



ZENPLICITY
Marketing. Membership. Metrics.

CART ABANDONMENT

Plug & Play
Email Sequence

www.ZenplicityNow.com

Hello, my friend!

Thanks for downloading this Plug & Play Cart Abandonment Email Sequence for your shopping cart or promotional campaign!

The goal of this email sequence is to proactively reach out to prospects who left the order form before completing their order. You can also use this for SALES page abandonment, which also can be effective.

For best results, the technology that you're using for your order forms needs to have the ability to track/add a tag to prospects who didn't complete the order.

Infusionsoft can natively be used for Sales Page Abandonment sequences which trigger emails based on timing of when they navigate to and from the sales page without placing an order.

AccessAly can also natively be used for Cart Abandonment through their order forms and checkout process.

The timing of these emails is ultimately up to you, but the closer to cart abandonment that you reach out, the higher the conversion. You can always refer to the **Cart Abandonment Blog Post** for a refresher on the where/what/when details for this sequence, too.

If you want to explore options for creating a seamless and engaging customer value journey for your clients, schedule your free consultation with me by visiting www.ZenplicityNow.com/chat

Until next time!

Jamie

Email 01

1 Hour After Cart Abandonment

Hey NAME, It's ____ here.

Hope you're having an awesome day! I noticed that you started to order ____ but you didn't complete the checkout process.

Did you have any questions I can answer for you?

If you need help before finalizing your purchase, just shoot me an email or hit reply - I'm happy to help!

Ready to pick back up where you left off? [Click here](#) to return to your order form.

Your signature

Email 02

Morning After Cart Abandonment

Hey NAME,

I wanted to check in once more because I didn't see your order completion notice come through yesterday.

If you're on the fence, I totally get it. Purchasing _____ is a big deal and not something to take lightly.

But I don't want you to take my word for it. Here's what our other customers shared about their experience after purchasing _____.

[Insert short client testimonial].

[Insert short client testimonial].

Click [here](#) to complete your order, and I'll see you on the inside!

Your signature

Email 03

2-3 Days After Cart Abandonment

Hey NAME,

You still may be thinking about purchasing ____ and we're running out of time for you to join us.

I know it's quite an investment, and to show you how excited I am, you can use this special 1-time discount code PROMO to get ____% off your order.

The coupon is only good for a limited time so jump back over to the checkout page and let's DO this!

I also wanted to mention this is the last time I'll send you a quick reminder. If you've changed your mind on purchasing, that's okay. But if you want to continue to keep in touch, sign up for regular email updates on our website [here](#).

Your signature