



# Klaviyo Service Guide



[SIRITHEAGENCY.COM](https://siritheagency.com)

# Setup Inclusions

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Each Klaviyo job includes the standard setup:

- A deep-linked integration with your website and making sure emails go into the right lists via audience segmentation
- A design of all templates to match your branding
- The email preferences pages style and forms to match your branding
- Custom subject lines for a high-open rate
- Copy to reflect the correct message to the segmented customer
- Responsive pop-up on website including a 30-second delay to allow your visitor to browse first and get a higher conversion rate
- A single opt-in without email confirmation
- A custom Unsubscribe page with an offer to guide the subscriber back to your website, convert them into a customer, and retain them on the list

# Core Klaviyo Flows

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## 3-part Segmented Welcome & Nurture Drip

This flow automatically triggers when someone signs up to the email list (but haven't purchased). The subscriber learns about your unique value proposition, your products, and your business, along with an offer to push to purchase.

\$ 699 ex GST

## 3-part Multi Day Abandoned Cart Sequence

Designed to capture your potential customer's attention and bring them back into your sales cycle. We've focused on answering questions your prospect might have and present offers the right way to maximise conversions. This flow has been split up to see which offers and time of sending get you the best result.

\$ 599 ex GST

## 2-part Winback Series

Reminders with a special offer email to retain your customers and extend their lifetime value by generating return purchases.

\$ 399 ex GST

## 5-part Post-Purchase Nurturing Flow

Triggered after the customer completes checkout. Includes brand story introduction for new customers with pre-arrival excitement followed by a second email to collect social proof and cross-sell. This email is intended to maximise your chances of getting brilliant customer reviews that help you boost future sales. We then dive in deeper to create 3 more emails to upsell and cross-sell based on the customer's purchase history and data.

\$ 799 ex GST

# Core Klaviyo Flows

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## Browse Abandonment email

If an existing subscriber browsed a product multiple times, but didn't buy or initiate a checkout we'll gently touch base with them. We use this email to demonstrate the value and features of the products they were viewing, and suggest similar or best-selling products.

\$ 149 ex GST

## Sunset Cleaning Campaign

A crucial part of email marketing is keeping your list healthy and responsive. It's hard to wave goodbye to your subscribers, but inactive contacts must go. The good news: this task can be automated while trying to reactivate and salvage as many subscribers as possible.

\$ 199 ex GST

## 2-part Winback Series

Reminders with a special offer email to retain your customers and extend their lifetime value by generating return purchases.

\$ 399 ex GST

## Newsletter Template

A drag and drop template with pre-created blocks and custom Canva GIFs to use for all your future newsletter campaigns.

\$ 149 ex GST

# Ecom Essentials Package

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## IMPLEMENT YOUR EMAIL AUTOMATION ENGINE FOLLOWING BEST PRACTICES

This ultimate basic setup lays a great foundation to get your sales engine up and running. Data-driven insights, creative vision and powerful automation fuse together to create email solutions that convert.

### INVESTMENT: \$949 EX GST

Includes 6x emails with custom subject lines, branded design and tailored copy:

- Full setup and integration.
- 1x Welcome email
- Abandoned Cart Flow (2x emails)
- 1x Browse Abandonment email
- Post-Purchase Thank You & Review (2x emails)
- BONUS newsletter template

# Advanced Foundations Package

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**THE ULTIMATE SETUP FOR GROWING ECOM STORES WANTING TO BOOST THEIR SALES, FUTURE-PROOF THEIR AUTOMATION SYSTEM AND CREATE A DEEPER CONNECTION WITH THEIR AUDIENCE.**

This comprehensive setup is created to implement a sales machine running for you in the background. Data-driven insights, creative vision and powerful automation fuse together to create email solutions that convert.

