NuSpark Media Group

ECOMMERCE/B2C FOLLOW-UP THEMES BY SEGMENT

Segment	Theme Option 1	Message Focus 1	Theme Option 2	Message Focus 2
Leads	Follow-Up	Value Addition	Helpful	Explore More Guides
New Customers	Welcome	Brand Introduction	Friendly	Sign Up
Loyal Customers	Loyalty	Appreciation	Gratitude	Exclusive Offer
Inactive Customers	Re-engagement	Incentive	Urgent	Special Discount
High-Spending Customers	VIP	Premium Benefits	Elegant	Join VIP Club
Budget-Conscious Customers	Savings	Cost Efficiency	Informative	View Deals
Customers Who Abandoned Carts	Reminder	Complete Purchase	Persuasive	Resume Order
Frequent Buyers	Repeat Purchase	Product Highlights	Encouraging	Buy Again
Past Buyers of Product X	Related Products	Cross-Sell	Suggestive	Buy Now
Misc Segment 11	Event Invitation	Upcoming Events	Exciting	Register Now
Misc Segment 12	Feedback Request	Customer Satisfaction	Appreciative	Provide Feedback