

Ideas from Sami Gomez

For the Assistant Marketing Manager, Retention

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SEPHORA

Retention Ideas - Email and SMS

Main goals

- More personalization
 - Higher open rate
- Build segmentation to ensure we are nurturing every customer relationship and being strategic with whichever stage they are in
- Limit touchpoints per email to keep openrate and retention high. We want to be direct and helpful.
- Be sure each section of the email is direct with CTAs
- Audit automated emails
 - It's important that we come off authentic and not robotic. People want to be treated like a human.
- Identify customer painpoints and be a problem solver for our customers
 - Some painpoints:
 - Lack of product and application knowledge
 - Overwhelmed, so many products, not sure where to start
 - Higher price point, want more rewards
- Important we show what sets us apart from our competition
- Remind them the value they are getting from our products and from buying from us
 - Provide them with educational resources or tips-and-tricks based on purchase history

Retention Ideas - Email

Build segmentation based on customer activity.

- We don't want to overwhelm the less active buyers
- We want to shower our loyal customers with lots of love

LAPSED CUSTOMERS

Winback emails

- We Miss You
 - If someone hasn't placed an order in 2 months, can we send a nudge email about getting 10% off next order. Ex messaging: "We miss you! Enjoy 10% off your next purchase on us."
- Incentives and discounts
- Product updates
 - Ex: "Were you seeing the same skincare for too long? Look now! We have new arrivals– and they are perfect for summer."

Personalization: "Hi ____, we thought you might like this new moisturizer!" This would be based on purchase history.

Retention Ideas - Email

PASSIVE/REPEAT CUSTOMERS

Incentive and discounts emails

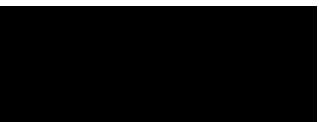
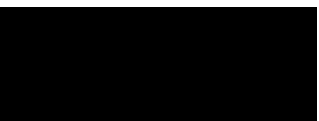
- Beauty Lotto
 - Create some sort of animated scratch off, spin-to-win, or slot machine. This would be a weekly/monthly/bi-weekly email section. Customers get to tap/spin and for a chance to win.
 - There can be a bunch of small prizes available.
 - Each prize will expire 2 weeks from the day won.
 - There would be 3 variants per 'Beauty Lotto' and we will rotate the variants until all have been used and then we create 3 more.
 - Examples of prizes:
 - 50 points on next purchase
 - Free mini of ____ with purchase
 - Free makeup service at store
 - \$10 off next purchase of \$50
 - 10% off

The WHY? Helps to alliviate painpoint: Lack of rewards or wish they received more points when spending. Beauty Lotto will get them to spend a certain amount of money in a specific time frame or will get them physically in the store. They will look forward to the emails. Can also push this into SMS.

Retention Ideas - Email

FIRST TIME CUSTOMERS

- Thank you and appreciation emails
- Utilize automated email flow
- Welcome email
 - Ex messaging: “Welcome _____, you are officially apart of the Sephora family! We appreciate you for choosing Sephora to purchase your beauty. Trust us, you won’t be disappointed!”
 - Explain the app, the beauty community within the app, the reward system, the social community, the beauty chatbot and to be on the look out for our sales, because they are always very big!



Retention Ideas - Email

LOYAL CUSTOMERS

Give them the red carpet treatment!

- **Personalized emails based on their purchases**
 - Ex messaging: “We’ve curated your perfect skin care/makeup routine. Check it out!”
- **Sephora Wrapped (like Spotify Wrapped)**
 - Annual, around late December, we automate an email that they will want to share on social and will be an incentive for customers to choose Sephora when shopping beauty since we also give them this at the end of the year.
 - Ex messaging:
 - You’re a stan for _____ (brand name)
 - You’ve bought enough skincare to have _____ empties.
 - Your go-to makeup product is _____.
 - If you were on a desert island, you would probably bring _____ (most bought product)
 - It’s about time you purchase _____, we always see you eyeing it!
- **Beauty Lotto**

Retention Ideas - Email

ALL CUSTOMERS

- Target email campaigns based on past interactions, more specifically drip campaigns.
 - Thank you/appreciation emails
 - At the bottom of the email, point them to resources that would give even the most knowledgeable of customers something that would educate them on beauty application.
 - Include a carousel of “similar items” at the bottom
 - Ask customers for feedback
 - Optimize with templates- makes personalization and more efficient
 - Keeping in mind that each customer journey needs about 7 touchpoints to make a purchase, it will be important that we diversify our emails campaigns to include unique touchpoints to help take some of those 7.

