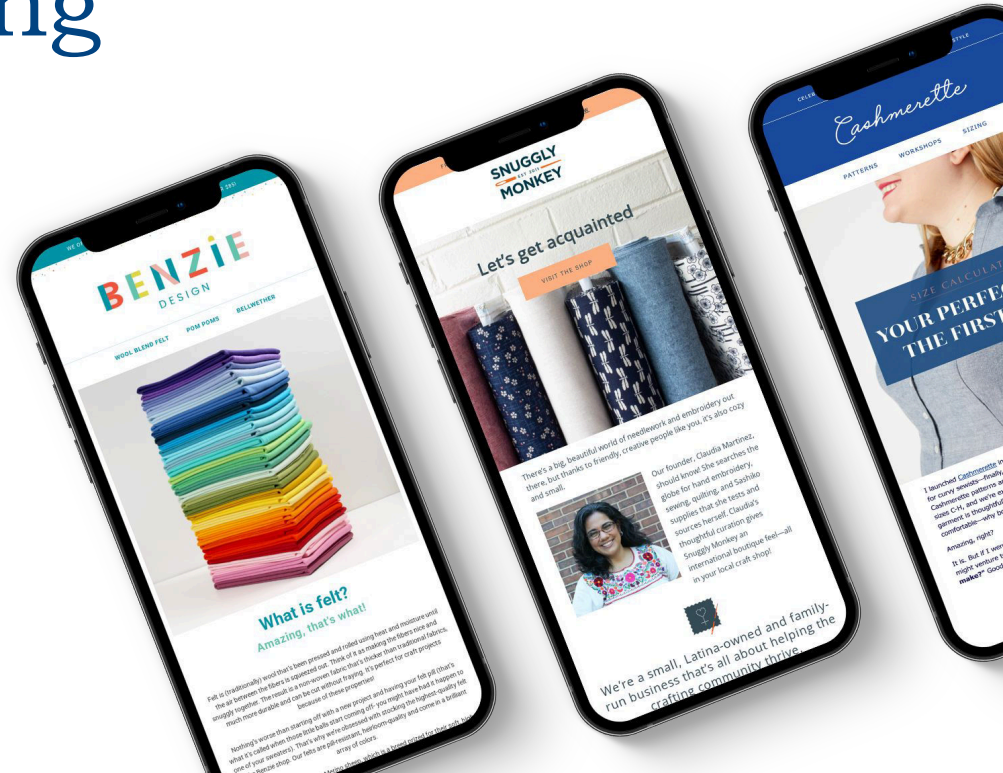
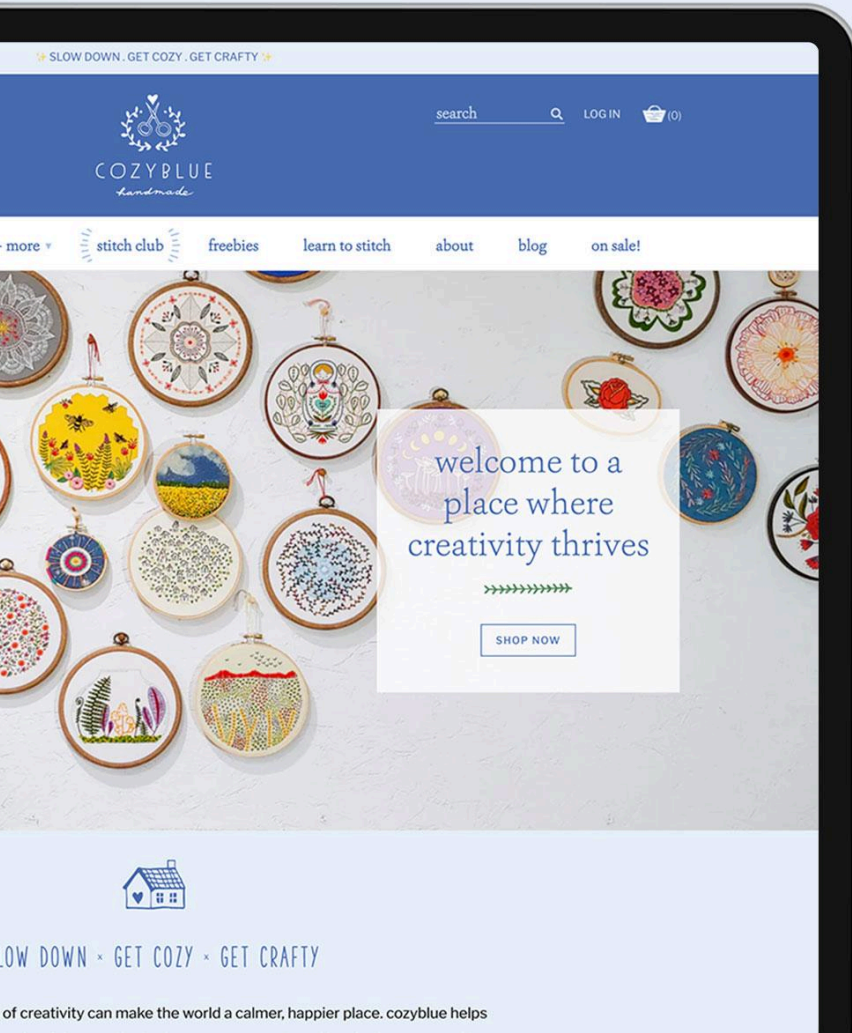


The Art of Targeting

Crafting Email & SMS Marketing
That Connects





We help merchants

- ◆ Branding
- ◆ Shopify websites
- ◆ Email marketing
- ◆ Optimization & maintenance

AEOLIDIA.COM



Why Email & SMS?





