Maximizing the Value of New Email Addresses with an Email Welcome Series

keap

Your ads and lead magnets are working...you're getting new email addresses. Congratulations!

So, what next?

Perhaps you're following up with a welcome email. That's a great start. But without a series of 3-6 welcome emails, you're not maximizing the value of those hard-earned email addresses.

When a new lead provides their email address, that person has never been more interested in hearing from your business. The proof is in the email stats: welcome emails have a 4x higher open rate and 5x higher click-through rate than standard marketing emails, on average.

So that makes your welcome email series an amazing opportunity to:

- Help solve challenges/address pain points and build trust in your expertise
- Build a relationship
- Educate leads about your business
- Encourage leads along a path to becoming a client

It's nearly impossible for a single welcome email to do all of that... hence the need for a welcome series.

But don't worry—we've got you covered:

1. We've included free welcome email series templates below that you can use right away to maximize the value of your new email subscribers.
2. With a marketing automation tool like Keap, sending a series of emails is a snap! You can check Keap out with our 14-day free trial.

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Lead Magnet Delivery Sequence Templates

Here are a few emails for a welcome series for leads who have requested a lead magnet. The email containing the lead magnet is ideally delivered in near-real time, with follow-up emails every 1-2 days thereafter.

If the lead has not downloaded the resource from email #1, you can remind them of the value of the resource and encourage downloading it in subsequent emails.

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01

This email is designed to deliver the lead magnet, begin to establish you as an expert in your field, and outline what they can expect next.

TO

CC

Here's the **[lead magnet name]** you requested!



Hi **[first name]**,

We're so glad you requested our **[lead magnet name]**. It's a great resource to get you started **[doing x]**!

Click here to download it now.

Inside you'll find:
- **[Item a]**
- **[Item b]**
- **[Item c]**
- And much more!

[Include a testimonial from a lead/customer who found value in this resource.]

Don't miss out on **[benefit offered by the resource]**.

Download now

[company signature]

P.S. Be on the lookout for more great resources about **[topic of lead magnet or related topic]** in your inbox over the next few days.

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02

This email provides another resource the lead might appreciate based on the lead magnet requested. It can also tie the resources to a customer success story.

TO

CC

From losing opportunities to crushing it

Hi **[first name]**,

We hope you're enjoying **[lead magnet name, linked]** and thought you might enjoy this popular resource as well: **[name of resource that complements the lead magnet they requested, linked]**. **[Include a statement of what this new resource offers.]**

[Include a story about someone who faced that pain and how your business helped them.]

[Include a call-to-action that takes them a step further toward purchasing your product or service, i.e., schedule a meeting, watch a demo]

[company signature]

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Here's an example we use at Keap:

TO

CC

[Highlight customer pain point or customer story]

Hi **[first name]**,

We hope you're enjoying 25 Things Every Small Business Should Automate and thought you might enjoy this popular resource as well: The Complete Small Business Guide to Automation. It outlines how to get started with automation, best practices, and lots more to get your business growing.

Before automating her business, Vix Reitano, founder of Agency 6B, was missing follow-ups and losing opportunities. She just couldn't stay on top of everything as her business grew.

Then she found the solution to her follow-up problem: Keap's sales and marketing automation.

Vix shares: "With Keap, there are no more follow-up holes. Automation always makes sure that nothing falls through the cracks."

In just 3 months, Agency 6B grew 233% with Keap's automated follow-up!

See the power of Keap's sales & marketing automation for yourself: watch this 5-minute video demo.

[company signature]

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03

The goal of this email is to understand the pain points/goals of the lead. If you capture what they clicked on or how they responded, you can use your marketing automation software to provide tailored follow-ups containing relevant resources to help.

TO

CC

Help us help you!

Hi **[first name]**,

Let us know what you're **[interested in/looking to accomplish/etc.]** so we can share some helpful resources.

- **[Option a]**
- **[Option b]**
- **[Option c]**
- **[Everything/default option]**

[Either ask for direct response and tag these leads for the right follow-ups, or have each button take the lead to an associated landing page and use that click to place them into the correct follow-up sequence.]

[company signature]

P.S. Take a look at **[popular resource, linked]** to learn more about **[x]**.

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04

Now that you have some information about the lead's interests, it's possible to provide a resource that can help them. It's a great time to introduce a customer success story as well.

TO

CC

Let's get you **[x—based on selection from email #3]**

Hi **[first name]**,

You mentioned that you're interested in **[x—based on selection from email #3]**. You've come to the right place for help! Check out this great resource: **[title/link]**

Many of our clients are looking for help with **[x]**, too.

[Share a success story of a customer, outlining the pain points they faced and how you helped them succeed. Include testimonial/ video/etc.]

