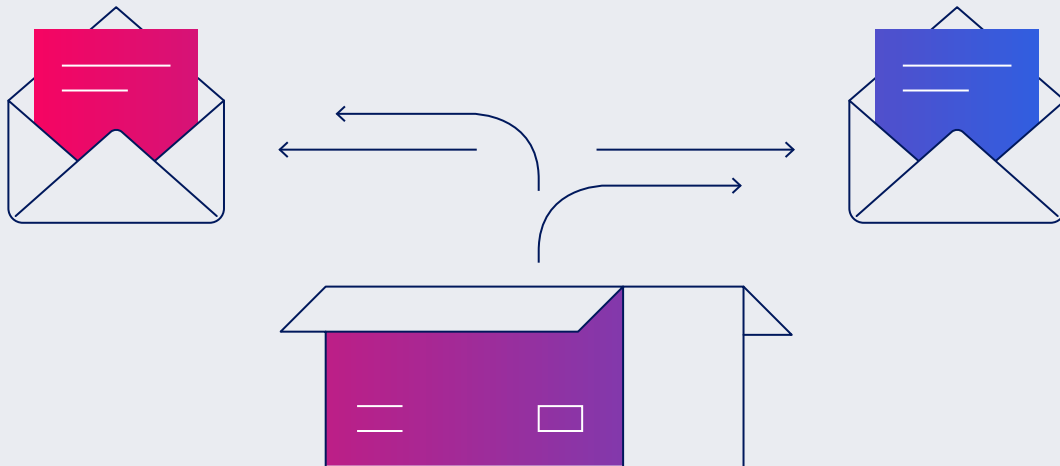


Unboxing Must-Have Marketing Campaigns: Welcome Emails

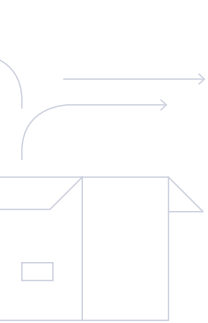


Have you ever been blown off right from the start? Ever been “ghosted” just after meeting someone—be it a potential business contact, friend or dating partner—you really liked and thought you were hitting it off with?

Whether you’ve experienced it first-hand or just heard the horror stories, **ghosting totally sucks**.

If you can relate, then you get why welcome campaigns aren’t just vital but **critical** to email success. Not only do they set the tone for the entire future of your subscriber relationships, they ensure those subscriber connections become relationships. They pave the way for good deliverability (inbox vs. junk folder placement), and they create familiarity, appreciation, engagement and (most importantly) **trust**.

Failing to send a welcome message after email sign-up or address capture is the digital equivalent of ghosting your subscribers. And we know what happens to ghosters—they get blocked, ignored, forgotten or downright hated on.



Ok, so you're sending a welcome email, but is it a kick-ass welcome campaign or a vanilla, one-size-fits-all message that sounds like it could've been cranked out by an AI-driven robot with zero human intervention? (Or maybe it's so bad, the AI-driven robot version would be an improvement?)

It's not enough to merely send a welcome email—although that's better than not sending one at all—you need a strategic, personal message with zazz. Your welcome campaign should have specific goals, you should know what they are, and it should be crafted intentionally to accomplish them.

Plus, cutting-edge marketers know the welcome email is just the tip of the relationship-building iceberg, since they're connecting it with an entire **onboarding series** to follow.

Still not convinced? Research shows a warm email welcome is more than just polite common sense, it's a money-maker.

MarketingSherpa reports the average open rate for welcome emails is a whopping 50% (that's the average), making them 86% more effective than your usual broadcast messages.

As if that's not enough, according to Internet Retailer, merchants that send a welcome series see 13% more revenue than those sending a single message. Any way you cut it, welcome emails put engagement and money in the bank.

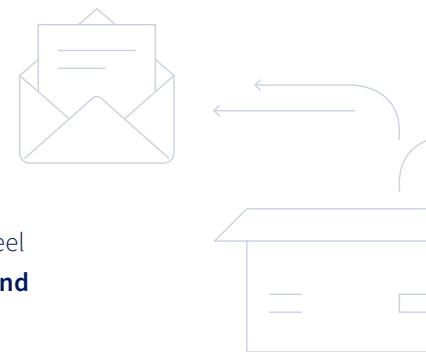
But, going beyond basic isn't for wimps. Let's make sure you're doing it right with a breakdown of essential ingredients, advanced tactics for welcome campaigns that soar, and a few examples of excellence along the way.