Email & SMS marketing is vital for ecommerce

- Owned marketing
- Lifetime value
- High performance



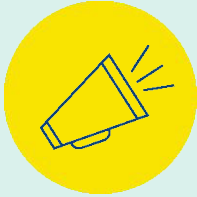
Email should bring
at least 25-40% of
overall revenue



Common Mistakes



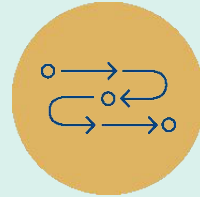
You might be...



BLASTING YOUR
WHOLE LIST

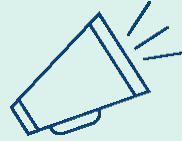


NOT ENRICHING
PROFILES



MISSING CUSTOMER
TOUCHPOINTS





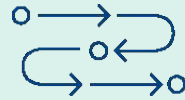
Blasting Your List





Not Enriching Profiles





Missing Customer Touchpoints

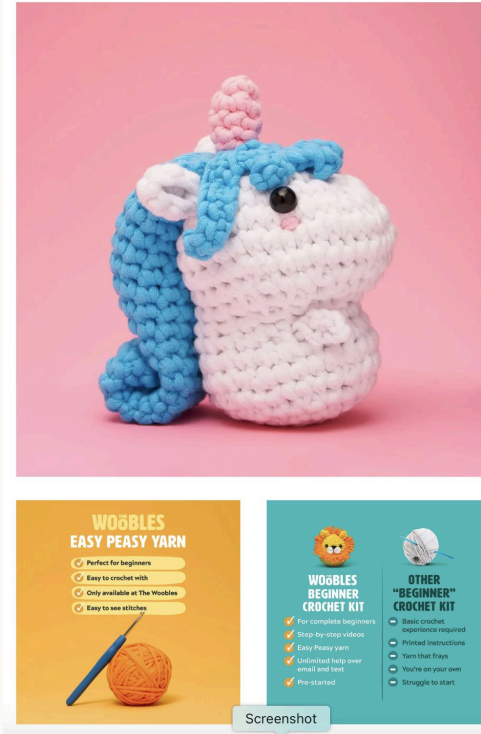


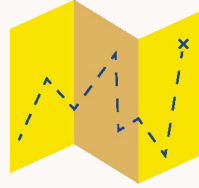
A decorative border composed of repeating teal geometric shapes, including squares, triangles, and rectangles, arranged in a complex, interlocking pattern around the perimeter of the slide.

THE SOLUTION

Thoughtfully *targeted*
messages make for meaningful
and *effective campaigns*.

A Tale of Two Customers





Sending Targeted Messages



Segmentation



STRATEGY 1



[SHOP](#)[CLUB](#)[LEARN](#)

Cashmerette
SEWING FOR CURVES

[SIZING](#)[BLOG](#)[ABOUT](#)

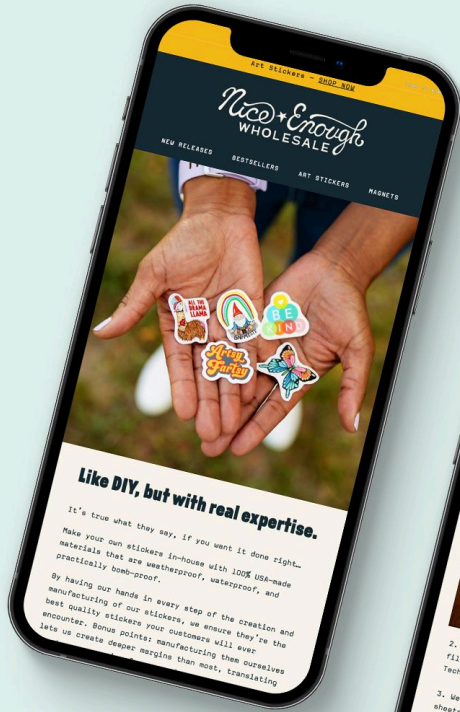
A *segment* is a dynamic group of contacts who meet a set of conditions.



Segments can be defined by...

- ✦ Properties about someone
- ✦ Web site activity
- ✦ Purchase history
- ✦ Interests & Preferences
- ✦ Engagement
- ✦ Predictive analytics
- ✦ Any combo of the above





How segments help

- Higher open & click rates
- Higher revenue per user
- Lower unsubscribe rates
- More relevant content
- Improved deliverability & sender reputation

Send the right message to the right people.

