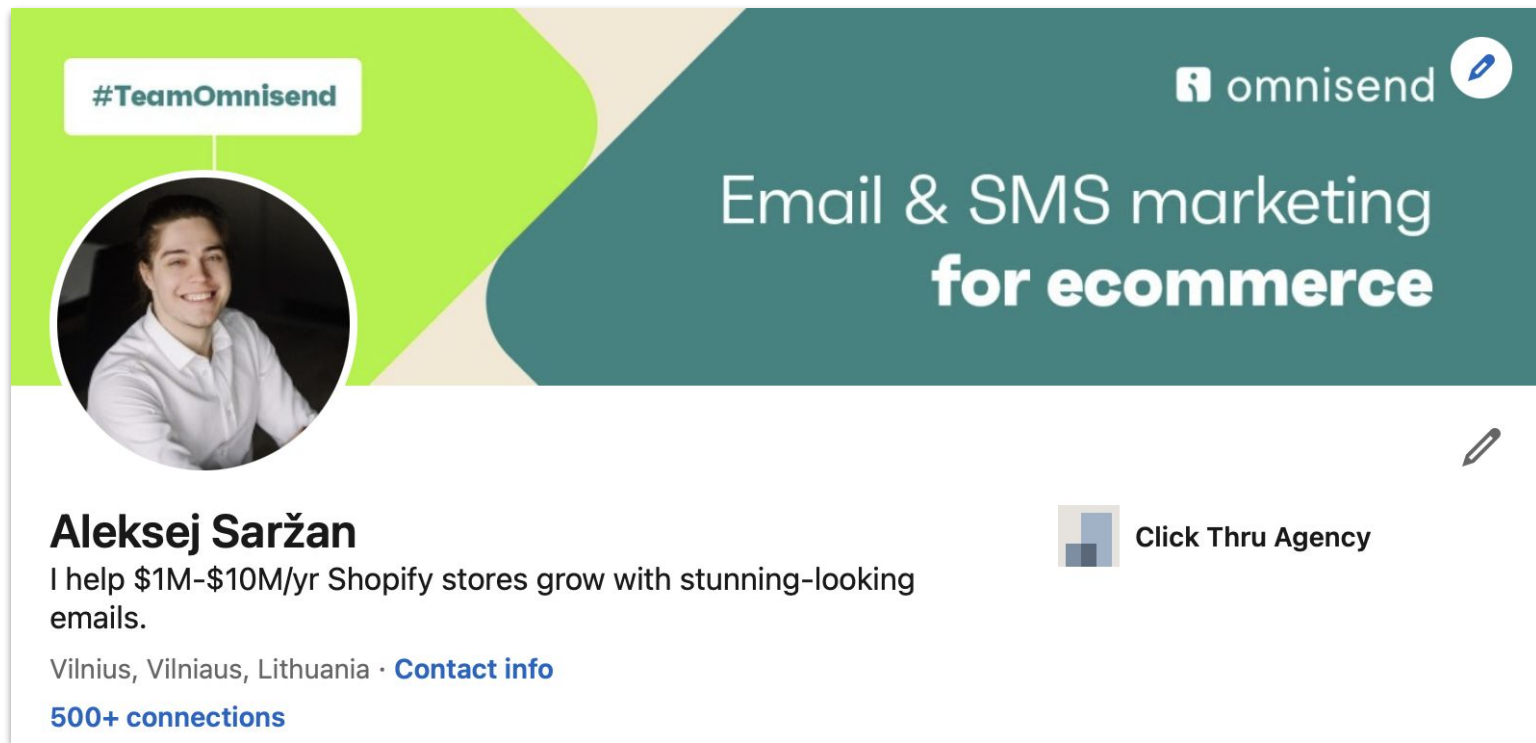


# Ecommerce Email Marketing Blueprint

20/80

<https://www.linkedin.com/in/aleksej-sarzan/>  
aleksej@clickthru.agency



The banner features a green and teal background with a white circle containing a photo of Aleksej Saržan. A white box with the hashtag #TeamOmnisend is positioned above the photo. The text 'Email & SMS marketing for ecommerce' is displayed in white on the teal background. The Omnisend logo is in the top right corner. Below the banner, the name 'Aleksej Saržan' is shown in bold, followed by a description of his work, location, and connection count. The Click Thru Agency logo is also present.