Highlight Beauty Insider and What Makeup They are Wearing

- A monthly section series where we use Beauty Insider UGC (with permission), add their IG handle, and say what they are wearing makeup wise, link each product. Could be designed infographic style so it's exciting to look at, and easy to digest.

Retention Ideas - Text

Ideas for SMS Campaigns

- It's important to hook them in the beginning with the first 5 words, otherwise, they will close out of it.

Beauty Lotto

- Ex messaging: "The Beauty Lotto is here! Spin to wheel to see if you're a lucky winner. Check your email for your chance to win tons of beauty prizes." Attach gif of our spinning animation.

Spring Sale, Black Friday, or Any Sale

- Ex messaging: "Big offers are happening! 50% off select _____! Quick, grab that _____ you've been eyeing"
- Can we tailor the messaging somehow? Using some sort of Ai to say an item that is still in their cart? There has to be a way to work that into the SMS.

Use of Emojis

- Emojis make it feel more personal.
- There could be an instance where we say: "Can you guess what brand is 20% off today? Hint: *emojis that describe brand* - Click here and find out if you guessed it." (bring them straight to the sale page)

Retention Ideas - Text (cont.)

Opt into: Back in Stock Texts on products

- Add another box by the email to says “phone number” for the Back in Stock call outs.

Personal Birthday Messages

- Personalized birthday messages that reminds them/click here to claim their gift with an image of the choices that month. Everyone loves brands that make them feel human and not a number.

Play off Timely Moments

- If the Grammys were tonight, we message pushing them into the store, but also saying something about the Grammy's
- Ex: “The celebrity makeup artists have spoken!! You will never believe which category of products Celebrity Makeup Artists deemed as most important to their Grammy glam. Check it out!” Links to illuminating primer section.
- If it's summer in the area where they are, talk about sunscreen and ask a question.

Retention Ideas

We are the experts in beauty.

Infographics

- Also can make guides into infographics and send them via text.
- We do a “which skin type are you? Oily, normal, combination.” And they respond, that triggers one of 3 infographics being sent

Examples:

- A guide to picking your next perfume scent
- Top 5 sunscreens to avoid the UV rays
- These can be added to Pinterest, turned into TikToks, added to IG story

Sephora Online Blog/Publication

- Show our community that we are the experts in the beauty space
- Promote on IG and through email ads
- Where the guides/infographics can live

Annual Sephora Awards for Brands/Creators/Products. Community voted.

Retention Ideas (cont.)

Bigger Idea:

Club Sephora - would primarily live in the app, but would get content about it via email, text, and would allow for experiential moments.

- Free
- Very much community focused
- They will have a hand in what Sephora creates (in certain situations)
- Ask questions about them
- Access to big sales one day early
- Special Hello \$10 club Sephora bag exclusive to them to purchase
- Also very educational. Saved videos of “Sephpra masterclasses” which could be embedded Sephora YouTube videos teaching makeup looks
- Sephora Collection limit edition items for Club Sephora
- Potential for giveaways like merch, makeup bags, totes, hats, crewnecks to influencers and members.
- Tie in the Sephora Squad
- In person events for club Sephora at stores
- Influencers and brand founders give masterclasses to Club Sephora members during Back to School Sephora

Retention Ideas (cont.)

Club Sephora (cont.)

- Double points if you are part of Club Sephora, twice a year on a certain day
- Earn points by taking surveys? A super rarity.
- Club Sephora ambassadors can be beloved beauty community experts like Mikayla Nogueira, You can become a Club Sephora ambassador by submitting a TikTok and people can vote (similar to Sephora Squad), but it will be TikTok based since that's where most of the traction is coming from currently.
- Whole campaign around community creating their own palette in Sephora and it can be called "Club Sephora"
 - Community votes to create the newest (face masks, nail polish pack, eyeshadow palette).
 - Survey can be on social or can be in the app, allow for the community to feel very much a part of Sephora
- Club Sephora monthly newsletter. Newest products, trend forecast, what's selling, spotlight on a brand, spotlight on a club Sephora member.

Sephora collections collab with Hailey Bieber or Zendaya or Lizzo

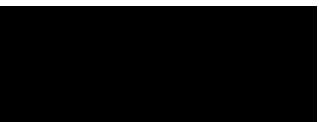
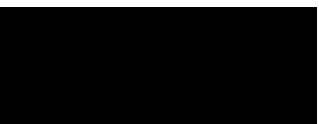
Questions of the day in the app, Beauty Trivia or a vote on your favorite _____.

- Will give us data points to use in other retention projects

Retention Ideas (cont.)

Collab with food company

- Example: Sephora Collections x Sugarfina
- Sugarfina- lip glosses that smell like their gummies, mini quad palette that has shadow names like “gummy sharks”



Thank you for your time!

Hope to hear back soon.

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