## **INVESTMENT: \$2,199 EX GST**

Includes 14x emails with custom subject lines, branded design and tailored copy:

- Full setup and integration
- 3-part Segmented Welcome Drip (Pre-Purchase Nurturing)
- 3-part Multi Day Abandoned Cart Sequence
- 2-part Winback Series
- 2-part Post-Purchase Nurturing Flow
- 1x Browse Abandonment Email
- Sunset Cleaning Campaign with 2x emails
- Exit Intent popup
- BONUS newsletter template

# Expand Your Flows

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## Site Abandonment Email

If someone subscribes but doesn't take any further action and leaves your site, we will work on getting them back by sending them a limited time exclusive offer.

\$ 99 ex GST

## Browse Abandonment Flow

Create a 3-part series where we'll guide the visitor back to your site and entice them to checkout.

\$ 399 ex GST

## Upsell Flow(s)

Utilising the smart data available we can target someone who has purchased X that might also be interested in Y. For example, if they buy a make-up product in a red colour, they might also be interested in a pink product. Or they have purchased a kid's size 000 onesie, chances are their kid will need the next size up in 3 months' time. This email flow will be build on segments and includes well-targeted custom copy.

from \$ 749 ex GST for 5 emails

custom quotes are available based upon a site audit and recommendations

## Birthday Email

Treat your customer with a gift on their special day. This email will be send out on their birthday (if collecting this data) each year.

\$ 149 ex GST

# Expand Your Flows

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## First Purchase Anniversary

This 2-part split flow is sent to subscribers to celebrate purchase anniversaries. This will be segmented into people who have purchased in the past year and reward them with a higher discount vs one email with a lower discount to people who haven't ordered since their first purchase in order to win-back customers.

\$ 249 ex GST

## Post Purchase Bounce Back

A bounce back email is an offer given to customers immediately upon purchase designed to “bounce that customer back” to the store at a future date. Automate it in Klaviyo, and it should generate incremental profits for you forever. Bounce-backs work amazingly because they play off of recency.

\$ 149 ex GST

## VIP Flow

This 3-part series will focus on the big spenders and send them special offers to keep rewarding them for their loyalty.

\$ 399 ex GST

## Replenishment Flow

These messages are triggered and sent automatically to customers when it's time – or likely time based on predictive data science – to reorder consumable products like beauty, wellness or cleaning supplies.

from \$ 399 ex GST for 3 emails  
custom quotes are available based upon number of products



# Extra Services

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Our service doesn't end here. There is so much more to explore in the world of email marketing that just makes us want to sing and dance to "I'm so excited!"

## Monthly EDM Management

Help create impactful campaigns and improve performance. Includes a strategic content calendar, email designs incl. copy plus database management and monthly improvements.

from \$349 ex GST per month

## Post Launch Audit & Improvements

Let us dive into the numbers and come up with new creative ideas to implement so we can continue to scale your emails and grow your business.

\$ 599 ex GST once-off

OR \$ 499 ex GST per 3 months (min. 1 year commitment)



**KYLIE & TAMMY  
SKYE + LACH CO**



"Siri has been amazing for our business. We needed someone to migrate from Mailchimp to Klaviyo and set up all our flows and start sending our newsletters from Klaviyo. The process was really easy and technically really well set up. Our results have been fantastic since we started sending from Klaviyo. Siri is very thorough, professional and quick."



**JESS  
FAUVE + CO**



"We engaged Siri to assist us in setting up the Klaviyo email work flows. From the very beginning, it was an extremely efficient and easy process, with Siri getting a great understanding of our business and the tone to communicate to our customers. In addition to what was agreed upon in the initial proposal, Siri also showed initiative in updating existing templates and offering a great amount of information and knowledge on best practices and so on."



**CAMILLA  
FIND MY  
PERFECT VENUE**



"Siri was helpful, transparent and so generous with information sharing. It was clear she was who I would trust with my biz and, having just hit the GO button on a new welcome series, I can say my experience has been awesome! Great communication, great onboarding, helpful tips along the way and a ripper result!"