



Forest City
DIGITAL

THE FOREST CITY DIGITAL PLAYBOOK SERIES

The Klaviyo Master **Flow** Playbook

Email & SMS automation for hemp beverage & functional DTC brands — the core flows, the full library, and a progressive-profiling system that makes you less dependent on paid ads.

Diagnosis before execution.

Performance marketing for regulated eCommerce.

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00 / WHY THIS PLAYBOOK EXISTS

Owned channels are the one engine paid ads can't take from you

In hemp beverage and functional DTC, paid acquisition is expensive, volatile, and — thanks to platform restrictions — never fully in your control. Your owned channels are the opposite: you own the list, you own the data, and Klaviyo flows run 24/7 with no ad account to get throttled or shut down.

For most brands we work with, automated flows alone drive **25–40% of total email revenue** while representing a small fraction of the sends. The brands that win aren't blasting more campaigns. They have a disciplined flow foundation, clean segmentation, and a plan to learn more about each subscriber over time.

This playbook gives you three things:

- 1 The **5–7 core flows** every hemp beverage brand must have live, in priority order.
- 2 A complete **library of secondary & integration-driven flows** to layer in as you scale.
- 3 A practical framework for **progressive profiling** — collecting more first-party data over time and turning it into sharper personalization and targeting.

THE FCD LENS

Every flow in this playbook does double duty in a regulated category: it converts **and** it educates and reassures — on dosing, on legality, on where to find a COA. That second job is what separates a hemp email program from a generic one.

01 / PART 1 — THE CORE FLOWS

The 5–7 flows every brand must have live

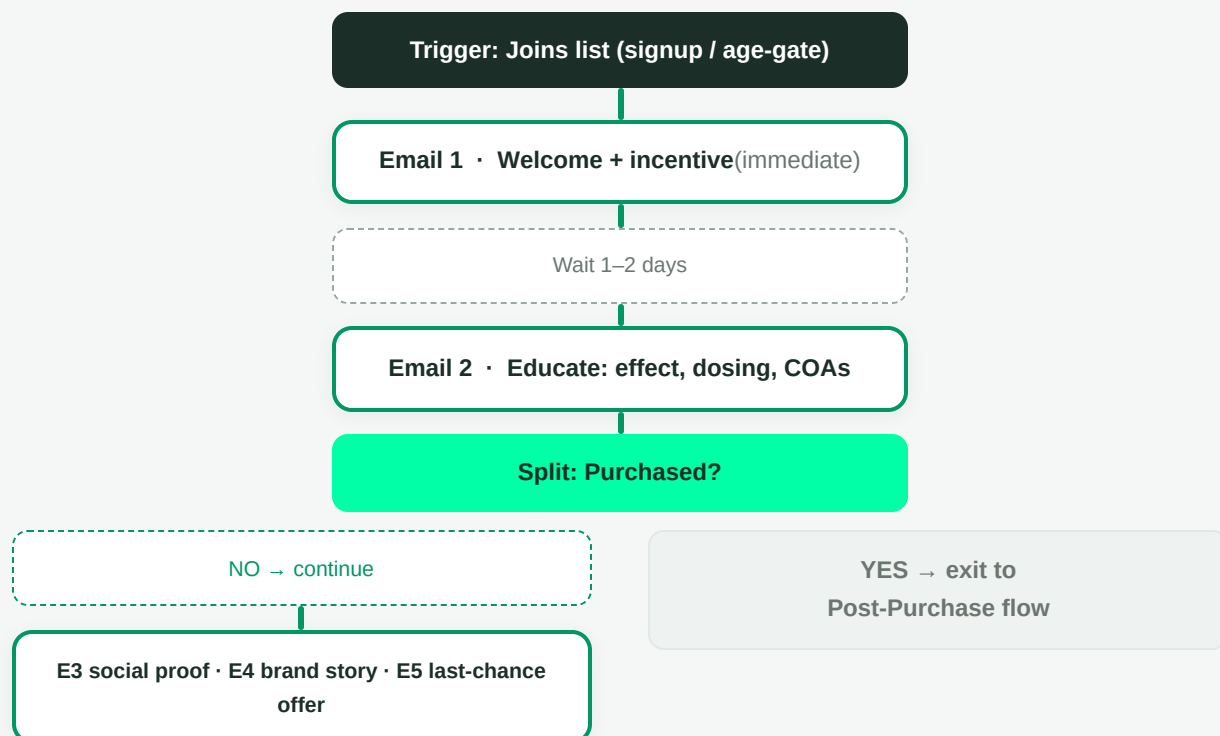
Non-negotiable. If these aren't live and tuned, you're leaving revenue on the table before spending a dollar elsewhere. Build in this order.