Essential Ingredients

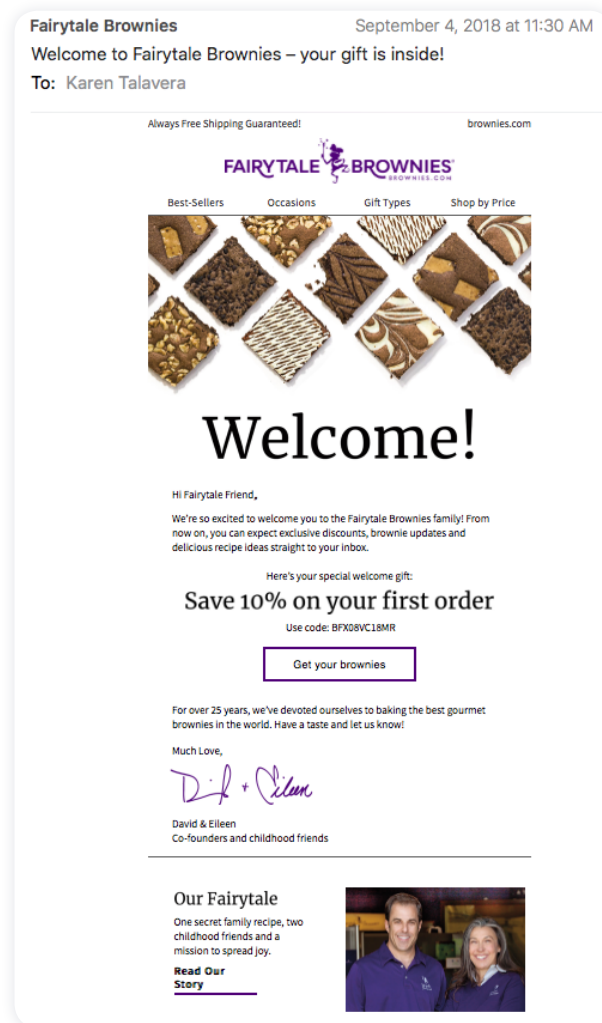
1. Welcome, Introduce & Establish Identity

You got it—the whole point of a welcome email is to actually make a new subscriber feel welcome, so write your subject lines, headlines and copy that way! **Show gratitude and appreciation like you would if you were meeting in person.**

Think about how you'd welcome someone into your home or a special event: you'd invite them in, make sure they're in the right place, and introduce yourself so they know exactly who you are and how to recognize you again.



Food gift merchant Fairytale Brownies' welcome campaign scores! We're feeling the warm, gooey brownie love right from the subject line with my "gift inside." The fact that we're greeted as a "Fairytale Friend" and are receiving "much love" from co-founders David and Eileen, plus get to actually see what they look like, only adds to the yummy goodness.



Fairytale Brownies Welcome With Email Offer

Getting serious for a sec, let's not overlook the importance of establishing inbox identity.

With ISPs cracking down on spam and monitoring inbox owner engagement like never before, today's email welcome campaigns need to clearly establish brand and sender identity to ensure successful deliverability. Your visible "From" name, as well as your email sending address and domain should be recognizable entities to subscribers, even if it means having to explain things a bit (such as a parent company domain that's different from a retail store brand name). You don't want new subscribers blocking or blacklisting you right from the get-go because they can't connect the dots between what they signed up for and how you show up in the inbox.

