



Best Practices for Every Type of Automated Email

This is an extra resource to go along with the original article:

[7 Automated Emails You Should Always Send](#)

The Welcome Email

- Send immediately (within the first 20 minutes of sign up) to avoid being forgotten
- Set expectations for how often you'll send emails
- Introduce your brand and explain how to use
- Include a strong call to action back to your website

The Thank You Email

- Express gratitude whenever possible
- Be clear with why you're thanking your subscriber
- Include a strong call to action back to your website

The Abandoned Cart Email

- Send immediately (within the first 20 minutes) to increase your recapture rate
- Show an image of what's left in the cart
- Add a special discount or offer free shipping to woo them

The Happy Anniversary Email

- Recognize your subscribers' birthdays, anniversaries, or even your brand's birthday
- Offer special discounts
- Use urgency (a limited time offer) to drive sales

The Win Back Email

- Create a discount incentive to win back inactive customers

- Be prepared to clear them from your list if they don't respond to this attempt

The Viral Incentive Email

- Create rewards and then notify your subscribers when they've qualified for the reward
- Create a tiered set of rewards to keep subscribers motivated to continue

The Influencer Email

- Set a schedule to keep your influencers informed
- Send these influencers an email that explains your notification schedule (daily, weekly, monthly)
- Offer influencers the ability to switch how often they're notified