

CONVERSION CAST

How Jon Butt Increased Repeat Buyers By 236% (Without Spending Any Money)

Our Guest:

Jon Butt owns a fire safety company in the UK, his second after selling his first fire safety company for a seven figure sum. He started in the fire safety trade by selling fire extinguishers door to door and progressively built up his first company enough to sell it for a nice profit. For his second, and current, company he started an ecommerce site and has gradually removed himself from the business by having his staff primarily operate it. Jon shares his first-hand experience and knowledge of starting, growing, and slowly stepping away from directly running a company on his marketing podcast.

The Simple Tactic:

In the early stages of Jon's current company, he and his team discovered that 11% of their customer base were repeat customers who spent five times as much money as the rest of their customers. They had been implementing email marketing and segmenting their list, but they didn't have a large budget to do much else.

In an effort to improve their marketing and sales revenue with their list, Jon decided to stop segmentation and send the same emails to everyone on their list. They changed the way they communicated via email to existing customers by sending four emails per month (creating a weekly sequence). Jon had his in-house marketing assistant create three months worth of weekly emails for their new email marketing plan. His marketing assistant produced this batch of emails over a period of two weeks for an hour a day.

The weekly emails included topics such as:

- a newsletter of industry happenings
- a detailed explanation of a new product or product category

- five quick tips (for example: In the UK they have “fireworks day” and the email gave tips on how to avoid an accident related to this day)
- a short offer that consisted of a paragraph without a header in a regular email format
- a time sensitive discount (ex: 15% off everything in the store for 48 hours because “it’s my (Jon’s) birthday” sale)

The Result:

This simple email marketing tactic increased repeat buyers in their ecommerce store by 236% without spending any money.

The Tactic Explained:

Creating a more simplistic email approach can apply to any business. Jon recommends making email headlines simpler by using such copy as “new regulations (in said industry)”, “the difference between...”, “explained”, “simple guide”, “simple example of...”. He explains that these headlines are interesting without the hype of popular email marketing headlines. When Jon’s team previously used the internet marketing style (of Frank Kern), that is well-known in the online community, they received enough phone complaints to make the change to using simpler headlines.

Through the process of de-segmenting their list and creating an all-inclusive sequence, Jon and team learned not to discount anyone. Before using this tactic, they were deciding what they *thought* people wanted to know rather than letting them decide for themselves. They decided to send everyone on their list the same emails because even if potential customers were buying for their home, they may own a business that requires them to buy fire safety equipment.

Because of the nature of what they’re selling, people don’t necessarily want to buy their products, but they have to buy gear for regulation purposes. Since they are primarily interested in just meeting regulations, Jon noted that customers don’t take the time to look at what else they sell such as products for home (fire blankets, fire alarms, carbon dioxide alarms, etc.), which is why they sent emails to everyone on their list, informing them on what they sold and why it is relevant to them.

Key Takeaways:

One of the elements in using this email marketing tactic that contributed to Jon’s success was hiring an in-house writer. He recommends investing the money in a writer that is not out-sourced, but a part of your business to communicate and build rapport with your audience from a place of proximity. Jon explained that he and his team took the relationship with potential customers off the website and into email and from there, built the relationship through information rather than just selling.

It is important to approach this tactic as a test to see what works for you- segmenting or no segmenting. Jon also recommends subscribing to competitor emails in your industry to see what they're doing and how their approach looks to you as an individual.

When people subscribe to receive content marketing style emails, they want to receive information. When creating these emails think about how people use Amazon; oftentimes they are not buying, but looking to gather information. It is useful to write from this mindset to build the relationship with customers.

Lastly, to see if this tactic is effective for your business, commit to sending an alternate email every week. Provide a segment from your industry/knowledge every week. This is in an effort to introduce people to the rest of your range of information and value. Jon encourages segmenting your list as well to see what really works for your business.