2. Confirm Actions, Manage Expectations

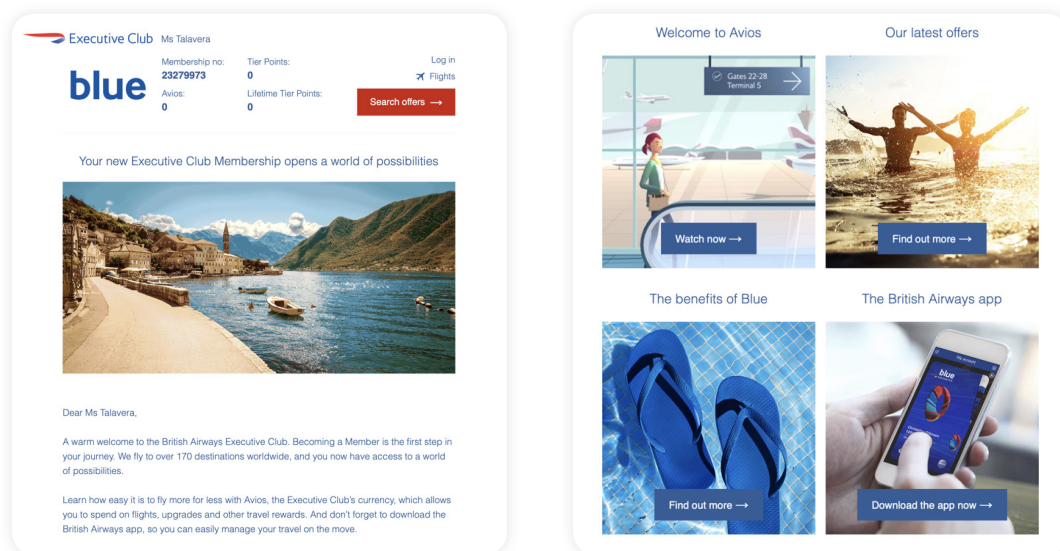
What did you promise when you asked for an email address? Was it required as part of a mobile app download or purchase? Contest or sweepstakes entry? For access to gated content? Or were you just popping up a lightbox doling out the usual (but nonetheless appreciated) 10% discount or free shipping on first purchase?

There's a myriad of ways to end up on an email list and many—like entering a contest, registering for an event, downloading content, or creating an account—have nothing to do with intentionally signing up for email to get deals or perks.

Whatever you promised, make sure you're telling subscribers that's how and why they came to be on your list, that they've successfully completed the action, and what's in store for them next.

Here's what we received after joining British Airways' frequent flyer program "Executive Club" after having purchased an international flight on Iberia, their partner airline. The animated hero shot is a catchy touch and not often seen in welcome emails—nice!

More to the point, the message clearly does its job by letting us know our membership number, points status, and other useful information like program benefits and how to get their mobile app.



British Airways Executive Club Welcome Message

3. Orient and Guide

In the spirit of travel, your welcome email is a key inflection point at the start of a very important journey—the customer journey. Whether people ended up on your email list because they bought or they have yet to, your goal is the same: get them to transact. As on any journey, people want to know the landscape. They'd like to know where they're going and how to get there, so give them a map, as well as step-by-step directions. Don't just leave them wandering in the wilderness.

This welcome email from eBags not only includes a hefty bounceback offer (a 25% discount on repeat purchase), but also attractively enumerates what you need to know and do next, one step at a time.

A stellar touch is the inclusion of content marketing in point #4—which links to juicy-good information like travel guides, packing lists, and interviews with their “eBags Ambassadors,” real people embodying different customer personas. This was no small investment to create, and we both appreciate the effort and resonate strongly with it. Remember—forging relationships is a core objective of your welcome campaigns, so evoking positive emotions will go a long way toward creating attachment and loyalty.

Welcome! Save 25% + free shipping over \$49. Click anywhere to activate your special savings. Can't see images? [View Online.](#)

eBags
Your Journey Starts Here

Luggage Backpacks Handbags Travel Accessories eBags Brand Sale

CONTINUE SHOPPING &
ENJOY 25% OFF

25% OFF
YOUR NEXT ORDER
ACTIVATE COUPON

HELLO FROM THE ROCKIES
From everyone here at eBags HQ in Denver, Colorado—welcome to our worldwide family of wanderlovers. Here are five ways our “explore more” attitude will take your next trip further.

1 PEAK PERKS
As an eBags email member, you'll always get free shipping over \$49, easy returns, Denver-based customer service and exclusive discounts. Plus, join our Rewards program to get 5% back on every order, no restrictions.
EXPLORE REWARDS

2 ANYTHING FOR ANYWHERE
We sell more than 65,000 products from the world's best travel brands—for everything from your Manhattan commute to your Moroccan escape.
SHOP NOW

3 BY TRAVELERS, FOR TRAVELERS
Working with the world's top brands gave us a unique angle on what makes a great bag. We applied that expertise to our best-in-class eBags line—exceeding expectations, by design.
SHOP THE EBAGS BRAND