(And avoid sending the wrong message.)



Class Calendar

● sewing ● crochet ● crafts ● events
● knitting ● embroidery ● kids' classes

Gather Here: Spring classes are live! You know what to do...or if you're new here, hit the link & sign up (NOW): <https://kla2.io/XXXXXX>

How will *you* use segments?

- Notify local audience about a new class
- Reward your VIP customers
- Promote a product to people who haven't purchased it
- Show the right supplies to crafters
- Perform analysis
- Export to ad platforms
- Develop a sending cadence based on engagement

The possibilities are endless.
What makes sense for *your* business?



Campaign planner

New

Content types

Edit the settings for each content type.

Customer education

Share helpful tips and tutorials.

+

Product feature

Highlight new releases and features.

4/30/25

Monthly on the last Wednesday

Email

Promotion

Provide details on an upcoming deal.

5/8/25

Weekly on Thursday

Email

Calendar preview

Placeholder campaigns include suggested co

May 2025

<

>

Sun	
27	
4	
11	
18	

Content planning

- Have a goal for every quarter
- Start with standard holidays
- Add industry-specific days
- Sales & product launches
- Work backwards and add placeholder campaigns

Important: Define the segment for each campaign!



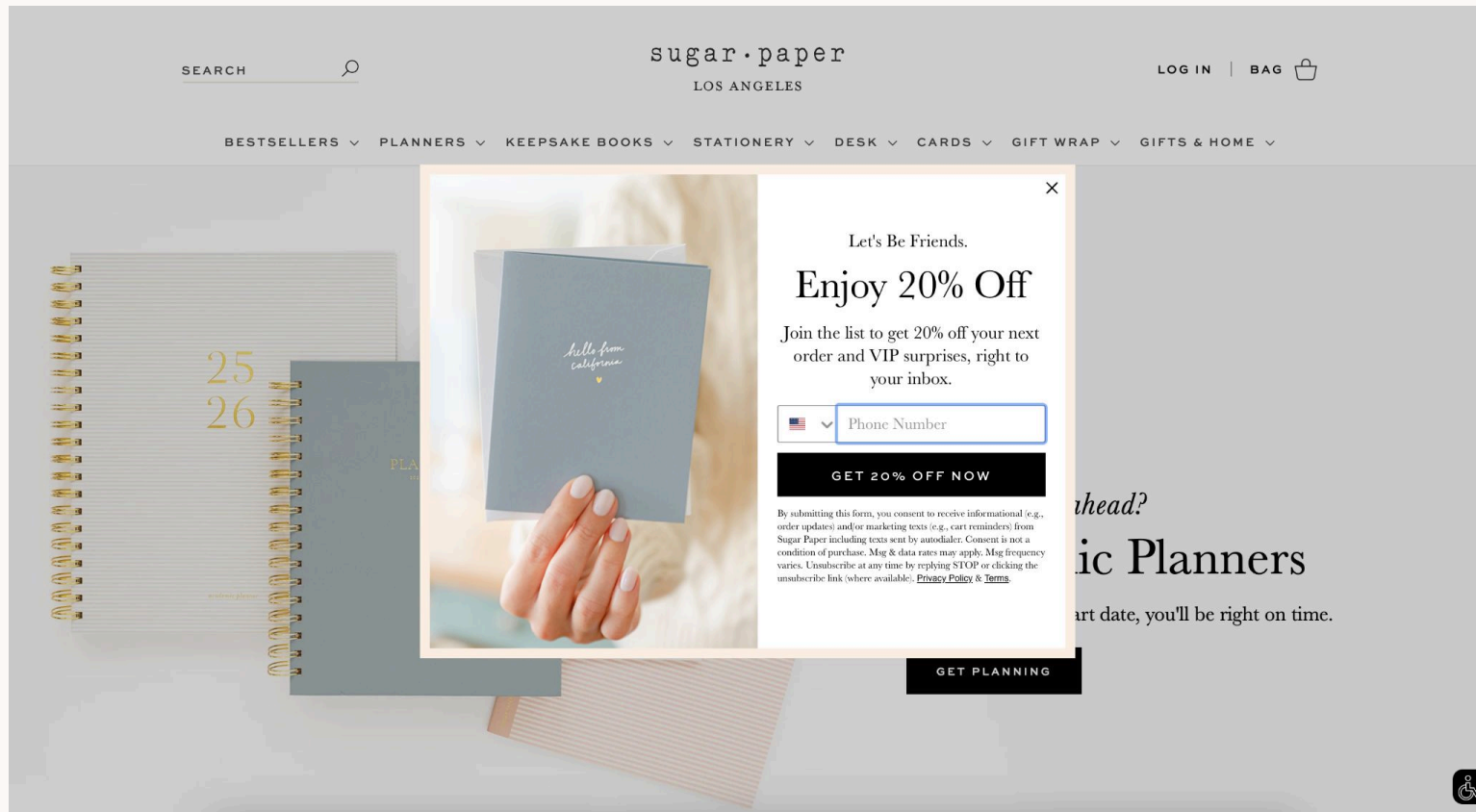
Gathering Personalization Data



STRATEGY 2




Email & SMS Platform





E-Commerce Integration

[Quilting Services](#) [Pattern Printing](#) [Sewing Machine Repair](#)


