

SEND X MAIL

Welcome Series Template

E-commerce Edition

SENDXMAIL.COM



This template is free to help you initiate a welcome series for your e-commerce store.

Like any other template, it may not work for your case since there are no bullet-proof formulas.

Having said that, it has worked for most of our clients, giving or taking a few more flows and iterations.

You may use it at your own discretion and risk.





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Assessment

Here you have questions that need an answer before applying this template:

- What was the message that got them sign-up?
- What was the source before signing up?
- Was there an offer involved?
- Do they already know your brand's values and purpose?
- What's the data you have when they sign-up?



② Strategy

Now that you have all the data, it's time to elaborate on your goals and strategy:

- What's the purpose of this welcome series?
- What are the KPIs you want to monitor?
- What are the emotions you want to transmit?
- What are the tools at your disposal to make it happen?
- How to make them feel welcome and appreciated?
- How to personalise their experience?



③ Creation

It's time to start creating all the sequences and flows according to your answers to the previous questions.

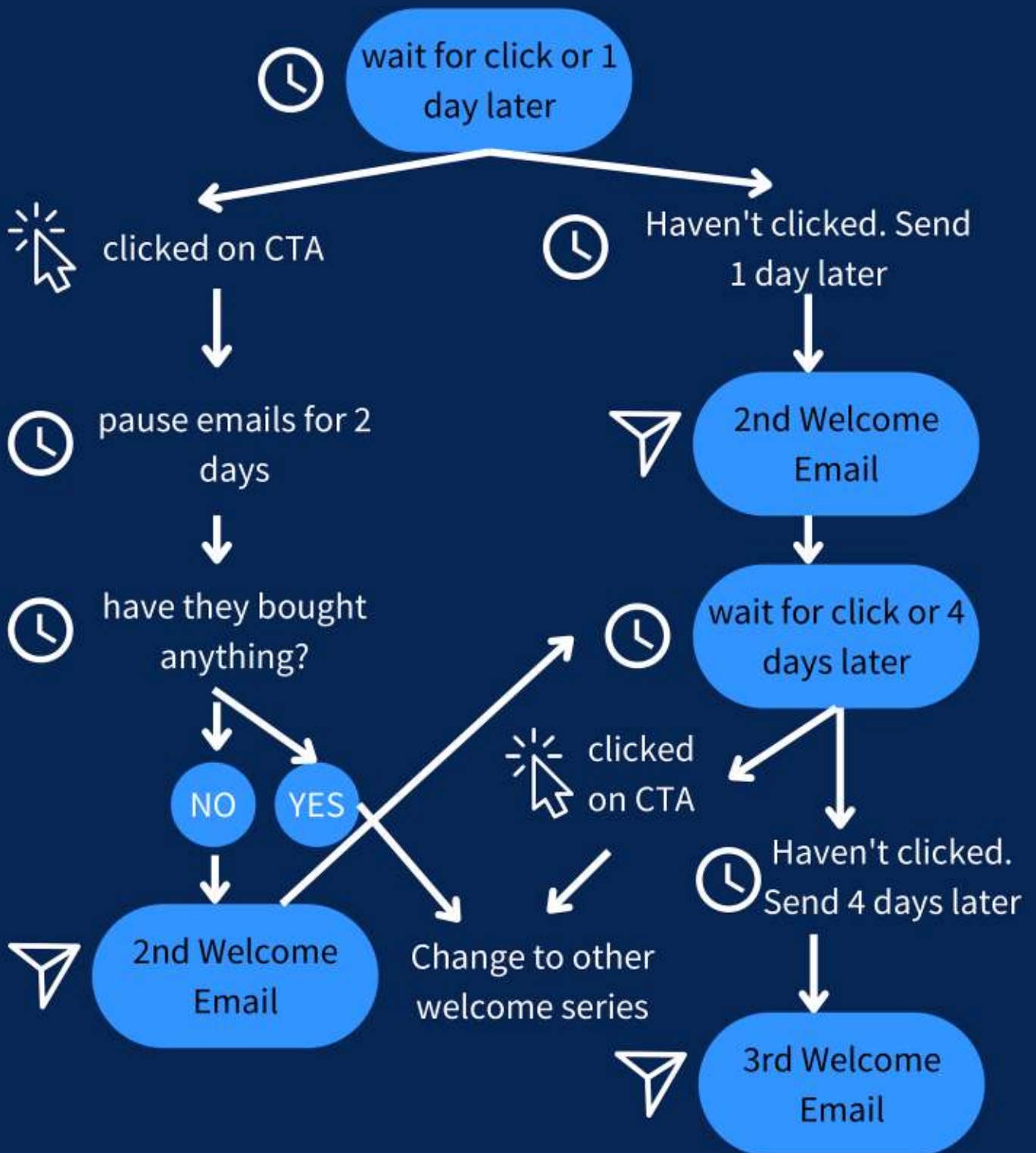
- Elaborate your messages and flows according to the sequences needed to accomplish your strategy;
- Make it as timeless and evergreen as possible;
- Imagine the dynamic content according to your software tools;
- Make sure everything follows your brand tone of voice and guidelines.



Examples



- Subscriber sign-ups
- Triggers an instant message.
- Sends a welcome email with the voucher code, and if they have already navigated some products, you can also include them for a more personalised experience.





A few notes

It's imperative to make an A/B test for each email flow before settling on a winner set.

- These emails shouldn't be salesy;
- This is the chance you have to tell your audience why they should choose your brand over the competition;
- Values, purpose and brand ethics are critical to showcasing for a better understanding of what makes you different.



A Few Examples

It always depends on your brand's goals and tone of voice and strategy; you name it.

1. **A welcome email** with a voucher code for the 1st purchase, an explanation of how easy and safe it is to buy from you and, if possible, a dynamic block with some of the products they have seen in particular;
2. **A second welcome email** is sent by your founder or marketing manager in charge of the email channel, expressing what they can expect from your brand and reinforcing what's in it for them;
3. **A third welcome email** reflects the brand's commitment, cares about all production lines and sustainability, and provides a few genuine reviews.

SEND MAIL

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