Twitter Thread by Email Mage



Email Mage
@emaillmage

How To Make £1000's Setting Up Klaviyo Flows For eCom Stores

(A Thread)

(1/10)

As an email marketer, you can sell this service to clients that you FAIL to close on sales calls.

Sort of like a down-sell. Much less risk for the client.

And it only takes 3 hours of work (max).

(2/10)

Here's what you tell the prospect/client:

"I'm going to optimise and turn your email backend into a 'set & forget' money printer.".

Make that clear.

(3/10)

Depending on the level of traffic to your clients website, your client could profit on your flows in 5 days, or 2 months.

But the main point is that your client WILL profit (unless you're garbage).

It's low risk for them.

(4/10)

So here's what you'll be doing for the client.

- Optimising their current flows (if needed)

- Setting up NEW flows
- Creating new segments

(5/10)

Here's the flows you'll be setting up and optimising.

If you want to be EXTRA you can set up an upsell/cross-sell for INDIVIDUAL products on the store.

Ie, if they bought product A, then you up-sell product B because A & B go well together.

(6/10)

In terms of segments, you want to make sure your client has:

- Engaged Segment
- Buyers Segment (Placed order at least once over all time)
- VIP Segment (Placed order X times or more in 90 days)
- Unengaged Segment

(7/10)

There's a lot more to Klaviyo set-up, but you can easily charge £1000 to do everything I just listed.

If you don't know how to write high converting flows, set up snippets, set up split tests, or use Klaviyo in general...

YouTube is your friend.

(8/10)

I make an extra £1,000 (sometimes £2000) a month doing this for:

- Clients who don't qualify for my retainer program
- Clients who I fail to close on retainers

(9/10)

It's pretty cut and dry.

The flows and segments I've included in this thread are applicable to any eCom store in ANY niche.

So spend 3 hours learning how to do everything I just listed. Now you have a skill that you can charge £ for from your laptop.

(10/10)