Search



[Our Story](#) [Contact](#)  

[Fabric](#) [Yarn](#) [Tools](#) [Patterns + Kits](#) [Books + Magazines](#) [Gifts](#) [Sewing Machines](#) [Classes](#)

HOME / KELBOURNE WOOLENS / MOJAVE



KELBOURNE WOOLENS


Mojave

\$ 11.50/Skein

★★★★☆ 1 REVIEW

Pay over time for orders over \$35.00 with [shopify](#) [Learn more](#)

COLOR 025 Slate Gray




- 1 +


QUANTITY - only 2 left in stock

ADD TO CART

Mojave is a versatile sport weight yarn from Kelbourne Woolens, consisting of five sets of very fine 2-ply strands. The result is a lightweight yarn that is strong and smooth with great stitch definition. This pima cotton and linen blend is pleasant to knit with and wear, while also being machine-washable!



Custom Properties



What's your sewing specialty?

Tell us what you love to stitch —
we'll tailor our emails to fit.

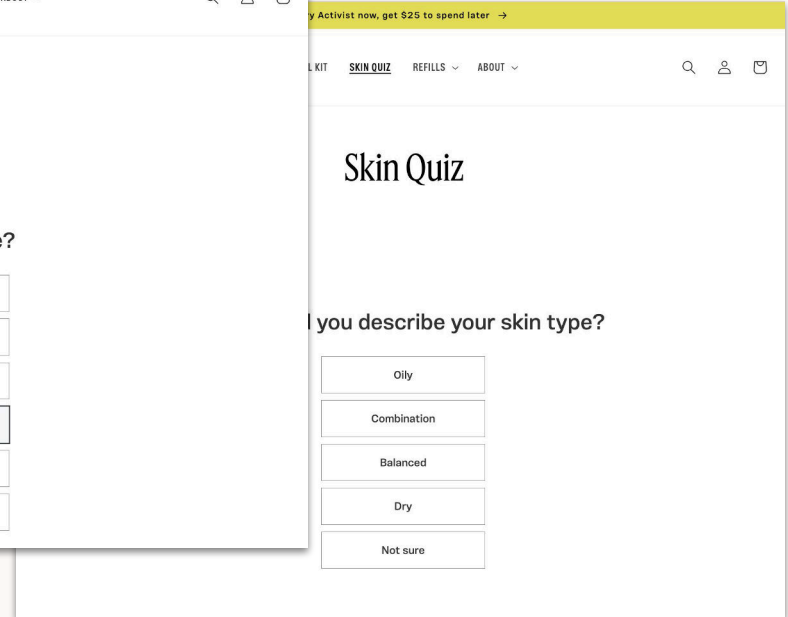
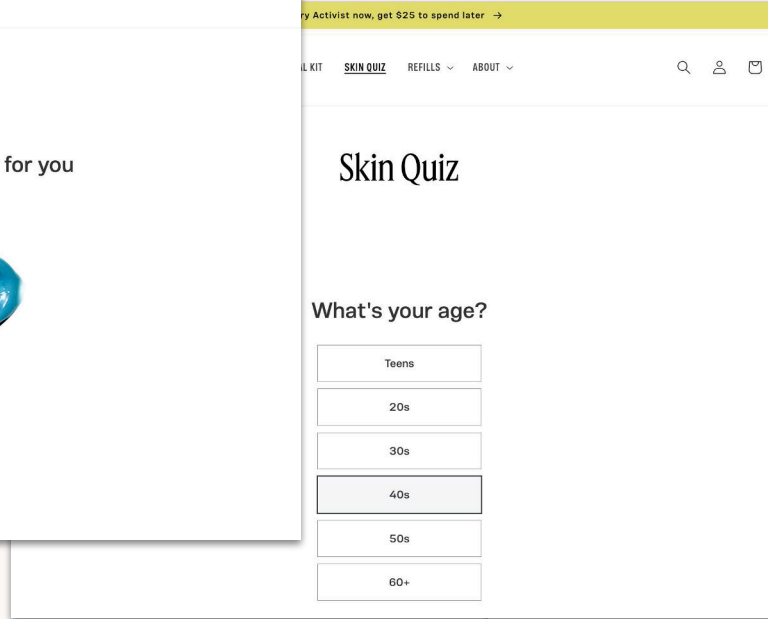
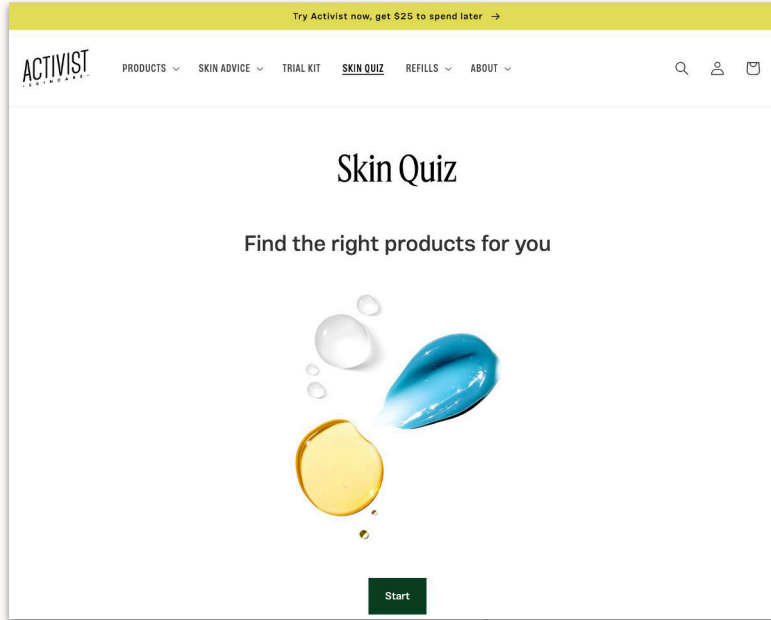
QUILTING