#TeamOmnisend

omnisend

Email & SMS marketing  
**for ecommerce**

**Aleksej Saržan**  
I help \$1M-\$10M/yr Shopify stores grow with stunning-looking emails.  
Vilnius, Vilniaus, Lithuania · [Contact info](#)  
**500+ connections**

Click Thru Agency

# Email marketing blueprint

1. Grow your list with forms
2. Fundamental automation
3. Weekly newsletters
4. Pavyzdžiai

1. Grow your list with forms



# SAVE \$5.00

## on your first order

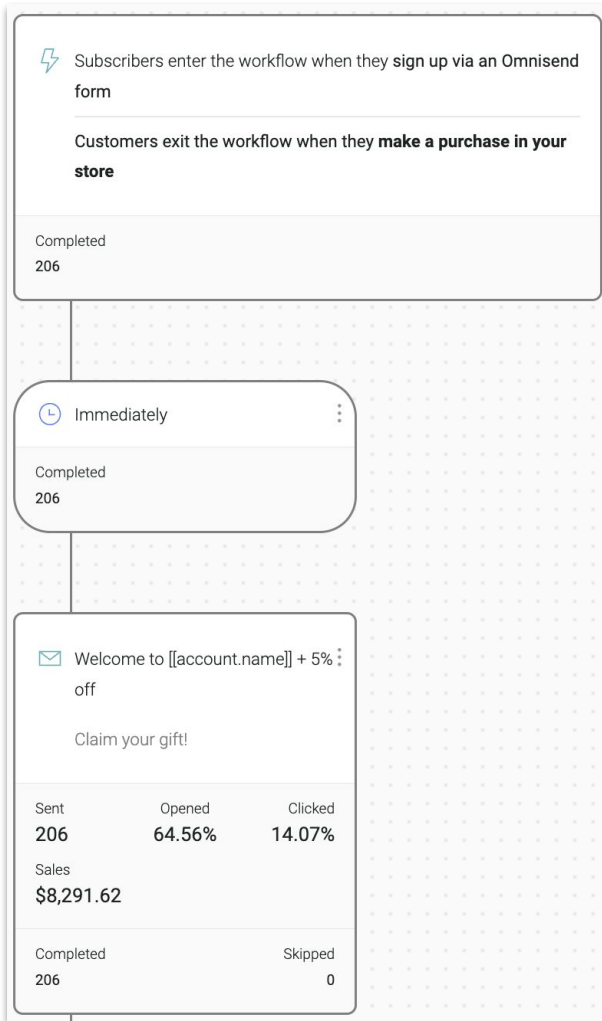
Become a VIP now and get access to exclusive deals for free.

Activate discount

Kad forma gerai veikty:

- Kuo trumpesnė
- Tik el. pašto adresas
- \$/€ > %
- ~~Prenumeruoti~~ Gauti €5, Aktyvuoti nuolaidą, ir t.t.
- Kada rodyti: 6-10 sek, 50-70% scroll, exit intent
- Po uždarymo nerodyti 7-14 d.
- Geras rezultatas: 3% signup rate

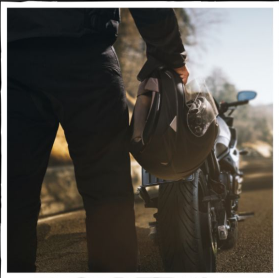

## 2. Fundamental automation



## 4 fundamental automation flows:

- Welcome (3-4 emails)
- Abandoned cart (2+ emails)
- Abandoned product (2+ emails)
- Post-purchase (2-5 emails)

# - Welcome



### You're in!




Thank you for joining our weekly newsletter. You'll be the first to know about new arrivals, best sellers, and special offers. Expect to receive a few additional emails over the next few days to get to know us better.