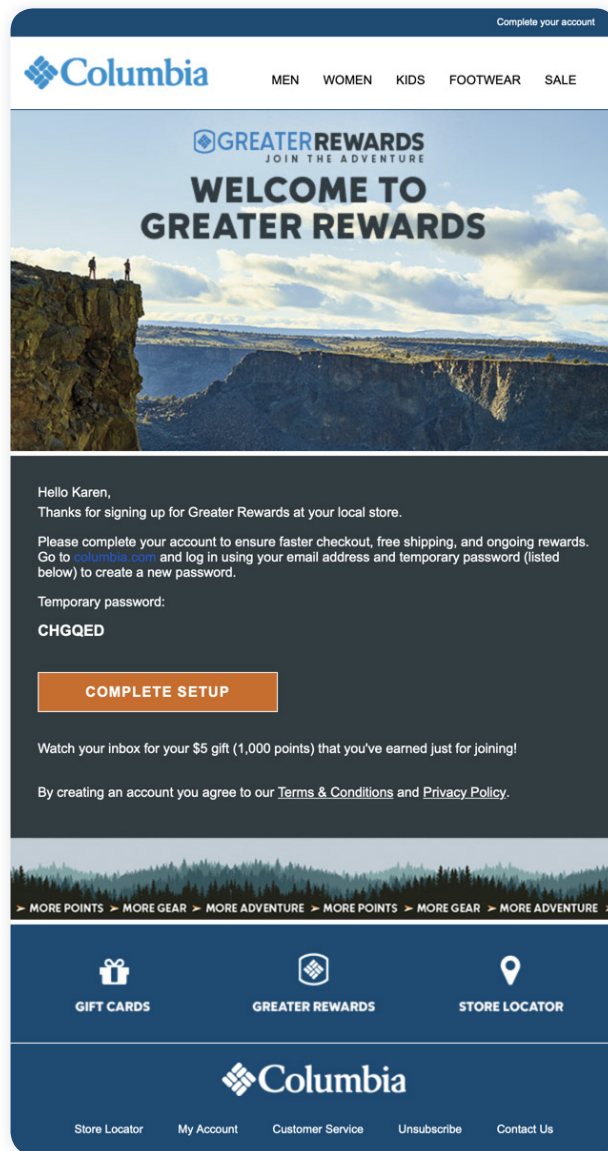
4 ON-THE-GROUND EXPERTISE
With more than 20 years and 25 million bags under our belts, we've been around the carousel a few times. Let our expertise put some groove in your next getaway.
VIEW GUIDES

eBags Getting Started Message

4. Prioritize Key Next Steps

eBags' numbered CTAs in the previous example aptly illustrate this point, but what if walking new subscribers down the garden path isn't as important as getting them to take a specific required action—like setting up a profile or account—before anything can happen that generates value for either of you? Or, what if you have a BHAG (big hairy audacious goal) like growing social media followers or gathering feedback that depends on subscribers taking a specific action, like following your Instagram or completing a poll?

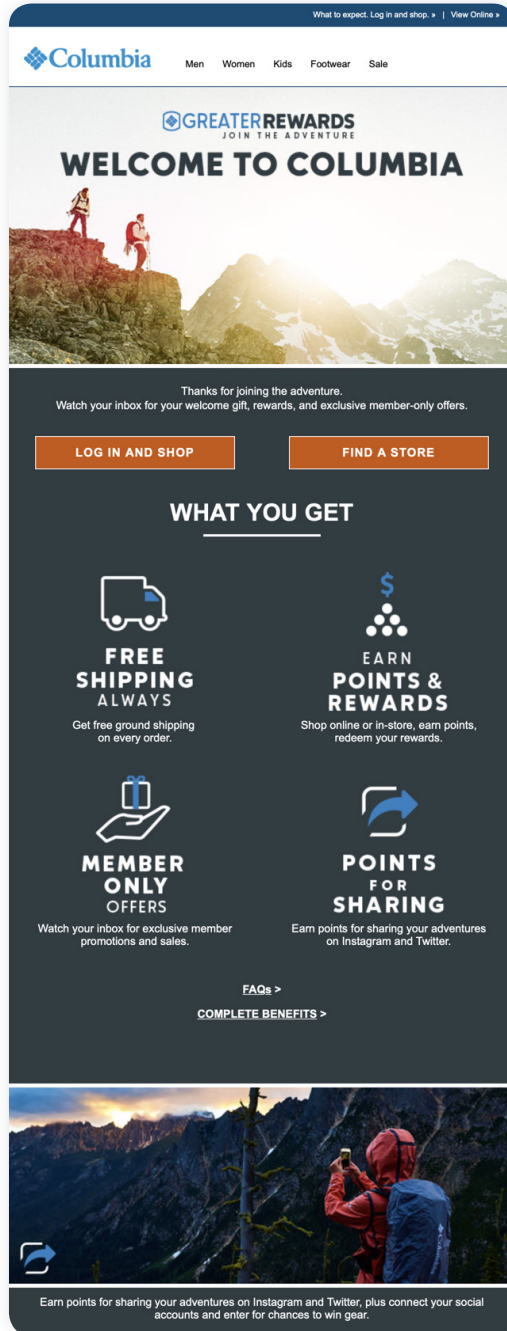
Here's a real-life example from Columbia Sportswear involving a two-part email confirm/welcome.