GARMENT SEWING

BOTH



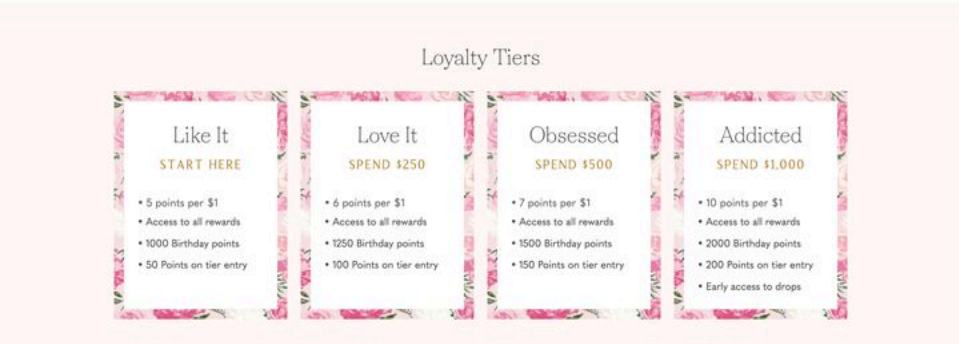
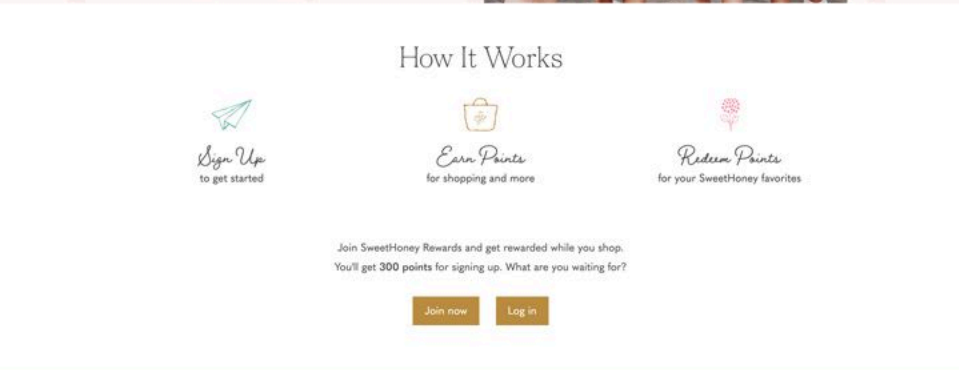
Quizzes





Other integrations

- Product Reviews
- Subscriptions
- Loyalty Programs
- Wishlists
- POS
- And hundreds more