## 5% OFF

XHKS-QMPN-4861

**Claim 5% Welcome Gift!**



Expires on Mar 15, 2023

© Xtreme Helmets  
7540 W Northwind Dr, STE 210, Wichita, United States, 67205

This email was sent to alexey@notoblog@ghostery.com because you've subscribed on our site or made a purchase.

[Edit preferences](#) | [Unsubscribe](#)



### We're proud of what we do. Here's why

At XtremeHelmets.com, we're proud of our mission to help you stay protected while living extreme.







That's why we've always been dedicated to giving you the very best selection of motorcycle gear, with a focus on quality and customer service.

What started as a physical store in Wichita, KS back in 2010 has now grown into a booming online store, serving more than 85,000+ customers all over the United States.




**Shop now**

### Here's why 97% of our customers give us a 4 or 5-star rating.

★★★★★

 <h4>Excellent quality</h4> <p>Look, feel, and be extreme with high-quality materials and latest technology made by trusted manufacturers.</p>	 <h4>Wide range of helmets &amp; gear</h4> <p>Choose from over 800+ products by well-known brands like Bell, Shoei, HJC, Scorpion, Sena, Biltwell, Vega, and more.</p>	 <h4>Price match guarantee</h4> <p>We'll match the final item price if you find it cheaper elsewhere.</p>
 <h4>Great customer service</h4> <p>Our passion is helping you find the perfect helmet. <a href="#">Contact us</a> if you have any questions or concerns!</p>	 <h4>Free shipping over \$59</h4> <p>Benefit from free US shipping on all orders over \$59.</p>	 <h4>No hassle returns</h4> <p>Not a good fit? Grab a return label for \$7.95, ship the products back to us, and get a full refund.</p>



**Shop best motorcycle gear**

© Xtreme Helmets  
7540 W Northwind Dr, STE 210, Wichita, United States, 67205

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### Don't know where to start?

Here are some of our all-time best sellers, including a variety of helmet types, styles, and price ranges.

**Shop now**

### There's something for everyone!






**Shop all best sellers**

### New to motorcycling?

Check out our blog and learn how to find the right helmet for you!

*"Motorcyclists should get into the habit of wearing a helmet when riding their motorcycle, but any old helmet won't do. It's important that you have a properly fitted helmet - and we can help!"*

**Continue reading...**

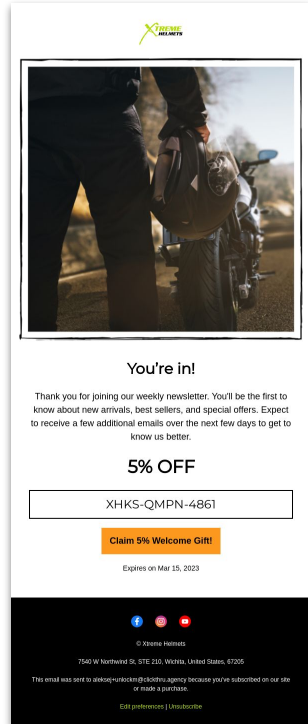
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## - Welcome



## Welcome content:

- Bendras pasisveikinimas
- Žadėtas kuponas/dovana
- Kodėl verta pirkti pas jus
- Atsiliepimai
- Populiariausios prekės
- Populiariausias content'as
- Socialiniai tinklai
- Atsiskaitymo būdai / mokėjimas dalimis

# - Abandoned cart - paprastesnis


If you can't see images, [click here](#)

and then  
design

## Something must've bagged your attention



No worries though—your cart is safe with us! Come back and finish your order anytime.

