

The perfect welcome email

How to introduce new email subscribers to your
business and turn them into clients

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Introduction

You're at a party, chatting with someone you just met. You've asked lots of questions—about their background, their family, their work—when the conversation finally turns to you.

“And how about you?” they ask. “What do you do?”
At that point, would you walk away?

In real life, you'd never ignore someone as soon as they express interest in you. But in your business, there's a good chance you're doing just that if you don't send welcome emails—messages that introduce your business and its value to a new email subscriber. When you gain an email subscriber, that person has never been more interested in hearing from your business. Compared with other promotional emails, welcome emails are four times more likely to be opened and five times more likely to be clicked, according to a [report](#) by Experian Marketing Services.

That means welcome emails are prime real estate for educating new email subscribers about your business and for encouraging them down the path toward becoming a client. Welcome emails set the tone—not only for your future communications, but for the ongoing relationship between you and your clients.

The best welcome emails result from the combination of digital marketing strategy and client management software that automatically sends relevant emails when new leads come in. That's why [Digital Marketer](#), a leading strategy and consulting group, and [Keap](#), a leading provider of client management software for small businesses, have teamed up for this guide on crafting effective welcome emails.

In this piece, we'll explain what every welcome email should include, analyze examples of successful emails, and explore why welcome emails are the perfect start to a relationship that can continue well beyond the first sale.

How and why to send a welcome email

One of the best ways to attract new leads and convert them into clients is through email marketing—and a welcome email should be part of those broader efforts.

According to technology firm Gigaom Research, [86 percent](#) of digital marketers at companies of all sizes regularly use email marketing—and they consider email more effective for awareness, acquisition, conversion, and retention than any other tactics.

The popularity of email marketing also means that your email subscribers already see plenty of marketing messages in their inboxes. To get email addresses, you first need to give. Think about something you could offer as a “[lead magnet](#)” to people that would compel them to hand over their email addresses, like a helpful piece of content, a free consultation, or a video course. In any form, a lead magnet should attract your target audience by offering a specific solution to their problem.

After you collect an email address by offering a lead magnet, it's time to send your welcome email. If you use client management software like Keap, the welcome email can be automatically triggered as a result of an action someone takes, like filling out an online form.

The software also allows you to evaluate the effectiveness of your welcome email by measuring metrics like open rate and recording actions like links clicked. These insights help you better understand your email subscribers' interests and behaviors, allowing you to send emails that resonate with them and increase their affinity for your business.

What a welcome email should do

If someone reads your welcome email and decides to make a purchase, congratulations! But most of the time, an immediate sale won't be the result of a welcome email, nor should it be the goal of one.

A welcome email should:

Inform

Some people thoroughly investigate your business before giving their email addresses to you. Others, though, might have glanced at your website for only a matter of seconds before signing up. For that reason, your welcome emails can't assume that people know everything—or anything—about your business.

Use the welcome email as an opportunity to introduce your company, its values, and its differentiating qualities. To provide more information, turn the welcome email into a multi-day email series—sending resources like answers to frequently asked questions, top-selling products and services, or a roundup of your best blog posts.

Engage

The dividing line between the inbox and the spam folder is engagement. When your emails are regularly opened and clicked, email service providers recognize them as messages people want to receive.

Digital Marketer uses a three-part welcome series that's designed to increase that engagement. The emails bounce subscribers around from the inbox to the blog to social accounts—helping to improve email deliverability and compel subscribers to spend more time with your company. In a subtle way, the welcome emails shift subscribers' habits, moving them closer to the next steps with your business.

Connect

There are only so many emails you can send before your business starts to become overbearing. But social channels allow you to stay in touch with customers on a much more frequent basis. In your welcome email, link to your social accounts and describe what prospects will find there, like tutorial videos on YouTube or posts on Facebook and Instagram about a newly-released product or service.

The 5 key elements of a welcome email

Whether you're sending a single welcome email or a multi-day series, your messages should contain these five elements. Here's a look at the first email in Digital Marketer's three-part series.

1. The introduction

Your email should include a clear, straightforward subject line (like "Welcome to [your business name]!") and an introduction to your business and its offerings.

