

# How would you use a tool like FeedbackGenius?

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*I love that I can modify my automated sequences based on ASIN and repeat customer with FeedbackGenius. It's super important when you're building a brand to provide value that is unique to your product, and being able to auto email your customer based on what they bought is highly beneficial to creating brand value and loyalty. You can also include discount codes in repeat buyer confirmation emails, driving customers back to your listing on Amazon (never off of Amazon!).*

*One of my favorite experiences with feedback follow-up was with a company called CraftyCroc, which uses FeedbackGenius as their messaging tool, according to the unsubscribe link in the email I got.*

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## Email #1

from: CraftyCroc - Amazon Marketplace <vzjz4v1czfn0421@marketplace.amazon.com>  
reply-to: CraftyCroc - Amazon Marketplace <vzjz4v1czfn0421@marketplace.amazon.com>  
to: Rachel Greer  
date: Wed, Jul 6, 2016 at 10:49 AM  
subject: Your CraftyCroc Liquid Chalk Markers have been shipped by Amazon



Dear Rachel,

Great news! Your order of CraftyCroc Liquid Chalk Markers from Amazon has shipped. It has left the Amazon warehouse earlier today on its way to you!

You made a great choice shopping with us. At CraftyCroc, we truly care about our customers. We are 100% dedicated to your complete satisfaction and want you to have a 5 star experience. If you have *any* issues, we will work with you until you're happy!

In the meantime, here are a few starter tips on using your CraftyCroc Liquid Chalk Markers right away.

- Before using each marker, shake it vigorously for at least 20 seconds before priming the nib. Make sure the lid is on when you shake them!
- Please follow the instructions and warnings regarding suitable surfaces for writing on, and if you're not sure, test in a small inconspicuous area first to ensure you can successfully erase the markers.

We don't want you ruining your precious painted chalkboard! These markers will successfully erase from many chalkboards; however, they may stain some. PLEASE, PLEASE, PLEASE TEST FIRST!

- Take care to ensure the cap is correctly aligned when replacing it. This will lessen the likelihood of splitting or damaging the nib and ensure you get a good long life from your markers!
- Don't just look at your pretty markers and the cool design! Start using your CraftyCroc Liquid Chalk Markers and color up your world! It's loads of fun!

That's it for now. I will check back with you in a few days to make sure everything is working for you and share some Frequently Asked Questions (FAQs) about your awesome new Liquid Chalk Markers.

If you do not receive your Liquid Chalk Markers when expected, please [contact Amazon support here](#). They will be glad to help you.

Thanks,

Evelyn - CraftyCroc Customer Support

P.S. Rachel, if you have any questions, don't hesitate to reply to this email. It goes straight to my inbox and I will personally respond within 24 hours.

## Email #2

from: CraftyCroc - Amazon Marketplace <vzjz4v1czfn0421@marketplace.amazon.com>  
reply-to: CraftyCroc - Amazon Marketplace <vzjz4v1czfn0421@marketplace.amazon.com>  
to: Rachel Greer  
date: Sun, Jul 10, 2016 at 1:48 AM  
subject: Have you received your CraftyCroc Liquid Chalk Markers?



Hi there Rachel,

I hope this finds you well and you are having a great week!

It has been 3 days since your CraftyCroc markers were delivered, so I just wanted to follow up to make sure that you have received your CraftyCroc Liquid Chalk Markers.

If you still haven't received them, there is a link at bottom of this email to check the status of your order and contact Amazon if necessary.

Well Rachel, we wanted to offer you a few gifts in addition to your purchase. We're excited to include the first with this email!

**Attached is a 38 page e-book including:**

- usage suggestions
- inspirational ideas
- valuable **information on caring for your markers**
- and some great offers

Take some time to read through this to ensure you get the most out of your CraftyCroc Liquid Chalk Markers.

That's it for now. I will check back with you in another week or so with our final gift and to make sure you're still loving your markers! And of course, I'll share a few more tips.

And remember if you're not 5 star happy, or you have any problems, issues or thoughts **feel free to respond directly to this email**. It goes straight to my inbox and I'll be back in touch within 24 hours.

**I do have a small favor to ask.** If you haven't already, could you please take a few seconds and provide feedback on your buying experience with us? It would be greatly appreciated. We take feedback seriously and want to ensure orders are processed and shipped promptly, and to make sure you are getting the most out of your Chalk Markers. You can leave a review [here](#).

If the above link does not work, you can [also access your review page here](#).

If you have not received your CraftyCroc Liquid Chalk Markers, you can [view order on Amazon.com](#) and contact Amazon.com if necessary.

Thanks again for shopping with CraftyCroc,

Evelyn - CraftyCroc Customer Support

## Email #3

from: CraftyCroc - Amazon Marketplace <vjz4v1czfn0421@marketplace.amazon.com>

reply-to: CraftyCroc - Amazon Marketplace <vjz4v1czfn0421@marketplace.amazon.com>

to: Rachel Greer

date: Sat, Jul 16, 2016 at 3:22 AM

subject: CraftyCroc Coupon Inside

Hi Rachel,

I hope you are doing great!

***In This Email:***

- ***More Useful Tips***
- ***Thank You Gift!***

If all has gone to plan it's now been over a week since you received your CraftyCroc Liquid Chalk Markers. I just wanted to check in with you and make sure everything is fine.