Back to cart



Dave | Backpack zero-1  
€150.00

Finish checkout

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This email was sent to aleksej@clickthru.agency because you've subscribed on our site or made a purchase.

[Click here to unsubscribe](#)


If you can't see images, [click here](#)

and then  
design

## Bagged and tagged



We can't wait to start preparing your order, ! Click below and join our zero(ish) waste family.

Finish checkout



Dave | Backpack zero-1  
€150.00

Complete checkout

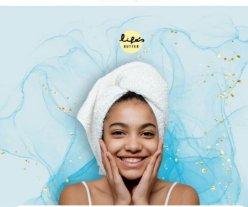
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- Abandoned cart - gražesnis

If you can't see images, click here




**Say Yes to firmer, happier looking skin**

Finish your purchase now and enjoy deeeeeeeep nourishment, healthy glow, and buttery smoothness, with no greasy finish or dryness.

100% natural ingredients & made in the USA.

**Finish checkout**

**We're keeping your cart (for now...)**



Life's Butter™ - Oil for Stretch Marks & Uneven Skin Tone  
€29.00 €89.00

**View your shopping cart**

**“**

**Over 700+ positive reviews**

"I started using this in April consistently and now 6 months later I can absolutely see a difference in my skin. I workout but as I've learned you can still have cellulite. For me it was the appearance that troubled me and now it's less visible, this cream works, very pleased. Don't delay, purchase today!"

**Finish your purchase**

**Read more reviews**

**CONTACT:**  
Life's Butter  
sales@lifesbutter.com  
https://lifesbutter.com

**CONNECT:**  
Facebook, Instagram, YouTube, Twitter icons

**LEAVE US A REVIEW**  
4 per 30.03.2021

This email was sent to sales@lifesbutter.com by agency because you've subscribed on our site or made a purchase. Unsubscribe | 100% preference.

If you can't see images, click here

**You deserve the best skincare**


At Life's Butter, we're committed to creating products that are not just effective, but also incredibly healthy. That's why we use 100% natural high-quality ingredients such as L-carnitine, CoQ10, shea butter, Kona coffee, jojoba oil, and many others.

All of our products are also 100% cruelty-free & made in the USA, and we're officially a carbon-neutral company.

Join us today and make a difference in your skin and confidence, and in the world in general.


**Complete your order now**

**Hurry, your cart expires in 24 hours**




Life's Butter™ - Oil for Stretch Marks & Uneven Skin Tone  
€29.00 €89.00


**Proceed to checkout**



For all skin types



Cruelty free



Natural ingredients

**CONTACT:**  
Life's Butter  
sales@lifesbutter.com  
https://lifesbutter.com

**CONNECT:**  
Facebook, Instagram, YouTube, Twitter icons

**LEAVE US A REVIEW**  
4 per 30.03.2021

This email was sent to sales@lifesbutter.com by agency because you've subscribed on our site or made a purchase. Unsubscribe | 100% preference.

## - Abandoned cart


If you can't see images, [click here](#)

and then  
design

### Something must've bagged your attention

No worries though—your cart is safe with us! Come back and finish your order anytime.



[Back to cart](#)



Dave | Backpack zero-1

€150.00

[Finish checkout](#)

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This email was sent to aleksej@clickthru.agency because you've subscribed on our site or made a purchase.

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## Abandoned cart content:

- Priminimas apie paliktą krepšelį
- Produktai krepšelyje
- Kodėl verta užbaigti užsakymą
- Atsiliepinimai
- DUK
- Mokėjimas dalimis
- Nuolaida

# - Abandoned product

If you can't see images, click here



## See anything you liked?

Continue shopping and indulge in our all-natural, USA-made body scrubs, creams, and oils.