To personalize the email and differentiate it from the marketing emails to come, consider sending the welcome from yourself, the business owner, rather than from your business. Consumers like seeing that there are real people behind your brand.



Hey... my name is Ryan Deiss and I'm the Co-Founder & CEO of DigitalMarketer.

I wanted to take a second to say hello and welcome you to the family.

Seriously, on behalf of myself and the entire Digital Marketer team I want you to know that we're truly excited and grateful that you decided to join us...

2. The expectations

Joining an email list involves some mystery for subscribers. Will you send emails on a monthly, weekly, or daily basis? What exactly will be in these emails: promotions, special offers, helpful tips, news about your business, event information?

While you have their attention, tell new subscribers what kind of emails they're going to receive and how often they'll receive them. It's better to be upfront about your intentions now than annoy prospects over time with unexpected emails, which can lead them to unsubscribe—and lose interest in your company. Here's how Digital Marketer sets expectations.

Here's what you can expect from us...

We'll publish fresh digital marketing content to our blog twice a week on Tuesday and Thursday, then once it's live we'll send you an email with a short description of the new article, why we think it's important for you, and a link to read the full article.

3. The benefits

When everyone already gets more than their fair share of email, why should subscribers volunteer for more email from you? Don't assume that subscribers realize how your emails will benefit them. Dedicate a portion of your welcome message to explaining what subscribers will learn or gain as they hear from you.

We'll also send you emails about new digital marketing courses, software and other cool premium resources from time to time, BUT only if it's something that came from [our "Lab"](#) (so we know it works) or we've used and vetted it...

4. The next steps

New subscribers now understand who you are, what you'll be sending, and how your emails are going to help them. They trust you a little more than they did when they signed up for your emails. So now you can ask a small favor or two in return.

Digital Marketer asks for two “micro-commitments” that both move the relationship forward and ensure continued communication. The welcome email asks subscribers to follow Digital Marketer and founder Ryan Deiss on Facebook and Twitter, explaining that social channels are a primary method of communication.

It also asks them to “whitelist” Digital Marketer as an email sender, a tactic that can improve email deliverability—even if only a small percentage of readers comply with the request.

If our emails aren't getting through, you'll miss all the important updates about what's working in digital marketing right now *(and you won't receive the full benefit of being a Digital Marketer subscriber)*.

So please take the following simple actions to make sure nothing slips through the cracks:

1) Follow the whitelisting instructions for your email provider at this page:

<http://www.digitalmarketer.com/email-whitelisting>

2) If you are a Gmail user or you use any other web-based email that filters broadcasts away from your main inbox, be sure to "drag" any emails from Digital Marketer or Ryan Deiss into your Priority Inbox. (Again, you don't want to miss something.)

3) Create a special “Digital Marketer” folder where you can archive emails from DM as well as “Ryan Deiss” AFTER you have read them. This is important... DO NOT setup filters to automatically direct our emails into these folders, or again, you are likely to miss something. Simply move them manually to the folder after the information in the email has been consumed.

5. The open loop

When everyone already gets more than their fair share of email, why? Back to the example of meeting someone at a party: If you hit it off, you don't end the night with, "Well, it was nice meeting you." You make plans to continue the relationship (or at least drop hints about doing so).

A welcome email should end the same way. Give subscribers a preview of what's coming to their inboxes next, like a helpful video or special offer. Here's how Digital Marketer teases its three-part welcome series, creating suspense that entices readers to open the next emails they see.

Talk soon,
Ryan Deiss
Founder, Digital Marketer

P.S. The next few days are gonna feel like Christmas...

Because as an added bonus for subscribing, I'm going to be sending you my "best of the best" case studies.

Tomorrow you're going to get the first of the "big three".

It's about building an "unbeatable business".

Stay tuned...it's gonna be good.

5 welcome emails that work

The best way to understand good welcome emails is to see them in action. These five emails showcase the key elements of a welcome email.