1 · Welcome Series

Trigger: New subscriber joins a list. **Emails:** 3–6.

The highest-intent moment a subscriber will ever have with you — they just raised their hand. For a hemp brand it converts **and** educates: what the effect feels like, "start low go slow," why it's legal, what a COA is and where to find it.

FLOW ARCHITECTURE — WELCOME SERIES



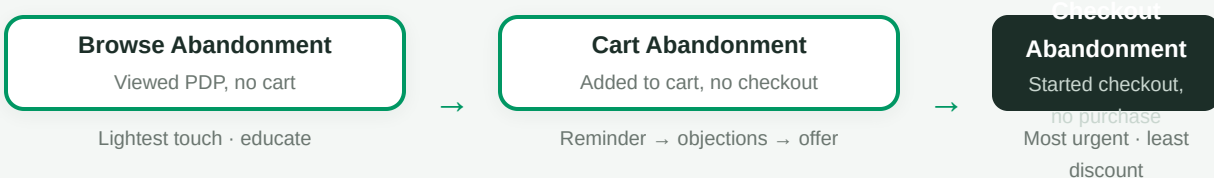
FCD FIELD NOTE · WELCOME SERIES

One brand we run grew its list from **~60 to nearly 600 subscribers** in a short window — exactly when a well-built welcome series starts paying for itself. Build it before the list is big, not after.

2–4 · The Abandonment Flows

The highest-ROI flows in almost every account. Treat them as a hierarchy, not three separate ideas — intent rises as the customer moves deeper into the funnel.

THE ABANDONMENT HIERARCHY — THREE FLOWS, ONE FUNNEL



Intent rises left → right. The deeper the abandon, the higher the value and the more urgency — and the less you should lean on discounts.

2 · Cart Abandonment (1–3)

- **E1 (1–4 hrs):** Reminder, product image, one-click return. No discount.
- **E2 (~24 hrs):** Objections — reviews, COA reassurance, "legal in my state."
- **E3 (~48 hrs):** Incentive if needed — hold it to the last touch.

3 · Checkout Abandonment (1–2)

Further down-funnel and more valuable. More urgency, less discounting. In a regulated category, drop-off is often payment friction or a state-availability surprise — address those directly.

4 · Browse Abandonment (1–3)

Captures top-funnel intent the cart flow never sees. Lead with education and the specific product viewed.

5 · Post-Purchase (1–3)

Drives the second purchase, reduces buyer's remorse, sets up reviews and replenishment. **The second order is where lifetime value is actually made.**

- **E1:** Thank you + what happens next + how to enjoy (dosing reinforces value, cuts support tickets).
- **E2:** Cross-sell / bundle based on what they bought.
- **E3:** Hand off to the review request + invite to subscription.

6 · Win-Back / Sunset (1–3)

Trigger on inactivity sized to your **replenishment cycle** — a 4-pack consumed in ~2 weeks has a far shorter window than apparel. Pair with a Sunset flow so you stop emailing the truly disengaged and protect deliverability.

7 · Review Request (1)

Timed to weeks after delivery, once they've consumed it. Reviews are conversion fuel **and** trust/compliance signals.

COMPLIANCE NUANCE

Payment processors in the hemp space scrutinize on-site reviews. During an underwriting review, an underwriter required us to **hide reviews entirely pre-launch** because there was no processing history yet. Once you're live, reviews become an asset again. Build the review flow now — gate when it publishes to your processor's stage.

Core flow priority — build in this order

#	Flow	Trigger	Emails	Primary job
1	Welcome Series	List signup	3–6	Convert + educate new subscribers
2	Cart Abandonment	Add to cart, no purchase	1–3	Recover near-purchases
3	Checkout Abandonment	Checkout started	1–2	Recover high-intent drop-offs
4	Browse Abandonment	Product viewed	1–3	Capture early intent
5	Post-Purchase	Order placed	1–3	Drive 2nd order, reduce remorse
6	Win-Back / Sunset	Inactivity window	1–3	Reactivate + protect deliverability
7	Review Request	Weeks after delivery	1	Reviews, trust, compliance signal

02 / PART 2 — THE FULL FLOW LIBRARY

Secondary & integration-driven flows

Once the core seven are live and tuned, layer these in. The integration-driven flows at the bottom are where the compounding really happens.