Columbia Sportswear Signup in Store - Account Completion

Clearly Columbia was forcing account creation for rewards program members—we wouldn't be able to join and earn without completing setup. But the process was short and simple and the temporary password was provided. With account setup done, a second more typical welcome email followed.

The moral of the story? If you need a new subscriber to do something before a relationship can be established at all, hand-hold them through the process and plan for additional emails to support it.



Columbia Sportsweaver Welcome Email Follow-up

Ready to Go Beyond the Basics?

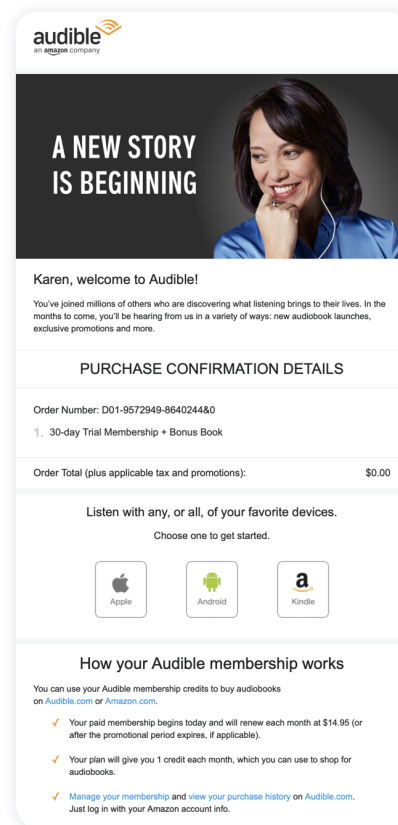
Try these advanced tactics in your welcome emails

1. Personalize and Dynamically Customize Content

Dynamically customizing your welcome campaign to match what you know about the recipient is a sure-fire way of boosting attention and increasing conversion rates. Subscribers love mass customization at scale, which result in mass-generated emails that look like 1:1 messages instead.

For example, consider versioning your campaign by demographic characteristics, such as gender, age or geography. You might tailor hero images to make your first impression more relevant to people based on where they live (New York? San Francisco? Texas?). Import relevant personal account or customer details like British Airways did, directly pulling in the rewards program mileage balance through a data integration.

Here's how audiobook app Audible kicked things off. This welcome email is doing double-duty as a transactional confirmation. There's nothing super-fancy here; the simple name (text-field) personalization is something most can do right away, so don't equate personalization with pain! Start from where you are and make incremental gains over time.



Audible Welcome & Purchase Confirmation

2. Create Context-Sensitive Versions

More work than dynamic content customization and personalization, consider versioning your welcome emails—creating unique, distinct messages based on the source of signup (for example, in-store vs. online—see that first Columbia example) or mode of email address acquisition.

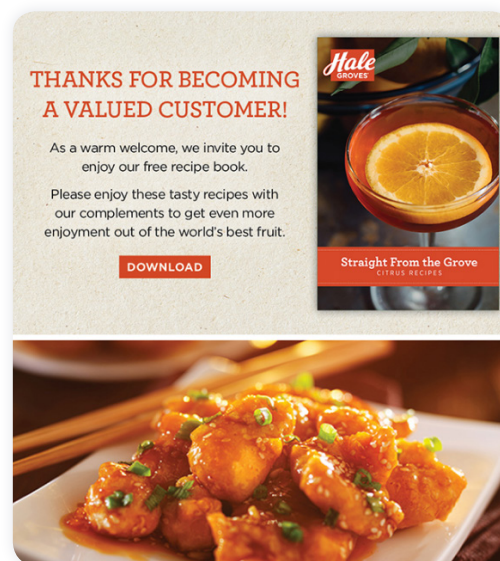
For example, citrus catalog/retailer Hale Groves’ invests significantly in driving paid web traffic that immediately converts to online sales. Those first-time buyers receive a different welcome email than site visitors who don’t buy but do sign up for Hale Groves’ email.

