# 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
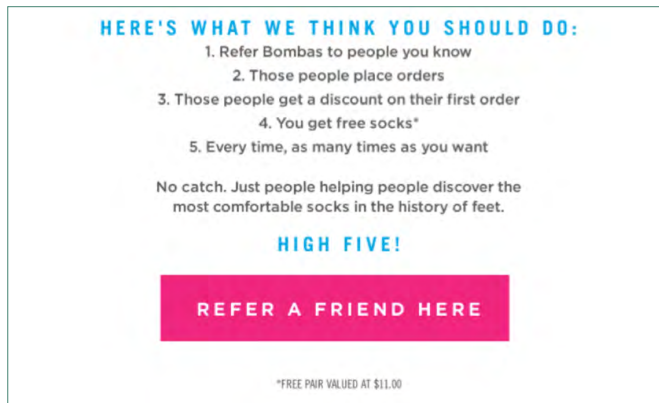
Give your readers a reason to engage w/ your campaigns and make it memorable

### 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 over 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.