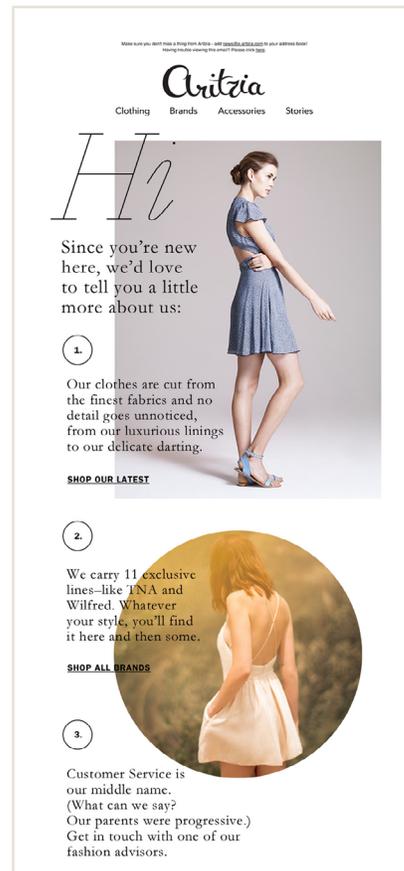
1. The company: Aritzia, a women's fashion boutique

Why the email works:

In three simple, visually appealing points, Aritzia tells new subscribers what sets their company apart from countless other places to shop. The email also introduces a playful brand voice that helps subscribers feel more connected to the company.

[View Aritzia's Email online](#)

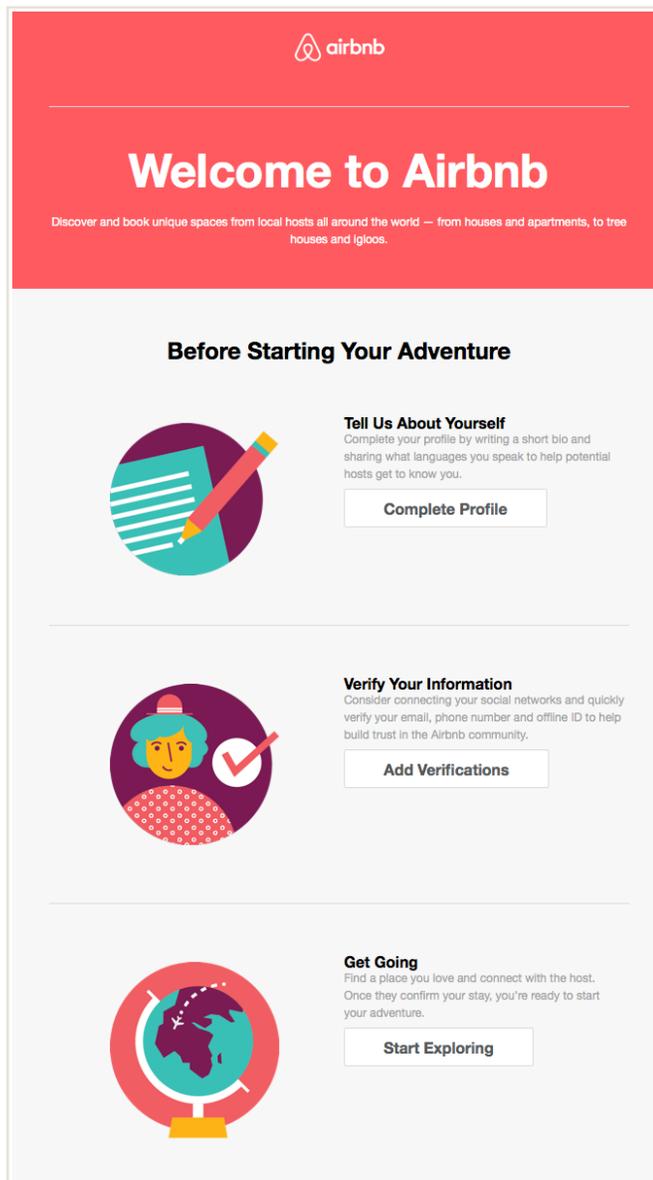
(credit: Really Good Emails)



2. The company: Airbnb, the global network for renting accommodations

Why the email works:

Airbnb's welcome email encourages subscribers to take next steps by completing a profile, verifying personal information, and exploring accommodations. When subscribers spend time engaging with the site, they're more likely to book a trip.