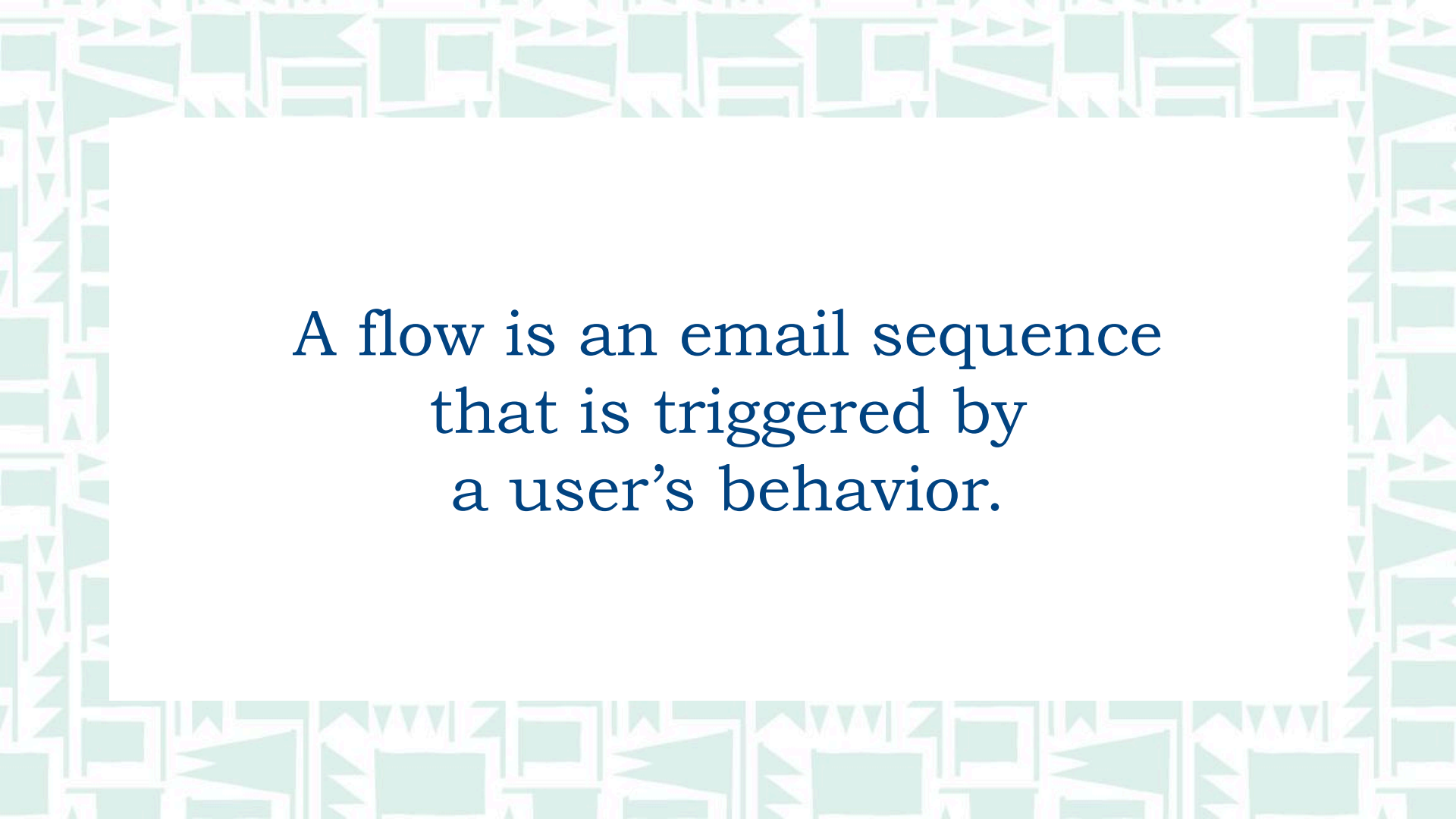


Behavior-Based Automations



STRATEGY 3



A decorative border composed of repeating teal geometric shapes, including squares, triangles, and rectangles, arranged in a complex, interlocking pattern around the edges of the slide.

A flow is an email sequence
that is triggered by
a user's behavior.



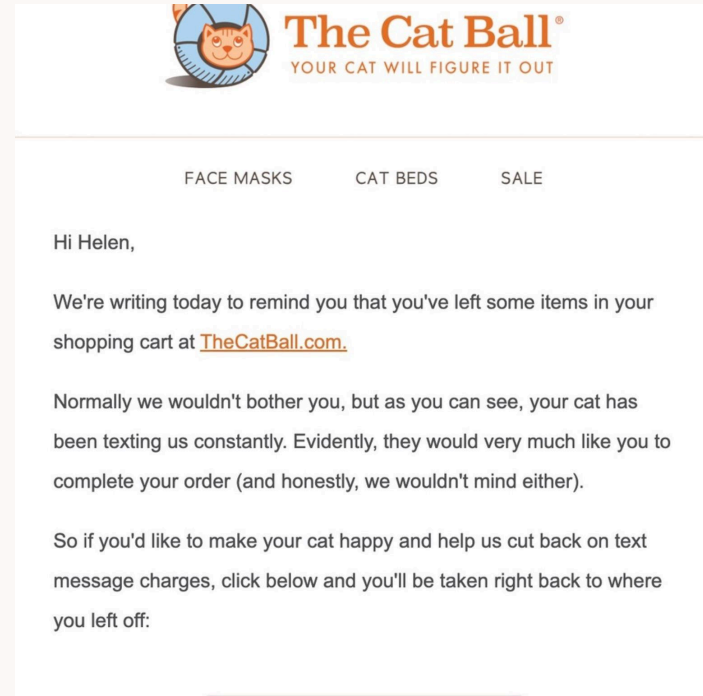
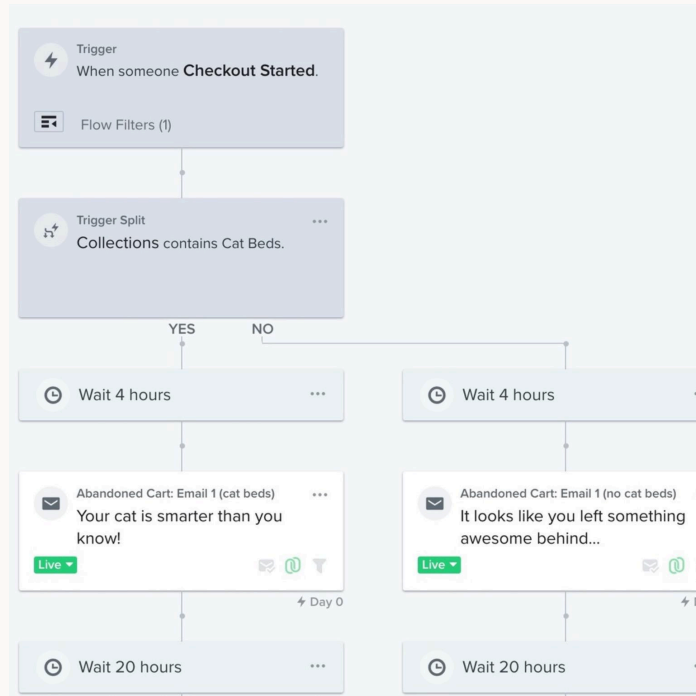
Set up flows for *every* touchpoint
on the customer journey



