

THE ESSENTIAL EMAIL AUTOMATION CHECKLIST

If you're only sending one-off campaigns, you're leaving revenue on the table. Email automation lets your brand engage customers at the right moment without manual effort. **Use this checklist to ensure your ecommerce business has the core email flows needed to convert, retain, and grow.**

WELCOME FLOW

01.

Goal: Turn subscribers into first-time customers

- ☐ Introduce your brand and value proposition
- ☐ Set expectations (email frequency, content)
- ☐ Include a clear first-purchase incentive
- ☐ 2-4 emails spaced over 3-5 days

ABANDONED CART FLOW

02.

Goal: Recover high-intent shoppers

- ☐ Send first reminder within 1-3 hours
- ☐ Reinforce product benefits
- ☐ Include urgency (low stock, limited time)
- ☐ Optional incentive in final email

BROWSE ABANDONMENT FLOW

03.

Goal: Turn subscribers into first-time customers

- ☐ Trigger based on product/category views
- ☐ Highlight recently viewed items
- ☐ Include social proof or reviews
- ☐ Send within 24 hours

POST-PURCHASE FLOW

04.

Goal: Increase repeat purchases & retention

- ☐ Order confirmation + shipping updates
- ☐ Product education/usage tips
- ☐ Cross-sell or related product recommendations
- ☐ Request feedback or reviews

RE-ENGAGEMENT FLOW

05.

Goal: Reactivate inactive subscribers

- ☐ Target users inactive for 60–90 days
- ☐ Use a strong subject line to regain attention
- ☐ Offer an incentive or highlight new products
- ☐ Remove unengaged users if no response

REVIEW / UGC FLOW

06.

Goal: Build trust and social proof

- ☐ Send after product delivery
- ☐ Keep requests simple and frictionless
- ☐ Incentivize if needed (discount or reward)
- ☐ Use reviews across marketing channels

LOYALTY / MILESTONE FLOW

07.

Goal: Strengthen customer relationships

- ☐ Birthday or anniversary rewards
- ☐ VIP or loyalty tier perks
- ☐ Early access to sales or products
- ☐ Personalized offers

PRIORITY SETUP *(If You're Starting Today)*

Start with these 3 flows first:

01. Welcome Flow
 02. Abandoned Cart
 03. Post-Purchase
- **These will drive the fastest impact on revenue**

PRO TIP

Email automation isn't just about saving time; it's about building a system that works 24/7 to drive revenue and retention.

COMMON MISTAKES TO AVOID

- ✗ No segmentation or personalization
- ✗ No segmentation or personalization
- ✗ Poor mobile optimization
- ✗ Not tracking performance (CTR, CVR, revenue)

WANT HELP BUILDING YOUR EMAIL STRATEGY?

At <imajery>, we help ecommerce brands design and optimize high-performing email and CRM systems.

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