[View Airbnb's Email online](#)

(credit: Really Good Emails)

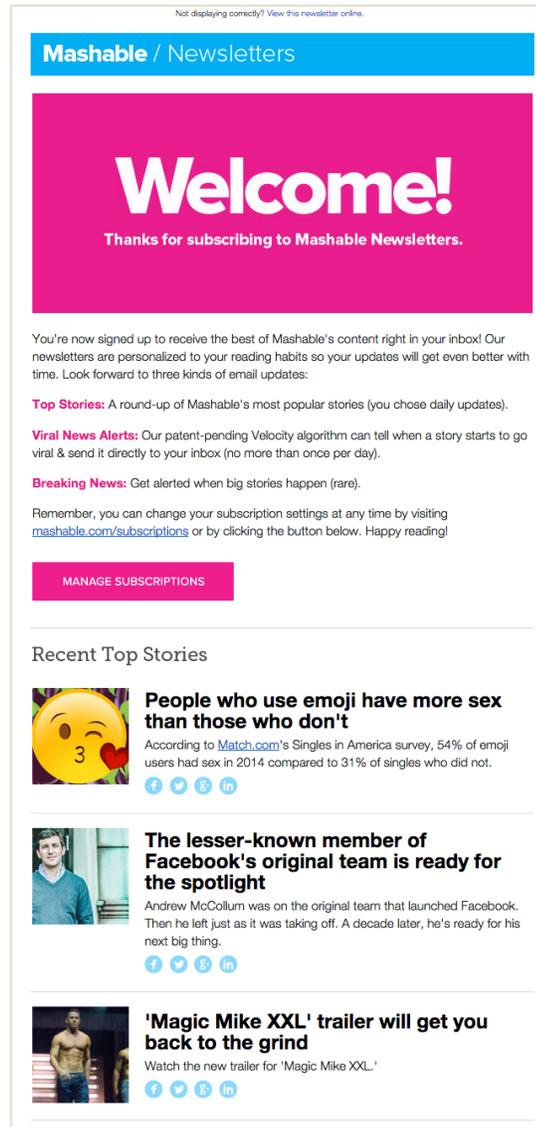
3. The company: Mashable, a media company focused on technology and entertainment content

Why the email works:

Mashable sets expectations by telling new subscribers the three types of emails they're going to receive: top stories, viral news alerts, and breaking news alerts. The company adds that newsletters are personalized to reading habits, encouraging new subscribers to keep opening, clicking, and reading.

[View Mashable's Email online](#)

(credit: Really Good Emails)



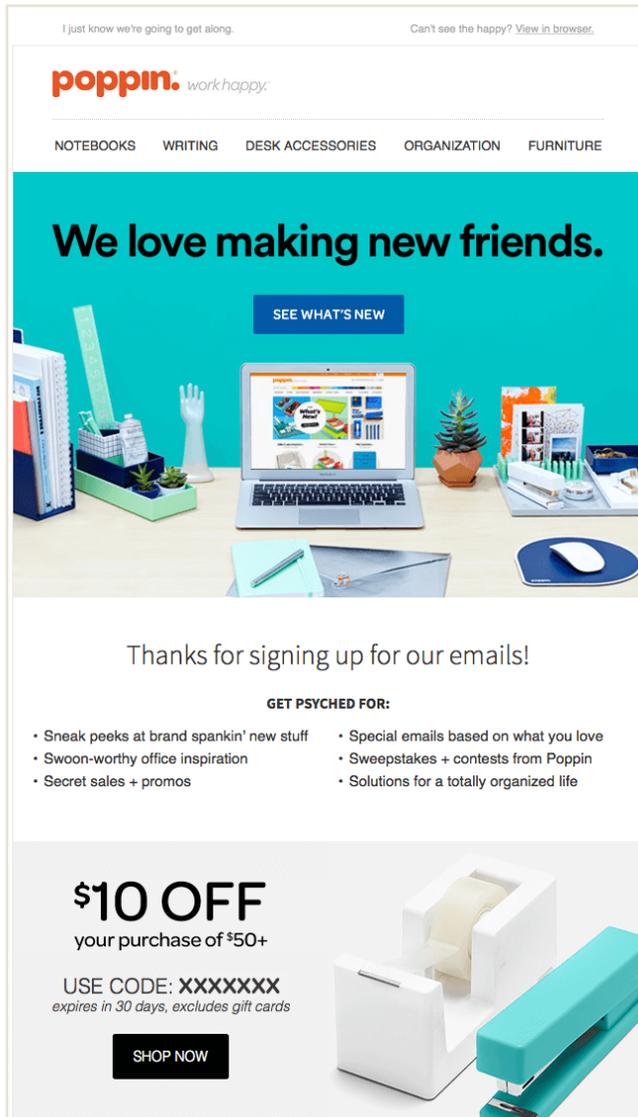
4. The company: Poppin, a retailer of modern office furniture and office supplies