Lifecycle & Retention

- **Replenishment / Reorder** — before the product runs out. Where subscription revenue gets seeded.
- **Subscription Reminder** — before renewal/charge.
- **Anniversary** — one year after first purchase.
- **Birthday** — collected via progressive profiling.
- **Appreciation** — surprise-and-delight for loyal buyers.

Exclusivity & Loyalty

- **VIP Early Access** to drops/sales.
- **Loyalty Invitation** after a purchase threshold.
- **Product Launch Teaser** — build hype pre-drop.

Education & Onboarding

- **Onboarding Series** (3–5) post first purchase.
- **Usage Tips & Instructional** emails.
- **Content Highlights** — ongoing nurture.

Re-Engagement & Recovery

- **Sunset** — remove chronically disengaged, protect sender reputation.
- **Back-in-Stock Alert** on restock.

Feedback Loops

- **Post-Purchase Survey & Feedback Survey.**
- **Negative-Review Response** (service recovery).
- **Positive-Review / UGC Invitation.**

Community & Brand

- **Referral Program** — customers as acquisition.
- **Event Invite / Reminder.**
- **Seasonal / Flash Sale** alerts.

INTEGRATION-DRIVEN FLOWS

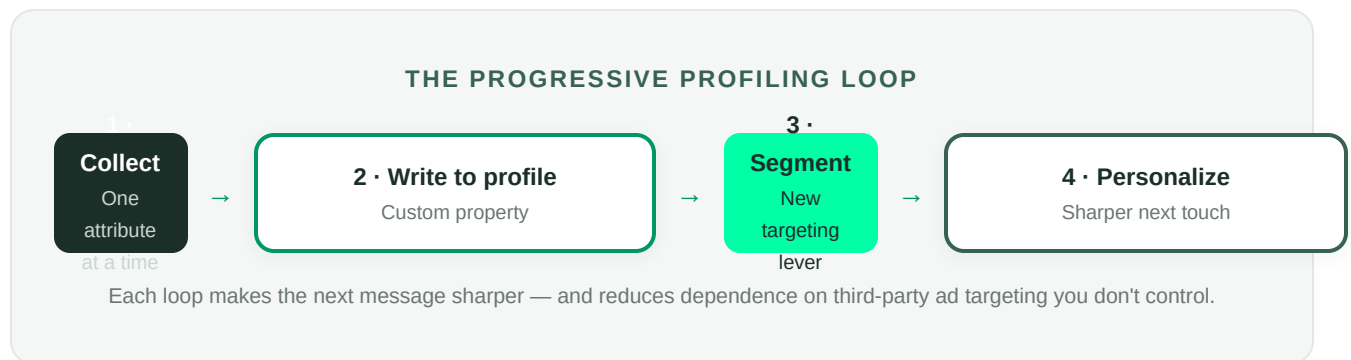
These are only possible — or only *good* — when Klaviyo is connected to the right data source. Each integration unlocks a flow you otherwise can't run:

- **On-site quiz** → **Quiz Results Follow-Up**. A "find your product / find your dose" quiz feeds preference data and triggers personalized recs. Doubles as a progressive-profiling engine.
- **Subscription app** → **Subscription lifecycle**. Upcoming-charge, failed-payment dunning, pause/win-back. Seeding subscriptions was a direct priority in our beverage-client planning.
- **Reviews · Loyalty · Helpdesk · Back-in-stock** → each unlocks its own trigger-based flow.

03 / PART 3 — PROGRESSIVE PROFILING

Collect a little more each time. Personalize a lot better over time.

Most brands ask for everything at signup, get a name and email if they're lucky, and never learn anything else. Progressive profiling flips that: collect one more attribute at each interaction, write it to the Klaviyo profile, and every new property becomes a new lever for segmentation, personalization, and flow logic.

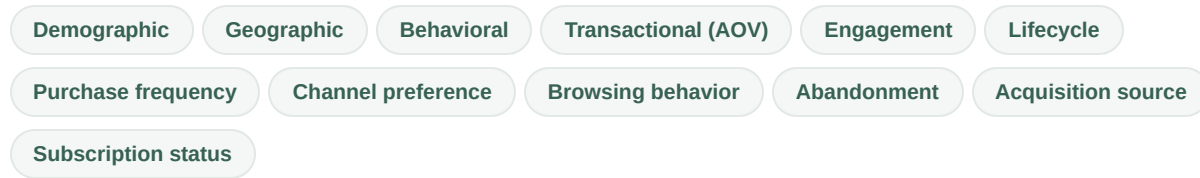


What to collect — and what it unlocks

Data point	How you collect it	What it unlocks
First name	Signup form	Personalized subject / greeting
Birthday	Welcome email 3 / preference center	Birthday flow
Desired effect	On-site quiz, welcome series	Quiz follow-up, tailored recs
Dosing preference	Quiz	Education + product match by potency
State / location	Checkout, preference center	State-availability messaging, compliance gating
Preferred channel	Preference center	Channel-preference segmentation
Consumption rate	Behavioral (purchase data)	Replenishment timing, subscription targeting
Lifecycle stage	Klaviyo computes	New / active / lapsing / churned segments