[Continue shopping](#)

## Here are the items you were checking out



Life's Butter™ - Anti-Cellulite Cream

\$84.99 ~~\$94.99~~



Life's Butter™ - Oil for Stretch Marks & Uneven Skin Tone

\$29.00 ~~\$99.00~~



Healthy Glow - Body Shimmer

\$32.00 ~~\$42.99~~

[Shop now](#)

### CONTACT:

Life's Butter  
sales@lifesbutter.com  
1-800-338-8268

LEAVE US A REVIEW  
& get \$5.00 OFF

### CONNECT:



This email was sent to [cdobson@digitalmail.com](mailto:cdobson@digitalmail.com) because you've subscribed on our site or made a purchase. Unsubscribe | Edit preferences

If you can't see images, click here



## Don't forget your Life's Butter skincare!

Come back to our website and pamper your skin with the love it deserves. Goodbye dimples, cellulite, and stretch marks!

[Continue shopping](#)

## Reminder of what you were interested in



Life's Butter™ - Anti-Cellulite Cream

\$84.99 ~~\$94.99~~



Life's Butter™ - Oil for Stretch Marks & Uneven Skin Tone

\$29.00 ~~\$99.00~~



Healthy Glow - Body Shimmer

\$32.00 ~~\$42.99~~

[Shop now](#)

## Hear what our customers think about our products first-hand



100% natural ingredients



Cruelty free



Made in the USA

### CONTACT:


Life's Butter  
sales@lifesbutter.com  
1-800-338-8268  
LEAVE US A REVIEW  
& get \$5.00 OFF

### CONNECT:

This email was sent to [cdobson@digitalmail.com](mailto:cdobson@digitalmail.com) because you've subscribed on our site or made a purchase. Unsubscribe | Edit preferences

- Abandoned product

If you can't see images, click here




**See anything you liked?**


Continue shopping and indulge in our all-natural, USA-made body scrubs, creams, and oils.

**Continue shopping**


**Here are the items you were checking out**



Life's Butter™ - Anti-Cellulite Cream  
\$84.99 ~~\$94.99~~



Life's Butter™ - Oil for Stretch Marks & Uneven Skin Tone  
\$29.00 ~~\$39.00~~




Healthy Glow - Body Shimmer  
\$32.00 ~~\$42.00~~

**Shop now**

**CONTACT:**  
Life's Butter  
sales@lifesbutter.com  
info@lifesbutter.com

**CONNECT:**




This email was sent to dcd@redal@gmail.com because you've subscribed to our site or made a purchase. Unsubscribe | Edit preferences

**LEAVE US A REVIEW**  
& get \$5.00 OFF

## Abandoned product content:

- Labai trumpas ir paprastas priminimas apie peržiūrėtus produktus
- Draugiškas pakvietimas dar kartą apsilankyti jūsų parduotuvėje
- Trumpas priminimas apie tai, kodėl jūsų parduotuvė geriausia

# - Post-purchase



## Wait up, rider!

Here's 10% OFF your next order—  
valid for 24 hours only!







3SQS-AZXI-BL4Y

Activate 10% off



Expires on Mar 10, 2023  
Sale and discount items excluded.  
Certain items excluded.

**REDEEM WITHIN THE NEXT 24 HOURS**

You might also like...

 <p>Biltwell Gringo S Gen 2 Flat Shield \$49.95</p> <p>Shop now</p>	 <p>Castle CX200 Wrath Dual Sport Helmet \$179.99</p> <p>Shop now</p>
 <p>Bell Qualifier DLX MPS Illusion Helmet \$179.96</p> <p>Shop now</p>	 <p>Bell Qualifier DLX MPS Devil May Care Helmet \$189.97</p> <p>Shop now</p>
 <p>Bell Panovision Pro-Tint Shield \$149.95</p> <p>Shop now</p>	 <p>Bell Eliminator Helmet Solid \$259.96</p> <p>Shop now</p>

Claim 10% off now



## Hi Lisa,

Lisa here, founder of XtremeHelmets.com. 🍌

I wanted to take a second and personally thank you for your first purchase with us. Your support means so much! 🍌

Don't hesitate to [email or call us](#) if you have any questions or concerns about your order. We're here to help! 🍌

And I wish you a wonderful (and extreme!) day and hope that you receive your new shiny gear soon. 🍌

Thank you,  
Lisa

© Xtreme Helmets

7540 W Northwind St, STE 210, Wichita, United States, 67205

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## Clean your helmet regularly to make it last

Have you already received your new shiny helmet Lisa?  
Follow these 7 steps to keep it in tip-top shape.

