Communication > Email Retargeting

GPS is a powerful tool in your marketing arsenal, primarily for its ability to help you identify your most interested, loyal and profitable members, who we'll refer to as your 'Clubshoppers'. By leveraging this information, you can tailor your communication to these members, making your messaging more precise and impactful.

Retargeting your email campaigns is a strategy that focuses on this group of customers. Instead of keep sending out mass emails to everyone on your TNT Global Market, retargeting allows you to reach out to those who have already shown interest in what you're offering. The goal here is to convert their interest into a purchase or new VIPs.

There are several reasons why retargeting your email campaigns is more effective than just sending out bulk emails.

Firstly, by focusing on your best Clubshoppers, you're addressing an audience that is already familiar with Clubshop fe-Commerce, GPS, etc., and has a higher likelihood of making a purchase, upgrading to VIP, or booking a live call with you. This increases the chances of your email campaign being successful since you're not trying to win over new customers, but rather, retaining and growing with the existing ones.

Secondly, retargeting allows you to personalize your communication. Personalization in marketing has been shown to increase customer engagement and conversion rates significantly. When your audience feels that the message is specifically catered to them, they are more likely to respond positively.

Lastly, retargeting can also help you save resources. Instead of spending time and money on reaching out to an entire email

list, you can channel your efforts on the segment of your audience that is more likely to bring in revenue.

This video will explain how utilizing **the GPS retargeting function** to identify your best Clubshoppers and retarget your email campaigns can significantly enhance your marketing strategy. It will guide you through the process, showing you how to use these techniques to effectively communicate with your customers and increase your business's profitability.

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