The segmentation library this feeds

A mature account should segment across these axes — each is a real segment once the underlying data exists:



How to put it to work

- 1 **Personalization:** dynamic content blocks — recommend by desired effect, greet by name, reference their state.
- 2 **Targeting & suppression:** include the right people, exclude the wrong ones (suppress disengaged to protect deliverability; suppress out-of-state buyers from products you can't ship them).
- 3 **Flow logic:** conditional splits — a subscriber gets a different post-purchase path than a one-time buyer; low-dose profiles get different education than standard-dose.
- 4 **Reduce ad dependence:** rich first-party profiles let you build high-value segments and seed lookalikes from your best customers — leverage no ad-platform restriction can take away.

04 / PART 4 — EMAIL DESIGN FOR HEMP BEVERAGE

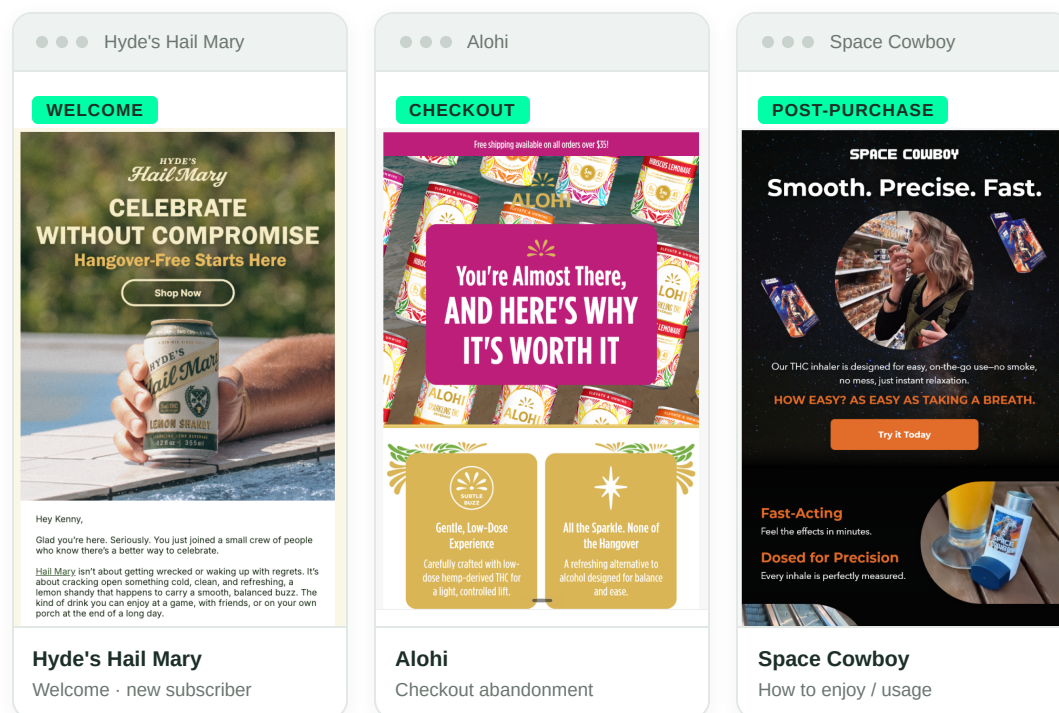
Design rules that keep flows converting and compliant

- **Lead with product and lifestyle**, not the molecule. Save the chemistry for the education email.
- **Make COAs and "is it legal" easy to find** — a persistent link pre-empts the #1 objection.
- **FDA disclaimer in the footer**, consistent with your site. Reviewers look for consistency.
- **Dosing / responsible-use language** in post-purchase reduces returns and signals a responsible operator.
- **Mobile-first** — single column, big tap targets, one CTA.
- **One job per email.** A welcome welcomes; an abandonment recovers. Don't make one send do three things.

DESIGN REFERENCE · LIVE CLIENT EXAMPLES

Example email templates

Real flow emails from hemp & THC beverage brands we work with. Note the recurring pattern across every one: a single strong hero, one clear job, one CTA, lifestyle over chemistry, and compliant language throughout.