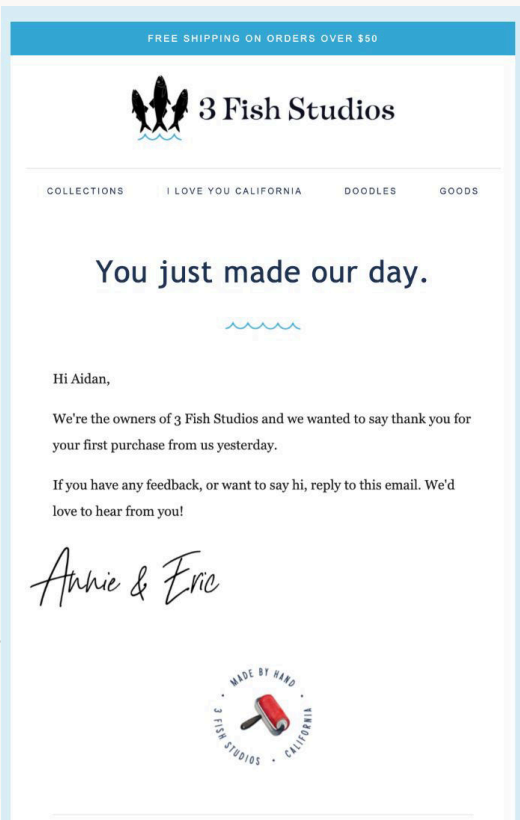
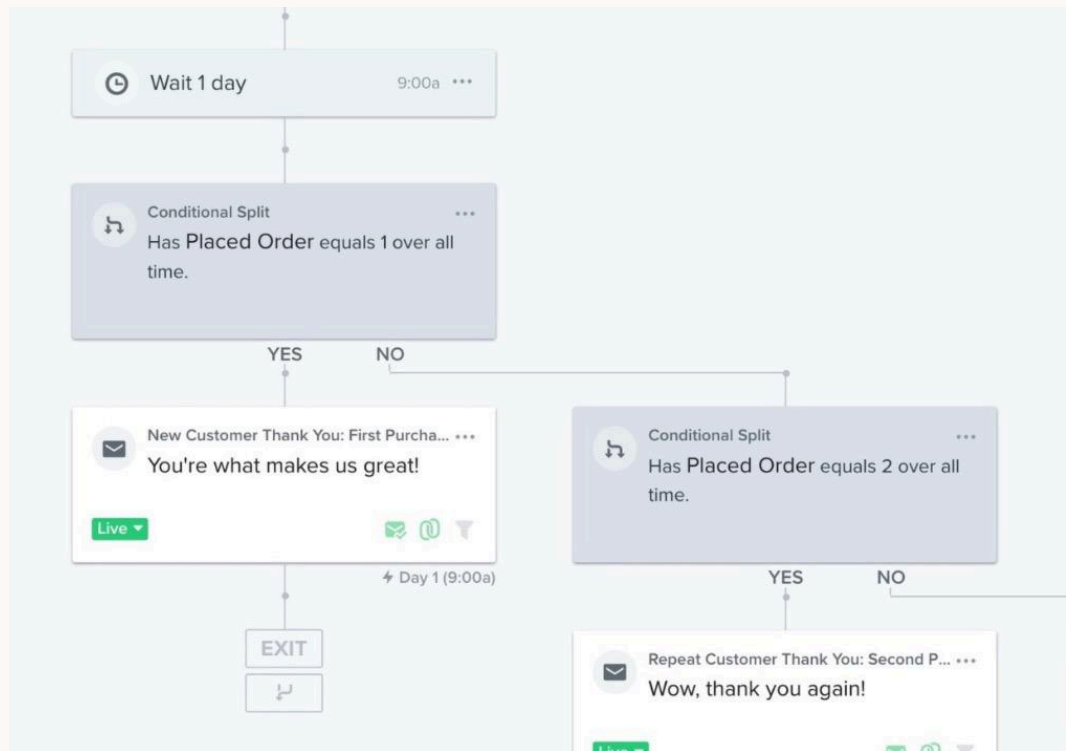
Welcome Series



Abandonment (Browse, Cart, Checkout)



Customer Thank You



Post-Purchase (Product Education)



How to care for Liberty Fabrics



Need notions?