While new non-buying Hale Groves email subscribers receive a promotional welcome message designed to stimulate first purchase with a 10% discount, new email subscribers who landed on the list because they did buy are sent a content-oriented message (download a free recipe book) as a show of appreciation.

This is a classic example of employing audience relevancy—you wouldn’t incent or reward your prospects the same way as valued customers, nor would you ask them to do the same things. They’re at decidedly different points on the lifecycle journey and your messaging should reflect that.



Hale Groves New Email Subscriber – No Purchase



Hale Groves New Email Subscriber – First Purchase

3. Design With a Cross-Channel Mindset

Finally, remember how your digital channels are connected and design your welcome emails to reflect communication and interactions happening elsewhere.

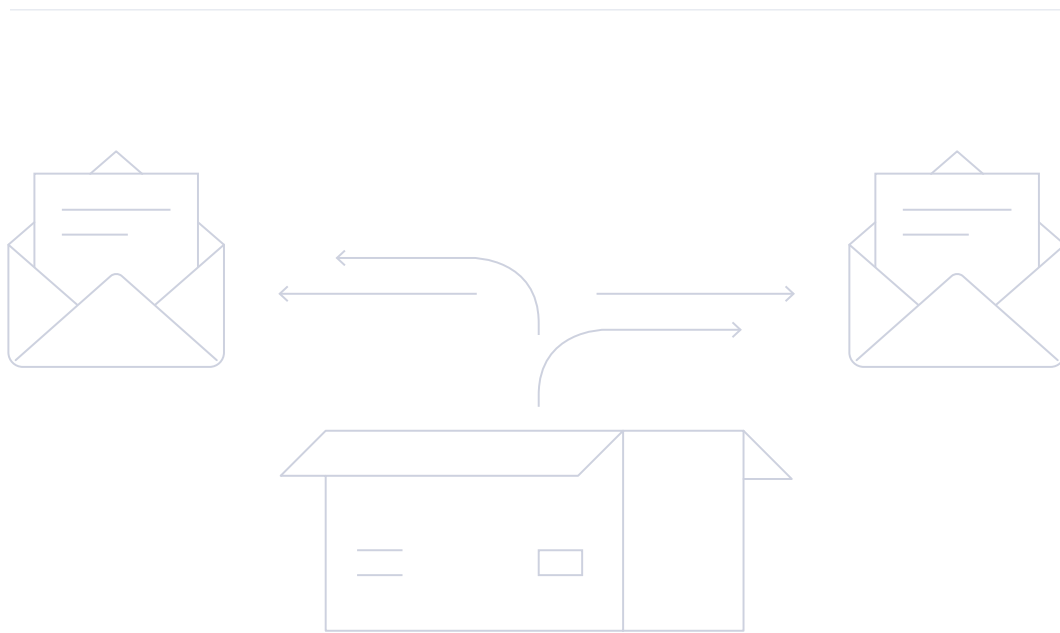
Did someone just become a registered mobile app user? They're likely receiving an immediate in-app welcome and maybe even an SMS, which your email welcome should augment.

Nearly all of the above examples have included invitations to connect on social media platforms too. Your initial email welcome can be extended to social media using Custom Audiences in Facebook and Instagram. By cross-matching new email subscribers with social media followers, you can target them with Facebook ads reiterating the same incentives offered in your welcome campaign.

Because paid ads tend to be more expensive than sending email, for cost-effectiveness consider targeting only those who aren't opening your welcome message, or converting on its primary CTA.

If that's not enough to chew on, here's [a heap of welcome email inspiration](#) from our friends at Really Good Emails.

Now that you've considered what's possible, how will you evolve your welcome email campaigns this year?



About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility.

Leading brands, like Zillow, SeatGeek and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle.



Data Flexibility at Your Fingertips

Access real-time user, behavioral and event data to trigger personalized messaging at virtually unlimited scale. Support an audience of millions while appealing to each subscriber's unique preferences.



Unified Brand Experience

Orchestrate seamless customer engagement across email, mobile push, SMS, in-app, web push, direct mail and more throughout every lifecycle stage, from activation to re-engagement.



Agile Iteration & Optimization

Launch, measure and fine-tune campaigns with ease to deliver more relevant messaging faster than the competition. Experiment and iterate on-demand to determine the right content, channel and cadence for each user.



Customer Journey Mapping

Visualize the entire customer journey and build sophisticated, cross-channel segments and campaigns with Iterable's intuitive, drag-and-drop Workflow Studio.

If you want to learn more about Iterable, please request a demo:

[REQUEST DEMO](#)

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