Why the email works:

Poppin makes newcomers feel like they're part of an exclusive club by immediately explaining the benefits of receiving their emails. They tell subscribers to "get psyched" for emails about sneak previews of new items, secret sales, contests, and more.

[View Poppin's Email online](#)

(credit: Really Good Emails)



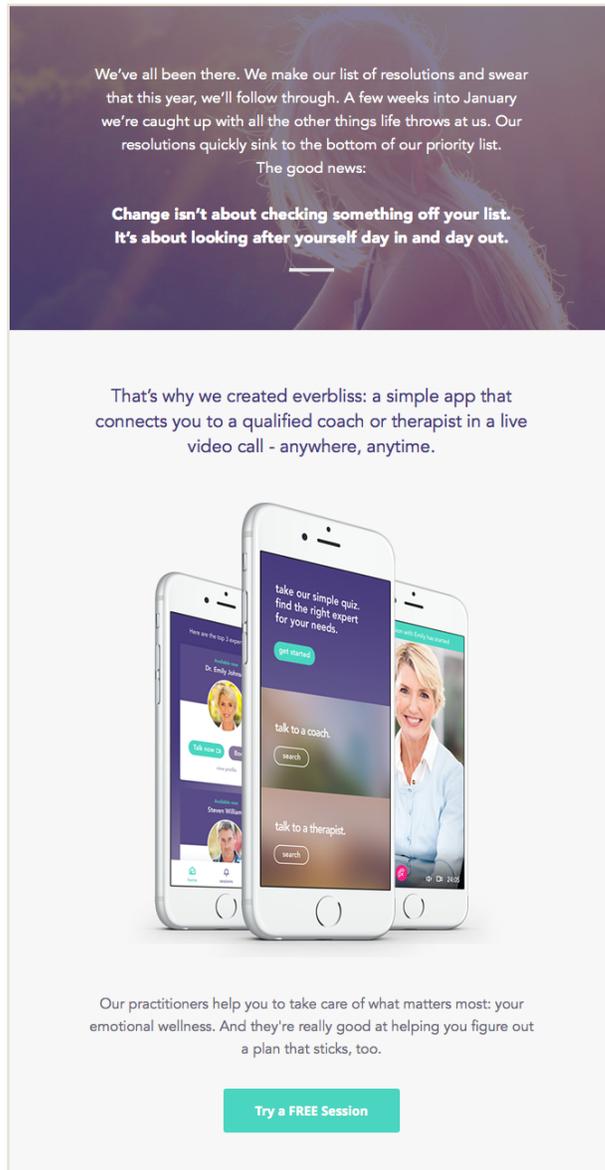
5. The company: Everbliss, an app that connects patients to therapists and coaches in a live video call

Why the email works:

The email positions therapy (and Everbliss) not as a one-time solution but as a daily, ongoing source of support. The message naturally leads new subscribers to the next step: taking a quiz and trying a free session with Everbliss.

