Creating an authentic email welcome sequence

email #1 *send immediately upon signup*

1. thank them for signing up and welcome them to your mailing list
2. share your wineries' 'why' in a way the customer can relate
3. tell them what they can expect in their inbox from you
4. offer a connection (email or phone) to a real person

email #2 *send 1 day later*

1. choose a focus (people/place/product) - we'll use place for this example
2. share 3 things that make your place special to you and your customers
3. invite them to learn more about your place by linking to a landing page
4. offer a connection (email or phone) to a real person

email #3 *send 3 days later*

1. choose a second focus (people/product) - we'll use people for this example
2. share your story, your vision, your beliefs in a way that connects with people
3. invite them to learn more about your people by linking to an ABOUT page
4. offer a connection (email or phone) to a real person

email #4 *send 1 day later*

1. explain how & when you offer your wines via email
2. invite them to complete their ACCOUNT SETUP
3. offer a connection (email or phone) to a real person

wordshop.wine