We've helped **[x people]** do **[x]** over the past **[x years]**, and we'd love to help you, too!

[get the lead to take the next step, i.e., schedule a meeting, watch a demo]

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Newsletter Subscription Sequence Templates

Here are a few emails for a welcome series for leads who have subscribed to your newsletter. The initial email is ideally delivered in near real time, with welcome follow-up emails every 1-2 days thereafter.

01

This email is sent immediately after subscribing. The goals of this email are to welcome the lead, reiterate the benefits of subscribing, and share what the lead can expect going forward.

TO

CC

Thanks for signing up!

Hi **[first name]**,

Welcome!

Thank you for subscribing to the **[company name] [weekly/monthly]** newsletter! Going forward, we'll share the latest **[news/content/resources/articles/tips]** about **[topics]**, as well as sneak peeks at our products and special discounts.

Over the next few days, we'll share some of our customers' all-time favorite resources to jumpstart your learning.

Here are a few resources we know you'll love to get you started today:

[list titles with images and links]

[company signature]

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02

The goals of this email are to position your company as a trusted thought leader and begin to outline how you can help them. You can provide a resource that ties closely to your company's benefits to make that connection.

TO

CC

A special free resource for you

Hi **[first name]**,

Welcome!

We've gotten a ton of positive feedback about **[resource name, linked]** so we wanted to share it with you!

Over the past **[x]** years, we've helped **[x]** customers **[do x/achieve x]**. Want to get started too?

[schedule a call, watch a demo, etc.]

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Here's an example of Keap's email:

TO

CC

A special free resource for you

Hi **[first name]**,

We've gotten a ton of positive feedback on 19 Lead Magnets to Attract Leads and we thought it might help you target and capture more leads, too!

Over the past 19 years, we've helped small businesses like yours grow significantly by capturing and converting more leads through automation. Want to see how? Watch this 5-minute video here.

[company signature]

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03

Similar to email #2, this email will continue to highlight your expertise and highlight how you can help the lead.

TO

CC

Check out this resource we think you'll love

Hi **[first name]**,

One more special resource to share with you: **[resource name, linked]**. It will help you **[do x]**.

[Topic] is at the heart of what we do at **[company name]**. Here's just one example of how we helped a client **[do x]**:

[Include customer story]

[Action that will help the lead move further down the funnel]

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Loyalty Program Welcome Sequence Templates

This series of emails is designed to outline how your loyalty program works, request more information about the loyalty member, and provide an offer to get started.

01

TO

CC

Welcome to **[Rewards Program Name]**!



Hi **[first name]**,

Thanks for joining **[Rewards Program Name]**! We can't wait to reward you for your **[purchases/visits]**.

Here's how the program works:

- Earn **[x]** points per **[dollar spent/visit]**. Simply **[do x]** to earn points.
- Receive **[x reward]** when you've reached **[x points or x visits]**
- **[Outline additional benefits like a birthday reward or special offers]**

Start earning points today **[link to your website]**

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02

TO

CC

Customize your rewards experience

Hi **[first name]**,

Make the most of your membership in our rewards program—tell us more about yourself **[to earn x bonus points/so we can personalize your experience]**.

[Update your profile here/reply to this email with x information.]

Keep earning **[x]** points per **[dollar spent/visit]** by **[doing x]**. We can't wait to reward you!

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03

TO

CC

Here's an exclusive offer for you!

Hi **[first name]**,

To welcome you to our rewards program, here's a special offer for **[x]**. Take advantage of this by **[date].***

[Include redemption instructions]

Redeem your offer now! **[link]**

[*Include any offer details and legal copy.]

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04

TO

CC

Here's an exclusive offer for you!

Hi **[first name]**,

Don't miss out on your special offer for **[x]**, valid through **[date]**.* **[Expand on benefits of purchasing your product/service, including customer testimonials if possible.]**

[Include redemption instructions]

Redeem your offer now! **[link]**

Keep earning **[x]** points per **[dollar spent/visit] by [doing x]**. We can't wait to reward you!

[*Include any offer details.]

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Conclusion

Email marketing is a vastly competitive strategy, as many companies have adopted the same approach when it comes to acquiring, converting, and nurturing relationships with clients. What will set your company apart is doing it right. And it all starts with your welcome email series. When a lead puts their trust in your business and relinquishes their email address, they deserve a warm welcome and valuable content in return.

Statistically, a welcome email series sees higher open rates and is better received than any other subsequent marketing emails you'll send. A welcome sequence initiates that first connection that is necessary to convert a hot lead into a loyal customer by introducing your business and educating them about how your offerings can improve their lives. When you send an effective welcome email series, it is your chance to make the perfect first impression that can foster a wonderful business relationship with your subscribers that will last for years. It's time to get started!

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