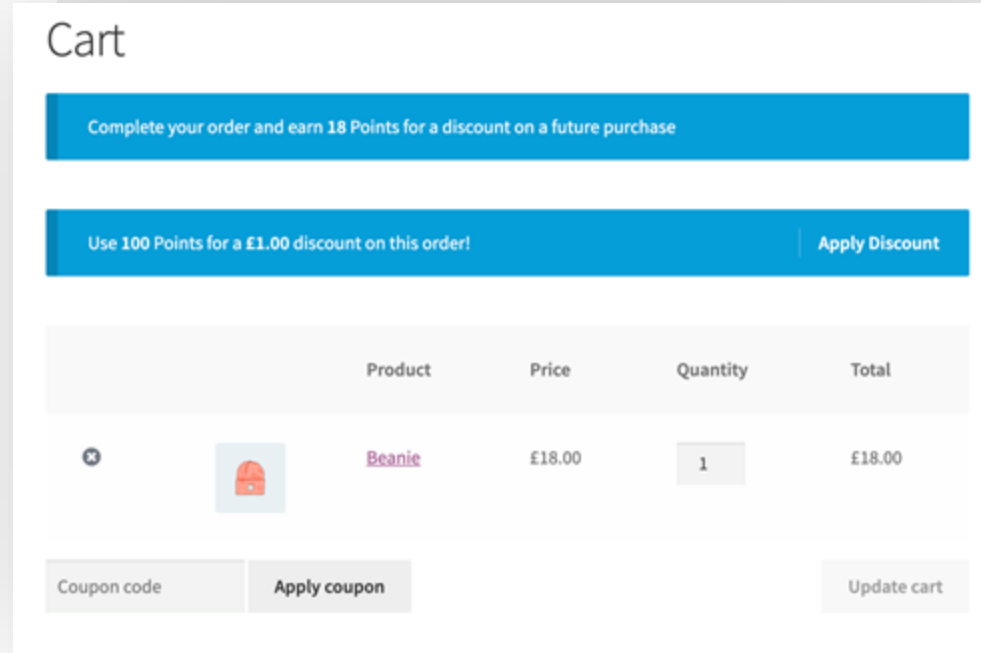
Setup

Reward purchase and non-purchase activities to create win-win:

- Points per \$ spent
- Points for action taken
 - Leaving product review
 - Sharing a photo/video
 - Completing a profile
- Points for milestones (birthday, \$ threshold)

Content

Set clear expectations and guidance for reward system.



Example cart with loyalty, [WooCommerce Points and Rewards](#)

Pro tips for points & rewards

Get customers excited

Send automated post-purchase email to explain rewards and actions they can take to get more points.

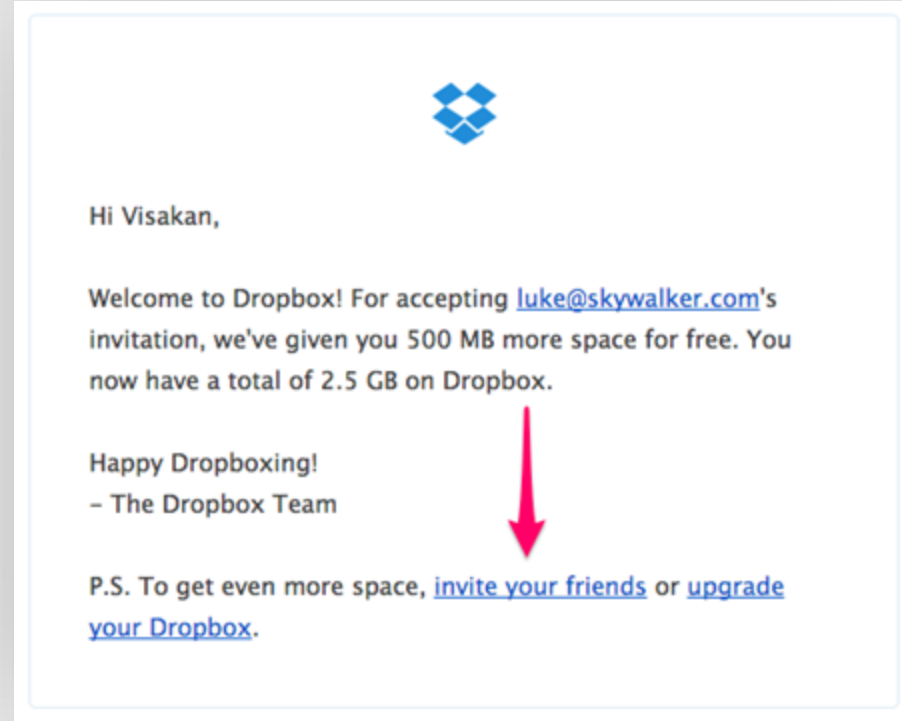
Reward referrals

Grant points for sharing referral link:

- People that are referred by a friend are 4x more likely to make a purchase¹
- 83% of satisfied customers say they are willing to refer someone²

Pair it with Memberships

Incentivize Membership signup / purchase through offering more points for members or limiting the rewards program to members.



[Dropbox](#) referral email "loop" via [ReferralCandy](#)

¹ <https://influencermarketinghub.com/what-is-referral-marketing/>

² <https://today.ttu.edu/posts/2018/05/close-referral-gap>

Key takeaways

Retaining customers and growing your business

Key takeaways

Revenue

Visitor

Use **product reviews** to incentivize purchases.

Customer

Use **cart recovery** to capture lost revenue.

Repeat customer

Use **loyalty programs** to incentivize repeat purchases.

Brand advocate

Reward referrals and develop loyalty program.



Thank you.

Léa McAleese



Any questions?

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