The Klaviyo Flow Map

The CPG DTC Playbook | Prepared by Dumo Digital Strategies

Email and SMS for specialty CPG brands

How to capture the people who visit your store, the core flows that turn them into customers and repeat buyers, and the rules that keep every email and text working.

Why Email and SMS Matter

Your ads are rented. Your followers belong to the platform. Your email and SMS list is the one audience you actually own. You can reach it whenever you want, it does not cost more every time you use it, and nobody can turn it off overnight.

Most of that money comes from flows: automated messages that send on their own when a shopper does something, like signing up, leaving a cart or placing an order. Build them once and they work every day. Across Klaviyo, flows drive about **41% of email revenue from just 5.3% of the emails sent.**

It Starts With the Pop-Up

Most people who visit your store for the first time will not buy on that visit. The pop-up is how you keep them. Without it, there is no list, and none of the flows below have anyone to send to.

Get this right	How
Give them a reason	A real offer gets the signup: a first-order discount, free shipping, a gift with purchase or early access to a new flavor. "Join our newsletter" gets ignored.
Wait a beat	Do not hit them the second they land. Let them see the product first, then show it after a few seconds, a bit of scrolling, or when they go to leave.
Ask for email first, then phone	Step one asks for email. Step two asks for a phone number for texts. Asking for both at once gets fewer of each.
Build it for the phone	Most of your traffic is on a phone. Make it easy to close, easy to fill in with one thumb, and never covering the whole screen.
Match the brand	Same look, colors and voice as your store. A generic pop-up feels like spam.
Do not show it to people you already have	Hide it from existing subscribers and customers. Nobody wants a "welcome" offer after they already bought.
Capture everywhere else too	A signup in the footer, a text opt-in at checkout, and a back-in-stock form on sold-out products.

Our Core Essential Flows

The flows every CPG brand needs, built as one connected system.

Flow	Who gets it	Its job
Welcome	Just signed up from the pop-up	Introduce the brand, teach what the product does for them, and earn the first order.
Site Abandoned	Visited, left without looking at a product	Bring them back to the store with a reason to look again.
Browse Abandoned	Looked at a product, never added it to cart	Show them the product they viewed, with the reviews and answers that close the gap.

Flow	Who gets it	Its job
Abandoned Cart	Added to cart, never started checkout	Remind them what they picked and remove the reason they hesitated.
Abandoned Checkout	Started checkout, never finished	The highest intent there is. Get them back to finish, fast.
Post-Purchase	Just placed an order	Teach them how to use it and what to expect, so the first experience is a great one.
Replenishment	One-time buyer about to run out	Land right before the product runs out, so reordering is easy and on time.
Review Request	Has had the product long enough to use it	Collect reviews, photos and videos that sell to the next shopper.
Winback	Has not ordered in a while	Give them a real reason to come back before they forget you.
Sunset	Has not opened or clicked in a long time	Clean them off the list so your emails keep landing in the inbox.

Plus SMS, woven through the flows where a text drives the most action: the welcome, the moments right after someone leaves a cart or checkout, and shipping updates. Texts are short, personal and saved for high-intent moments.

The Segments Underneath

The same message to everyone is the fastest way to waste a list.

Segment	Why it matters
Buyers vs non-buyers	Someone who already bought should never get a first-order offer. Non-buyers need trust and education. Buyers need the next order.
Subscribers vs one-time buyers	Subscribers get habit tips and help managing their subscription. One-time buyers get the reasons to subscribe.
Engaged vs unengaged	Send campaigns to people who actually open and click. It protects your sender reputation and keeps you out of spam.
What they bought	Recommend what goes with it, and time reminders to that product, not a generic schedule.
Priority order	If someone qualifies for more than one flow, the closest to buying wins: checkout beats cart, cart beats browse. Every flow stops the moment they buy.

What Makes an Email Sell

One email, one job	Every email should have one goal and one button. If it is trying to do three things, it does none of them.
Lead with the product and the proof	Show the product they wanted, real reviews and the answer to the question that stopped them. Most people did not leave over price.
Teach, do not just sell	How to use it, why it works, what is in it, how other customers use it. Education builds the habit that drives reorders.
Write like a person	Short lines, plain words, the way you would text a friend. A note from the founder often beats a polished design.
Design for the phone	Big text, one column, a button you can tap with a thumb. Most of your emails are opened on a phone.
Show real people	Customer photos and videos of people like your buyer using the product. Shoppers trust other shoppers more than they trust brands.

How to Use Discounts Without Training People to Wait

Save the offer for last	In a recovery flow, lead with the product and the proof. Bring in an offer only at the end, for the people who still have not bought.
Protect your buyers	Customers who already bought should not see first-order discounts. It teaches them to wait for a code.
Keep subscribers out of sales	Subscribers are already on your best price. Blasting them with a sale makes them question what they pay.
Use value, not just percent off	Free shipping, a gift with purchase or early access to a new flavor often converts as well as a discount, without eating your margin.

SMS Rules

Get real consent	Only text people who opted in to texts. It is the law, and it keeps your account in good standing.
Send fewer, better texts	A text feels personal. Too many and people unsubscribe. Save them for moments that matter.
Keep it short	One idea, one link. If it needs a paragraph, it should be an email.
Respect the clock	No texts early in the morning or late at night in their time zone.

Keep Landing in the Inbox

Set up your sending domain	Authenticate your domain (SPF, DKIM and DMARC) so inboxes trust that the email is really from you.
Warm up a new account	Start by sending to your most engaged people, then grow the audience over a few weeks.
Never buy a list	Bought lists kill deliverability and break the rules. Every contact should have signed up.
Clean the list	The Sunset flow removes people who have stopped opening, so the rest of your emails keep landing.

Flows vs Campaigns

Flows are the engine. Campaigns are the voice. Flows run on their own and catch every shopper at the right moment. Campaigns are the emails you choose to send to your list: launches, seasonal moments, education and stories. You need both.

Campaign idea	Why it works for CPG
New flavor or product drop	Gives your list a reason to buy again, and rewards them with first access.
How-to and recipes	More ways to use the product means it runs out faster and gets reordered sooner.
Customer stories and reviews	Social proof in the inbox. Let your customers do the selling.
The founder or the why	People buy from brands they feel connected to. Tell them where it came from.
Seasonal moments	Holidays, back to school, the new year. Tie the product to a habit people are already thinking about.
Now in stores near you	When you land a new retailer, tell the customers who live nearby.

The Numbers to Watch

Number	What it tells you
Pop-up signup rate	Whether your offer and timing are good enough to build the list.
Revenue from flows	Whether the engine is working. This should be a big share of email revenue and keep growing.

Number	What it tells you
Click rate	Whether people care about what you sent. Opens are less reliable because some phones open emails automatically.
Placed order rate	The one that pays the bills: how many people bought after getting the email.
Unsubscribe and spam rate	Whether you are sending too much or to the wrong people.
List growth	Whether the top of the system is filling faster than people leave it.

Want us to build this for you? Book a strategy call at dumodigital.com. We build the pop-up, the core flows, SMS and segmentation as one system, with custom design and copy.