



Best Practices for Crafting a Killer Welcome Email

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

[How to Create a Welcome Email that Rocks](#)

Don't Get Too Fancy

Your email doesn't need a whole bunch of bells and whistles. Keep it simple, minimal, but valuable. Too many images and graphics can distract your visitors.

Send from a Friendly Face

Don't send from a "no reply" email address. Always welcome replies to your email address, especially on your welcome email. No one wants to do business with a faceless corporation.

Use a Personalized Subject Line

It's a good idea to refer to your subscribers by name. You'll get [26% more opens with a personalized subject line](#).

Strike a Personal Tone

Your welcome email should be more personal than your other email interactions. It should sound like your brand, with the same voice and tone.

Avoid the Spam Trigger

Words like "free" or "prize" will land you in spam purgatory. Instead, use words like "you", "because", "sale" and "save".

Thank the Subscriber

Instead of saying something like “you’re in” and just leaving it at that, take this moment to share your sincere thanks for the subscribe. So many brands miss this opportunity.

Give Something Away

A coupon goes a long way to show your appreciation. Whether it’s a discount code or an email exclusive eBook that they didn’t expect, delight your new subscriber with a complimentary gift.

Explain How Often You’ll Be Sending Out Emails

Set expectations right away. They need to know when and what type of emails to expect from you.

Set up Behaviors

Depending on how the subscriber responds (or doesn’t respond) to your welcome email, you can create different automated responses, such as:

- A follow-up email that reminds the subscriber to use the promo code before it expires.
- A survey
- A tutorial for how to use a product
- Testimonials after a trial is initiated

Link to Your Social Channels

It’s always a good idea to link back to your social media channels so that you can connect with your subscribers there.

Have a Transition Strategy

You shouldn’t take your newbies from the kiddie pool (your welcome letter) to the deep end (your regular newsletter). There needs to be a transition period. That’s why it’s probably a good idea to create a series of emails immediately following your welcome email that contain some of your best highlights. Here are my fave suggestions:

- ★ Your main or most popular product in the spotlight
- ★ Your best of blog posts
- ★ A private link to a webinar
- ★ An easy introduction into your brand