As always, CraftyCroc stands by its products 100% and I'm following up to ensure your complete satisfaction.

If you have any questions or concerns, please do not hesitate to contact us. (Remember: You can always reply to this email and it will go straight to my inbox. **I'll personally reply within 24 hours**)

**While we're here - I also wanted to offer a few more tips on using your CraftyCroc Chalk Markers:**

**Firstly - We just had some great feedback** from one of our customers that we wanted to share with you. She's a school teacher and was using our liquid chalk markers on a whiteboard in a classroom environment which is cool, but here's what she found.

When writing large volumes of text and drawing diagrams with liquid chalk and then having to clean it off quickly (before the ink has had time to dry properly) she ran into problems, as the ink smeared and smudged creating a real clean-up mess (not a good look in front of your students, so we apologize!)

So unfortunately, as much as we'd like to believe that our chalk markers will replace every other writing implement in the world, it's just simply not the case as this situation illustrates.

**What can we take from this example?**

1. Before attempting to erase your work (especially if it's a large amount) whether it be on glass, a whiteboard or any other surface, **wait until the ink has dried fully before erasing**. This way it will wipe off cleanly and won't smudge and smear all over the place creating a bigger clean-up operation than necessary!
2. If you're using your markers to write on erasable whiteboards, **just use a paper towel or cloth to wipe away** when you're done creating. We suggest you **do not use the felt type duster** usually used with whiteboard markers and on chalkboards to clean away your Liquid Chalk Markers as the ink will tend to clog the duster, make a mess and render it useless.

If it's *not* coming away easily - try a damp cloth or paper towel and/or a little ammonia based window cleaner.

And another couple of tips not specifically related to whiteboard use:

3. If you're writing on a vertical surface such as windows or whiteboard, etc., **you may need to prime the nib periodically**, especially if you are writing a lot or using the marker in this horizontal position for a prolonged period of time. Remember the ink is fed to the tip/nib by gravity so you may need to assist it from time-to-time.
4. If it's been a while since you used your markers and the coverage isn't as good or bold as you remember it (i.e. thin coverage and a bit streaky), you will need to give your arm some exercise and **give each marker a really good ol' shake**. And I mean really give it a good vigorous shake for 30 seconds or more, or at least until you get the original quality of coverage. You will hear the ball bearings shaking around inside clearly once the marker is good to go.

### **Big Thank You Gift!**

Well Rachel, we really hope you're enjoying your CraftyCroc Chalk Markers and wanted to give you the opportunity to get another set at a nice 20% savings.

Yes, that's right - contained below is a coupon which will lower the price by 20% when you use it at checkout on Amazon.

It's only for a limited time and is one use per customer. So go ahead and enjoy it or feel free to share it with your friends. Maybe you can think of a friend who would like some, or an extra set will stop the kids from arguing! Who knows?

Either way, if you want to take advantage of this great offer, just use this coupon code:

**CRAFTY20**

[Head on over to Amazon now to order CraftyCroc Liquid Chalk Markers at this great discounted price!](#)

Oh, and one last thing. Rachel, if you have not already left a review for your CraftyCroc markers here: <http://www.amazon.com/review/create-review?&asin=B011KRBOCE>

Thanks again Rachel!

Best wishes,  
Evelyn- CraftyCroc Customer Support

P.S. And remember, feel free to contact me if I can be of further assistance by replying to this email.

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*What is so great about these examples is how the sequence PREPARES me for my impending purchase, PROVIDES VALUE with an absolutely enormous 38 page guide on using the product, then CONTINUES the relationship by providing me with a coupon for my next product.*

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## Develop your own Educational Attachment

Step 1: Do the research! Learn what your customers want, either from your existing page or from competitor listings. I like reviews, but I like Q&A better because it tells you the exact point of confusion for your customer

Step 2: Reverse engineer what customers will have difficulty with, or how they'll use the product. We have a client who consistently got complaints and returns due to damage on a traditional food item from China. Not only did changing the feedback process eliminate complaints, it also added value to explain how to properly temper the product and a few traditional recipes to make in the new product!

Step 3: Draft your attachment and get feedback. I love coming up with ideas, but I'm not a copywriter! I do technical writing, not fun and engaging social copy. Get feedback from a content marketer who does this full time – bloggers are also great for feedback.

Step 4: Once your copy is finalized, take pictures or decide if you want drawn images – in some cases, pictures are too hard to see, and you need a drawn guide, such as something including a mattress or other large furniture or dark products that are hard to visualize through a picture.

Step 5: Work with a designer to put it all together into a single PDF that can be used as a physical insert AND as an attached PDF! That way, you can grab both the more traditional style customer who reads paper, and the one who reads your emails

Note – you may include your own web address for your own product. What you can't do is explicitly advertise for the purpose of diverting the sale off of Amazon. Keep it low key

*Contact us for support in designing a custom attachment for your product!*

*We look at the project in a very systematic way based on our years of experience marketing and helping sellers on Amazon. We understand not only how to write great content, but also at what point the copy is within/out of TOS.*

*We love helping our clients grow their sales in the most policy compliant and safe way possible – no shortcuts to success!*