[View Everbliss's Email online](#)

(credit: Really Emails)

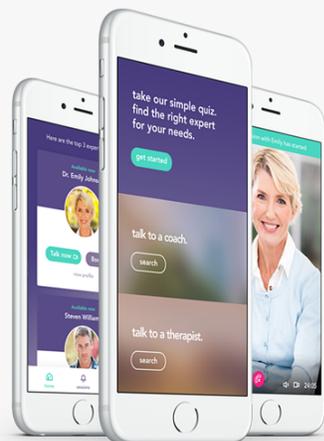


We've all been there. We make our list of resolutions and swear that this year, we'll follow through. A few weeks into January we're caught up with all the other things life throws at us. Our resolutions quickly sink to the bottom of our priority list.

The good news:

Change isn't about checking something off your list. It's about looking after yourself day in and day out.

That's why we created everbliss: a simple app that connects you to a qualified coach or therapist in a live video call - anywhere, anytime.



Our practitioners help you to take care of what matters most: your emotional wellness. And they're really good at helping you figure out a plan that sticks, too.

[Try a FREE Session](#)

After the welcome email

A welcome email is still only the beginning of what's known as [lifecycle marketing](#). In this concept, the sales and marketing process doesn't have a beginning and an end. It's a continuous effort to attract, sell, and wow clients—and then do it all again. Your welcome email should be the gateway to other email marketing campaigns that gradually turn a stranger into a customer into a fan of your business.

Digital Marketer calls these email campaigns The Machine, an automated series of emails with five stages:

Indoctrination

Welcome emails introduce new subscribers to your business, “indoctrinating” them on its benefits.

Engagement

Engagement emails convert leads into clients by making a direct offer. To decide on an offer to make, think back to how you gained the new subscriber in the first place: the lead magnet. The email subscriber has a problem, and your lead magnet spoke to solving it. The offer in your engagement email should continue along the same theme, showing people your product or service is the solution they're looking for.

Ascension

When engagement emails result in sales, your work isn't over yet. Some people will always be interested in buying more. Your next series of emails should attempt to upsell or cross-sell another product or service related to the one the client recently bought.

Segmentation

What if the client isn't interested in the upsell offer? Continuing to make the same offer again and again isn't the answer. In fact, repeatedly sending the same messages to everyone on your list is a good way to lose subscribers altogether. Instead, you can find out which offers do interest him through segmentation.

Client management software like Keap allows you to divide your client list into any number of like-minded groups. You can automatically segment clients by sending a survey or analyzing their behaviors, like tracking the email links they click. You can then target them with engagement and ascension emails that are more relevant to their interests.

Re-engagement

At some point, your client might go dark: no more email opens, clicks, or purchases. If you give up, you may be leaving money on the table. Using client management software, you can target people who haven't engaged with your emails within a certain time frame by sending a discount or special offer to win back their business. Then, the email machine starts up all over again.

Conclusion

In a world where almost everyone gets too much email, email marketing remains the most effective tactic for acquiring, converting, and retaining clients—but only when done right. And that starts with your welcome email. When you gain a new email subscriber—someone who willingly surrendered their email address to your business—they deserve a warm welcome.

Welcome emails are better opened and better-read than any other marketing emails you'll send. They bridge the gap between collecting leads and converting them to customers, allowing you to introduce your business and educate them about your offerings. When you send an effective welcome email, you start a relationship with your subscribers that can last for many more emails—and sales—to come.

About Keap

Unlike other software companies, [Keap](#) is solely focused on small business. Keap is on a mission to simplify growth for millions of small businesses. For 15 years, Keap has been helping small businesses get organized so they can deliver great service and close more business. Today the pioneer of CRM and marketing automation software for small business serves more than 200,000 users globally with its Infusionsoft and Keap products. Keap is headquartered in Chandler, Arizona with offices in San Francisco and Atlanta.

About Digital Marketer

[DigitalMarketer.com](#) is a community where marketers, growth hackers, entrepreneurs and small business owners come to get ideas on driving more traffic, increasing conversion rates, and boosting social engagement. In a sea of marketing and business growth blogs, Digital Marketer is unique because it's owned and operated by real marketers who actually sell their own products and services online.

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