[Read the full guide](#)

**Step 1**  
Remove All Electronics



**Step 2**  
Remove the Inner Liner



**Step 3**  
Prepare and Clean the Outer Shell



**Step 4**  
Clean the Interior



**Step 5**  
Wash the Exterior



**Step 6**  
Clean the Face Shield




**Step 7**  
Reassemble Your Helmet



[Read the full guide](#)









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## Enjoying your new gear Lisa?

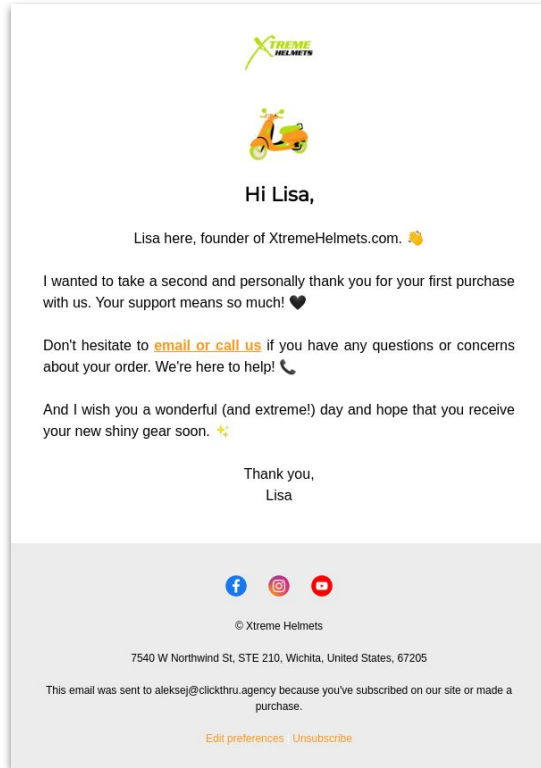
Check out the **top 8** items that are frequently bought together with it.

 <p>Tourmaster Overpant Womens Pants</p> <p>Shop now</p>	 <p>Tourmaster Overpant Mens Pants</p> <p>Shop now</p>
 <p>Tourmaster The Truk Womens Pants</p> <p>Shop now</p>	 <p>Tourmaster The Truk Mens Pants</p> <p>Shop now</p>
 <p>Tourmaster Mariner Laminated Pants</p> <p>Shop now</p>	 <p>Tourmaster Transition Womens Jacket</p> <p>Shop now</p>
 <p>Tourmaster Transition Mens Jacket</p> <p>Shop now</p>	 <p>Tourmaster Draft Air V4 Jacket</p> <p>Shop now</p>