Here is a list of our current favorite notions. Although we don't sell them ourselves, they can often be found at your local fabric shop:

- **Sewing Machine Needles:** Schmetz Microtex 70/70
- **Quilting Thread:** high-quality cotton thread, such as Aurifil
- **Garment Thread:** all-purpose polyester thread, such as Gütermann or Mettler
- **English Paper Piecing (EPP):** Bottom Line 60wt by Superior Threads



Post-Purchase (Cross-Sell)

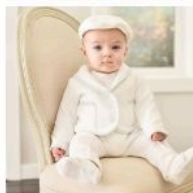
FREE SHIPPING FOR DOMESTIC ORDERS OVER \$175

BABY BEAU & BELLE

Hi Helen,

We hope you love your recent order from Baby Beau + Belle! Nothing makes us happier than dressing your little dude. We know he's handsome in whatever he wears, but we'd like to think we make his look a little extra 🥰

Here are a few more items from [the Harrison collection](#) that we thought you might like:



[Harrison 3-Piece Suit |
Quilted Cotton](#)



[Harrison Quilted
Newsboy Cap](#)



[Harrison Booties](#)



[Harrison Romper](#)



[Muslin Keepsake
Garment Bag](#)



[Harrison Bib](#)

SHOP HARRISON COLLECTION

THE BABY BEAU & BELLE BLOG

SHOP GIRLS BY COLLECTION




Back in Stock

Free shipping on continental US orders \$45+

Keywords About Contact

MARMALADE
MERCANTILE

New Collections & Gifts Home & Decor Books & Paper Goods Jewelry & Accessories Sale



Birdsong Hooked Rug Pillow
\$67.00 USD
★★★★★ 1 review
Pay in 4 interest-free installments of \$16.00 with [shop](#) [Learn more](#)

SOLD OUT

NOTIFY ME WHEN AVAILABLE

ADD TO WISHLIST

Fast Shipping Free Returns






What we love:
Capture the beauty of a summer garden with our intricately crafted Birdsong Hooked Rug Pillow. This delightful pillow features three beloved backyard birds—a chickadee, a goldfinch, and a bluebird—perched against a charming picket fence backdrop dotted with vibrant zinnia flowers. It's a burst of sunshine and a perfect way to brighten any room. A thoughtful gift for your favorite or a charming addition to your own home.

Details:

- 100% wool hooked accent pillow
- 100% polyester cover, elastic velcro on back side
- Includes polyester insert, zipper closure
- Designed by Sally Selman Roberts
- Measures 10 x 16"

SHIPPING & RETURNS

Customers Who Bought This Item Also Bought



Free shipping on continental US orders \$45+

Collections & Gifts Jewelry & Accessories

Birdsong Hooked Rug Pillow

Register to receive a notification when this item comes back in stock.

Email

☒ Add me to your email list.

NOTIFY ME WHEN AVAILABLE

SOLD OUT

NOTIFY ME WHEN AVAILABLE

ADD TO WISHLIST

Fast Shipping Free Returns

What we love:
Capture the beauty of a summer garden





Adding SMS to email flows

- Use the same platform for email and sms
- Add SMS messages if email didn't work
- Or if subscriber prefers sms over email
- Don't overlap both email unless the message is truly time sensitive



Even More Touchpoints

- ✦ Activity or Inactivity
- ✦ Birthdays or Anniversaries
- ✦ Becoming a VIP
- ✦ Predictive Analytics
- ✦ Integrations
- ✦ More!



How many flows do you need?

Have some for every customer journey stage:

- ✦ Pre-purchase
- ✦ Purchase recovery
- ✦ Post-purchase
- ✦ Retention
- ✦ Advocacy



One-on-One Conversations



Aeolidia 

Resources


[AEOLIDIA.COM/HHAMERICAS/](https://aeolidia.com/hhamericas/)





Stay in
Touch

Aeolidia

Arianne Foulks

CEO & Founder

✉ arianne@aeolidia.com

📷 [@aeolidia](https://www.instagram.com/aeolidia)

🌐 [aeolidia.com](https://www.aeolidia.com)



A decorative border composed of a repeating pattern of teal-colored geometric shapes, including triangles, squares, and rectangles, arranged in a complex, interlocking fashion around the central text.

Q&A