WHY THESE WORK

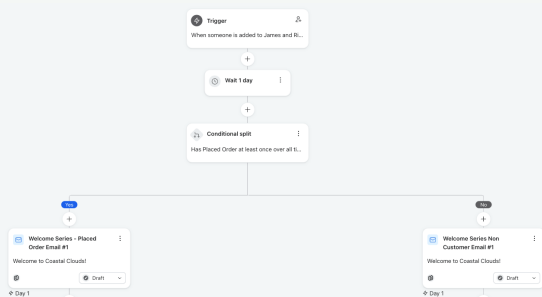
Each does **one job** and leads with the product moment, not the molecule. Hyde's Hail Mary welcomes with a "celebrate without compromise" hero + a single offer code; Alohi's checkout-recovery email reinforces the low-dose, no-hangover benefit; Space Cowboy's post-purchase leans into fast, precise, easy usage. The same skeleton flexes across all seven core flows — only the hero, headline, and CTA change.

BUILD IT IN KLAVIYO · LIVE ACCOUNT VIEWS

From blueprint to live flows

The diagrams in this playbook map directly to what you build in Klaviyo. Here are the real account views behind them — the Welcome Series logic, a segment built on a custom property, an abandonment flow's timing, and the performance report that proves it out.

1 Welcome Series — flow builder

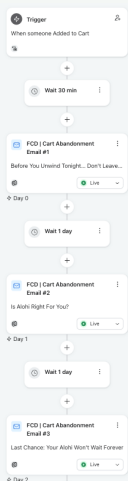


Trigger → Wait 1 day → conditional split on *Has Placed Order*, branching to a placed-order path and a non-customer path. This is the Welcome diagram on page 2, live.

2 Segment builder — custom properties

A segment built on profile properties (Make = Ford AND Model = F-150). The same mechanic powers progressive-profiling segments — desired effect, dosing, state.

3 Cart Abandonment — timing & sequence



Trigger on add-to-cart → Wait 30 min → Email #1, then Day 1 and Day 2 follow-ups. Note the escalation from reminder to last-chance, all live.

4 Flow performance — revenue per recipient

Flow performance summary

Overview Metrics **Top performing**

Channel: All

Flow	Status	Type	Total Recipients	Unique Placed Order	Conversion Value
[PCD] Welcome Series	Live	Email	8.28K 99.4% delivery rate	61 0.741% Placed Order rate	\$63.1K \$766 per recipient
[PCD] Browse Abandonment (September)	Live	Email	4.23K 99.7% delivery rate	14 0.332% Placed Order rate	\$29.1K \$6.91 per recipient
[PCD] Post-Purchase Flow	Live	Email	4.59K 99.6% delivery rate	15 0.328% Placed Order rate	\$26.8K \$5.85 per recipient
[PCD] Cart Abandonment (September)	Live	Email	1.03K 100% delivery rate	15 1.46% Placed Order rate	\$25.9K \$25.2 per recipient
[PCD] Checkout Abandonment (September)	Live	Email	1.77K 99.2% delivery rate	21 1.2% Placed Order rate	\$19.3K \$11 per recipient

Top-performing flows by conversion value and revenue per recipient — Welcome, Browse, Post-Purchase, Cart, and Checkout, all live and measured.

THE ROADMAP

Implementation checklist

Three phases from zero to a mature, profiling-driven Klaviyo program. Each phase builds on the last — don't skip the foundation.

PHASE 1 — FOUNDATION (Weeks 1–2)

- Core 7 flows live (Welcome through Review)
- FDA disclaimer + COA link in all templates
- Deliverability baseline (DKIM/SPF/DMARC, dedicated domain)

PHASE 2 — EXPANSION (Weeks 3–6)

- Replenishment + Subscription flows
- On-site quiz → Quiz Follow-Up
- VIP / Loyalty / Back-in-Stock
- Preference center live (start profiling)

PHASE 3 — OPTIMIZATION (Ongoing)

- Segmentation library built across all axes
- Conditional splits by lifecycle / subscriber status
- A/B testing: subject lines, offers, send timing
- Monthly flow review: revenue per recipient, conversion, deliverability

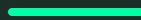
Want this built for you? Forest City Digital sets up the full flow foundation, segmentation, and progressive-profiling system for hemp & functional DTC brands — diagnosis before execution, every time. forestcitydigital.com



Forest City **DIGITAL**

DIAGNOSIS BEFORE EXECUTION

We build the owned-channel infrastructure that makes regulated DTC brands less dependent on paid acquisition.



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