

Why do you need a Welcome Series?

A welcome email series helps to engage new subscribers, build trust in your brand and guide them toward becoming loyal customers. Follow this step-by-step guide to create a structured and effective welcome series for your business.

Email 1: Welcome

Objective: Make a great first impression, introduce yourself, and set expectations.

What to include:

- Personalised greeting using their name and the source they found you
- A friendly welcome message and a thank you for subscribing.
- Recognition of the source they signed up from:
- If they signed up for a discount, provide the code.
- If they entered a competition, confirm their entry and explain what happens next.
- If they just wanted to stay updated, let them know what to expect and how they can manage their preferences.

Example: "Thanks Reena for entering our competition, we're so pleased you're here. We'll be announcing the winner of our luxurious coffee hamper on the 1st of next month, so keep an eye on your emails to find out if you've won.

In the meantime, take a look through our wonderful range of coffee pods that we've created for coffee-lovers just like you."

Tone: Warm, friendly, and appreciative.

Call to Action (CTA): Encourage them to explore your website or engage with your content.

Email 2: Tell your story & build trust

Objective: Share your brand story and mission without overwhelming them.

What to include:

- A short, engaging version of your brand story, include the reason you started, what you stand for, and your mission.
 - Provide links to your 'About Us' page or a blog post for those who want to learn more.
- Include confidence builders, such as:
 - Number of happy customers served, number of products sold, years in business.

Example: "You're in for a treat, we've been working hard for over 20 years to create the perfect coffee pods and now you're one of 300,000 people who want to hear all about it.

Our team have worked tirelessly to create our award winning coffee pods and now you can make the perfect cup of coffee in your own home. Read about our awards here..."

Tone: Story-driven, inspiring, and trust-building.

CTA: Direct them to read more about your story or explore your products/services.

Email 3: Add value

Objective: Provide something useful to reinforce engagement.

What to include:

- A helpful tip, guide, checklist, or exclusive industry insight.
- If they haven't used a welcome discount, remind them of it.
- For service-based businesses, offer a free resource (e.g., a guide, webinar, or consultation).

Example: "We wanted to share a little tip with you about making the perfect latte at home. Heat your milk to around 60 to 65°C and froth it to create microfoam with tiny, velvety bubbles. Pour the milk slowly into your espresso in a circular motion for a smooth, creamy texture. And Enjoy..."

Tone: Helpful, generous, and educational.

CTA: Encourage them to download the resource, redeem their discount, or learn something new.

Email 4: Build social proof with testimonials & success stories

Objective: Show them how others have benefited from your brand.

What to include:

- Customer reviews, case studies, or success stories.
- Before-and-after results if you have them.
- Quotes from happy customers or clients.

Example: "As a family run business, we really appreciate you. it's people like you who trust us and our coffee making skills and expertise than drive us to do better, But don't just take our word for it, here's what our customers have to say

- *Loved it, my new favourite coffee*
- *So delicious, I've stocked up for the next 3 months!"*

Tone: Confident, reassuring, and proof-driven.

CTA: Encourage them to check out testimonials or case studies on your website.

Email 5: Call to action – encourage the next step

Objective: Prompt them to take action.

What to include:

- A strong, clear CTA tailored to your business:
- E-commerce: Make a purchase with a special incentive.
- Service-based: Book a call or sign up for a consultation.
- Community-driven: Follow you on social media or join a group.

Example: "We hope you've used your welcome discount as it expires very soon, don't miss out. Shop Now

If you're still thinking about it, follow us on Instagram and Facebook to see how we can help make your morning coffee the best you've ever had! Follow Us"

Tone: Encouraging, confident, and action-oriented.

CTA: Make it easy for them to take the next step.

Tips for a Successful Welcome Series

One great thing to do is to ringfence subscribers from other emails while your welcome series is being sent out. That way, you'll avoid overwhelming them with additional promotional emails while they get to know you.

Keep your emails short & easy to read: Attention spans are not long these days and people get lots of emails in one day so not using long paragraphs and making it scannable will help to make sure people read your emails.

Use personalisation where possible: Including their first name is the first step but you can tailor content based on how they signed up to you and addressing any concerns they have.

Test & optimise: Make sure you're tracking open rates, click-throughs, and conversions to refine your email series, you'll learn loads once the first few people have gone through the series so make sure you're using those learnings to improve your email conversion.

By following this structure, you'll create a welcome email series that nurtures new subscribers, builds trust, and encourages engagement from day one.

**Remember, You and Your Story is here to make sure
YOUR story is the one the world won't forget!**

If you're after some help with email marketing, get in touch,
we'd be happy to help:
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call: 07847563761
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