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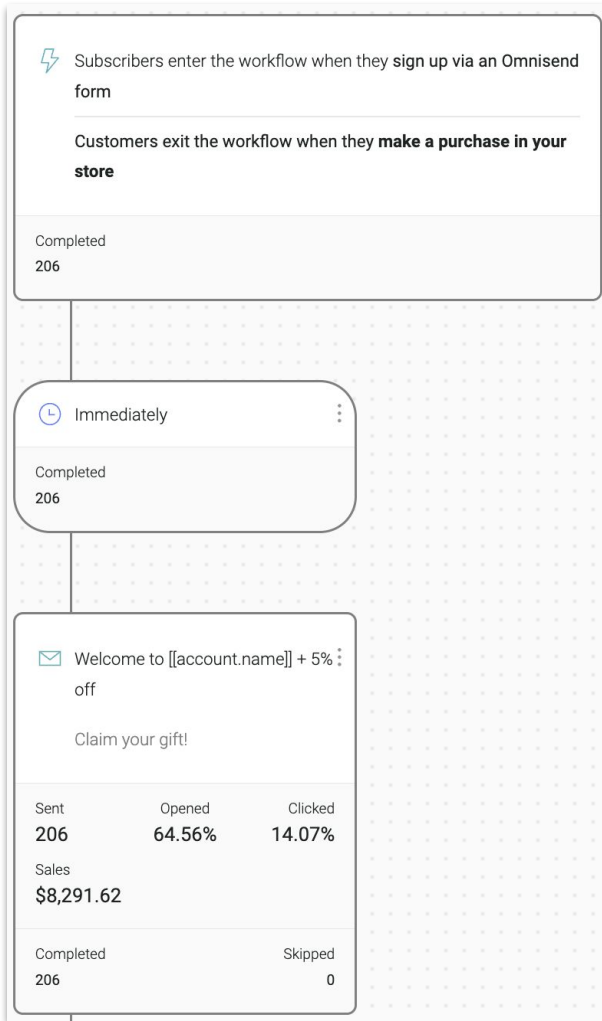
## - Post-purchase



## Post-purchase content:

- Padėkoti už užsakymą
- Ko tikėtis toliau (pristatymas, kontaktinė informacija, gražinimas)
- Kaip prižiūrėti prekes kad jos ilgiau tarnautų
- Priminimas papildyti (pvz. kavos pupeles)
- Pasiūlyti panašias prekes
- Padovanoti nuolaidą antram/sekančiam užsakymui





## 4 fundamental automation flows:

- Welcome (3-4 emails)
- Abandoned cart (2+ emails)
- Abandoned product (2+ emails)
- Post-purchase (2-5 emails)

### 3. Weekly newsletters



## Efektyviausios naujienlaiškių idėjos:

- New arrivals
- Best sellers
- Content (blog, video, customer reviews)
- Holiday
- Sale



NEW BELL HELMETS

## **Purpose-Built to Break Boundaries**



Explore the Spring 2023 collection  
from Bell Helmets.

**Shop now**

- New arrivals

## Meet Dave!



The Vel-Oh Customer Favorite

**Hi Dave!**

### Get to know Dave better:

- An awesome hybrid between a tote bag and a badass backpack
- Premium-quality materials
- Hand-made sustainably & with care
- Looks great on everyone. Bonus style points if you ride a bike

Help Dave escape our  
warehouse today!

**Shop now**



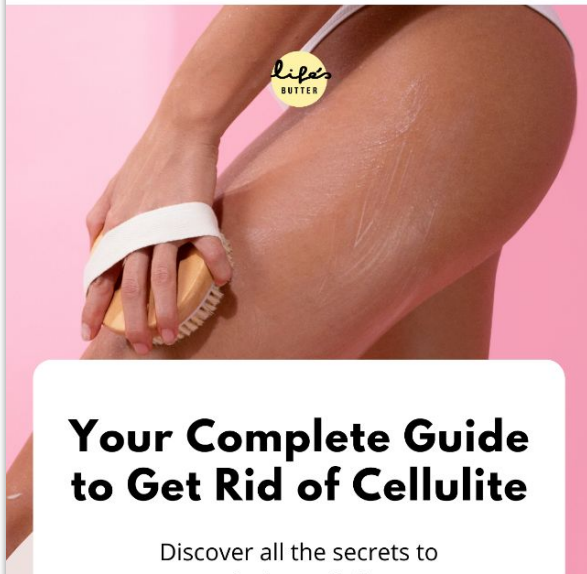
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- Best sellers

If you can't see images, click here



## Your Complete Guide to Get Rid of Cellulite

Discover all the secrets to reducing cellulite.

