

# Ideas from Sami Gomez

For the Assistant Retention Marketing Manager, Loyalty

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## 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 touch points per email to keep open rate 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 pain points and be a problem solver for our customers
  - Some pain points:
    - 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

### Build segmentation based on customer activity

#### 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
  - \$10 off next purchase of \$50
  - 10% off
- The WHY? Helps to alleviate pain point: 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. They will look forward to the emails. Can also push this into SMS.

## Retention Ideas - Email

### Build segmentation based on customer activity

#### FIRST TIME CUSTOMERS

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

## Retention Ideas - Email

### Build segmentation based on customer activity

#### LOYAL CUSTOMERS

- Give them the red carpet treatment!
- Personalized emails based on their purchases
  - Ex messaging: “We’ve curated your perfect skin care routine based on your skintype. Check it out!”
- Biossance 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 Biossance when shopping skincare since we also give them this at the end of the year.
  - Ex messaging:
    - You’ve bought enough skincare to have \_\_\_\_ empties.
    - Your go-to product is \_\_\_\_\_.
    - If you were on a desert island, you would probably bring \_\_\_\_\_.
    - It’s about time you purchase \_\_\_\_, we always see you eyeing it!
- Beauty Lotto

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## Retention Ideas - Email

### Build segmentation based on customer activity

#### 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 customers and what skincare (from Biossance) they are wearing in a monthly email section:
  - A monthly section series where we use UGC (with permission), add their IG handle, and say what they are wearing skincare 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 product is 20% off today? Hint: \*emojis that describe product\* - Click here and find out if you guessed it.” (bring them straight to the product page)



## Retention Ideas - Text

### Ideas for SMS Campaigns

- 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 onto the site, but also saying something about the Grammy’s
  - Ex: “The celebrity makeup artists have spoken!! You will never believe which skincare products Celebrity Makeup Artists deemed as most important to their Grammy glam. Check it out!” Links to product.”
  - If it’s summer in the area where they are, talk about sunscreen and ask a question.

## Retention Ideas

### We are the experts in skincare

- 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
- Biossance Online Blog/Publication all about Skincare
  - Show our community that we are the experts in the skincare space
  - Promote on IG and through email banner ads
  - Where the guides/infographics can live

## Retention Ideas

### Bigger Idea

Club Biossance - would have it's own tab on the website. 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 Biossance creates (in certain situations)
- Ask questions about them
- Access to big sales one day early
- Special bundle of minis exclusive to them to purchase
- Also, very educational. Saved videos of “Biossance Masterclasses” which could be embedded YouTube videos teaching skincare application, routines, etc.
  - Skin influencers to partner with Biossance and show their skincare routine. (Similar to how Vogue does on YT)
- Potential for giveaways like merch, makeup bags, totes, hats, crewnecks to influencers and members.
- In person pop-up stores for Club Biossance
- Influencers, Biossance team, and founder give masterclasses to Club Biossance members during Back to School time. Back to Skincare School with Biossance (entire campaign/moment)

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## Retention Ideas

### Club Biossance (cont.)

- Double points if you are part of Club Biossance, twice a year on a certain day
- Earn points by taking surveys? A super rarity.
- Club Biossance ambassadors can be beloved skincare community experts from TikTok
- You can become a Club Biossance ambassador by submitting a TikTok and people can vote but it will be TikTok based since that's where most of the traction is coming from currently.
- Whole campaign around community creating their serum. All based on questions and votes lead by Biossance team.
- Community votes to create the newest (face masks, serum, etc).
- Club Biossance monthly newsletter. Newest products, trend forecast, what's selling, spotlight on a product, spotlight on a club Biossance member.
  
- Questions of the day in the tab on site, Beauty Trivia or a vote on your favorite \_\_\_\_\_.
  - Will give us data points to use in other retention projects
  
- Collab with food company
  - Example: Biossance x Sugarfina
  - Sugarfina- face masks that smell like their gummies, names are based on Sugarfina candies

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# Thank you for your time!

Hope to hear back soon.

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