



11 MUST-HAVE EMAIL SEQUENCES

Welcome Emails

1. The Welcome Email

- ☐ Make a good first impression
- ☐ Thank visitors for joining your newsletter
- ☐ Pace expectations
 - ☐ What's coming
 - ☐ How frequent
- ☐ Insert your personality
- ☐ Aim for originality
- ☐ Design for simplicity

2. The Curation Email

- ☐ Allows your subscribers to choose what they want to learn about
- ☐ Products, articles, tools, etc.
- ☐ Allows you to segment based on interest (use tagging in your email marketing service)

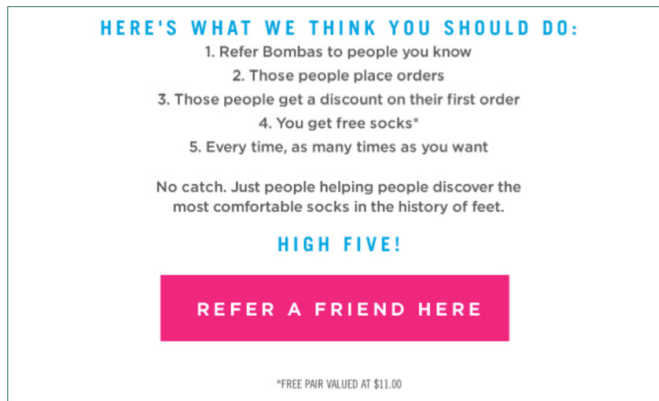
3. The Engagement Email

- ☐ You need to get your subscribers to engage with your email if you want to gain visibility in their inboxes
- ☐ Give your readers a reason to engage w/ your campaigns and make it memorable

4. The Referral Email

- ☐ Make it easy and clear

- ☐ Add some humor/personality
- ☐ Bombas example



Trigger Emails

5. The Discount Email

- ☐ Effective, but strike a healthy balance
 - ☐ Do often and your profits will suffer
 - ☐ Do infrequently; your competitors can snatch them
- ☐ Offer to visitors/customers who are already engaging with your campaigns

6. The Cart Abandonment Email

- ☐ 69% of people abandon their cart
- ☐ Address the customers objection
 - ☐ Extra costs (shipping, taxes, fees)
 - ☐ Site wanted account to be created
 - ☐ Too long / complicated checkout process
 - ☐ Total order cost not shown up-front
 - ☐ Lack of trust with site to enter CC info
 - ☐ Delivery too slow
 - ☐ Returns policy not satisfactory
 - ☐ Not enough payment methods

- ☐ CC declined
- ☐ Ask for feedback
- ☐ Can always convert, but you should make the effort to reach out and learn why

7. The Order Confirmation Email

- ☐ Conversio claims every order confirmation email earns eComm stores \$0.25 of extra revenue
- ☐ Outline the delivery process
- ☐ Remind shoppers that by purchasing from you was the right decision

8. The Upsell-Cross-Sell Email

- ☐ Upsell -> get a customer to purchase a more expensive item to make a more profitable sale
- ☐ Cross-sell -> when you recommend a related or complementary product

Retention

9. The Re-Engagement/Win-Back Email

- ☐ It costs 5 - 25x more to acquire a new customer than it does to retain an existing one.
- ☐ Remind your audience they're still important to you
- ☐ Your list will naturally degrade by about 22.5% every year
- ☐ Give them an enticing offer to get them to re engage with you (include scarcity)

10. The Survey/Review Email

- ☐ If you don't ask, you don't get
- ☐ Survey to get insight into their goals, desires, and pain points
- ☐ No one size fits approach
- ☐ Offer an incentive (possibly, but be careful)
- ☐ Get more reviews on your products for more social proof

11. The Customer Appreciation/Thank You Email

- ☐ We typically don't thank our customers enough, not just for subscribing or purchasing but letting them know they are the reason you are in business.