[Read now](#)

#### CONTACTS:

Life's Butter

[sales@lifesbutter.com](mailto:sales@lifesbutter.com)  
<https://lifesbutter.com>

**LEAVE US A REVIEW**  
& get \$5.00 OFF

#### CONNECT:



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- Content



## Hello Spring!

The best season to refresh and renew your skin.

[Shop now](#)

Wake up your skin with the magic of spring...

### And our best-selling skincare bundles!



Anti-Cellulite Cream + Stretch Marks Oil | The Essential Duo  
~~\$66.99~~

[Order now](#)



Anti-Cellulite Cream + Shimmer Oil | The Dry Skin Rescue  
~~\$64.99~~

[Order now](#)



Life's Butter™ - The Glow Skin Bundle  
~~\$85.99~~

[Order now](#)



Life's Butter Vault 6-Piece Essentials  
~~\$139.95~~

[Order now](#)



Natural ingredients



Cruelty free



Made in the USA

#### CONTACT:

Life's Butter  
sales@lifesbutter.com  
https://lifesbutter.com

LEAVE US A REVIEW  
at pH 30-35 SPF

#### CONNECT:



This email was sent to [sarah@lifesbutter.com](#) by [Life's Butter](#) agency  
because you've subscribed to our list or made a purchase.  
Unsubscribe | Edit preferences

- Holiday



END OF WINTER SALE

**\$10 off all skincare\***

Use code: **SMOOTH10**

**Shop now**

\*Minimum order of \$30 is required.  
One use per customer.  
Expires Friday 11:59 PM ET.

**Get smoother & tighter skin  
without breaking the bank.**



Anti-Cellulite  
Cream

~~\$29.99~~ \$39.99



Oil for Stretch  
Marks

~~\$19.00~~ \$29.00



Coffee Scrub w/  
Coconut

~~\$5.99~~ \$15.99



Healthy Glow  
Body Shimmer

~~\$22.00~~ \$32.00



The Summer  
Glow Bundle

~~\$79.99~~ \$89.99



The Exfoliation  
Bundle

~~\$20.99~~ \$39.99



The Glowly Skin  
Bundle

~~\$75.98~~ \$85.98



Mama Bear Self  
Care Bundle

~~\$89.00~~ \$99.00

**Claim \$10 off now**



Free shipping  
(restrictions apply)



Easy  
returns



+60,000  
happy customers

CONTACT:

Life's Butter  
sales@lifesbutter.com  
https://lifesbutter.com

LEAVE US A REVIEW  
4.9 (35.5K) GRT

CONNECT:



This email was sent to [skkay@2team@kickflu.agency](mailto:skkay@2team@kickflu.agency)  
because you've subscribed on our site or made a purchase.  
Unsubscribe | Edit preferences

- Sale





## Efektyviausios naujienlaiškių idėjos:

- New arrivals
- Best sellers
- Content (blog, video, customer reviews)
- Holiday
- Sale



## Kada siųsti naujienlaiškius?

- Geriausios dienos naujienlaiškiams siųsti: Antradienis, trečiadienis, ketvirtadienis
- Pirmadieniais geriau nesiųsti
- Geriausi laikai: 8:00, 12:00-13:00, 16:00-17:00
- Visi kiti laikai irgi OK. Nakties metu geriau nesiųsti



## Kiek siųsti naujienlaiškių?

- 1 - 5,000 prenumeratorių  
1 kartą per savaitę
- 5,000 - 30,000 prenumeratorių  
2 kartus per savaitę
- 30,000+ prenumeratorių  
3-4 kartus per savaitę
- Open rate 30%+ = galima bandyti  
siųsti dažniau
- Jeigu open rate mažiau 20% =  
reikia siųsti rečiau / segmentuoti

# Email marketing blueprint

1. Grow your list with forms
2. Fundamental automation
3. Weekly newsletters