ELEVATE YOUR CUSTOMER SERVICE GAME

FREE CHECKLIST & CUSTOMER SUPPORT EMAIL TEMPLATES

BEATSTARS

You can upload the best beats, build the greatest business model, and market your music like a pro, but if your customer service is lacking…all of that can come crashing down. Your music is your baby - and you need to think of customer service as the supportive figure who helps make sure your business reaches its fullest potential.

You've got to be proactive in engaging with potential buyers and keeping existing customers coming back for more.

Fortunately, you don't need a whole customer service team to offer excellent customer support. Go through our checklist below to see if you're practicing quality customer service, and if you're not, utilize our customer service planning template to help get you on the right track.

CUSTOMER SERVICE AUDIT CHECKLIST

Ensure you're practicing customer service
MUSTS with our official audit checklist

- Set up ManyChat, a customer service chatbot, within your beat store.

- Set up email automation to thank customers after a beat purchase .

- Create an accessible knowledge base section with FAQs through your blog.

- Make sure your contact information is in a visible, easily accessible place.

- Respond in a timely and professional manner: Put aside 30 minutes a day to respond to emails, messages, and/or to follow up with past customers.

- Keep your emotions in check: Demonstrate empathy and competence even when dealing with frustrating customers.

- Regularly collect feedback from customers. This can be done through Instagram story Q&As, email surveys, or Twitter polls. For email surveys, Typeform is a great service that allows you to create basic surveys with their free plan.

- Understand how to match specific products and services with customer needs.

- Regularly update your customer service tools (ManyChat, blog, email, etc.) to include new or updated information based off previous month's customer service inquiries.

5 EMAIL TEMPLATES TO WRITE AMAZING CUSTOMER SERVICE EMAILS

Did you know that you can send customer service emails through the BeatStars Pro Page plan?

When you utilize [BeatStars' Mailchimp marketing integration](#), you can send customer-centric emails every time a customer buys a beat, signs up for your newsletters, and more.

Communicating with your customers shows you care, and keeps you in their minds. Below you'll find 5 email templates to test.

Pick the templates that are most relevant to you, customize them to match your voice, and then automate your emails to send to your customers.

WELCOME EMAIL TEMPLATE:

Use when:
Somebody has joined your contact list

Subject Line:
Thanks for being here! ☐

Preview Line:
Just dropping in to introduce myself.

Body Copy:
Hey [first name],

Happy to be in your company! I just wanted to say hi, and tell you a little about myself. I'm [your name], and I've been making music for [x] amount of years. My creative inspirations include [insert artist/producer names here], and you'll find me cooking up a lot of [insert genre here] beats.

I'm excited to connect more with you in the future, and am always available if you have any issues or questions! Feel free to hit me up on BeatStars or through my social media if you want to talk music.

    - Your Name
    @yoursocialhandle

RESPONDING TO A COMPLAINT TEMPLATE:

Use when:
Somebody has an issue or complaint.

Subject Line:
Getting Back To You RE: [insert complaint here].

Preview Line:
Let's fix this!

Body Copy:
Hey [first name],

I'm really sorry for your experience with [whatever the complaint is about]. I can understand how frustrating it must have been to be expecting [something] and receive [something different].

After looking into the issue, I'm happy to offer you the following options:
[Option #1]
[Option #2]
[Option #3]

I'll take your lead on how to proceed from here, but I hope one of these solutions will help make up for the challenges you've experienced.

- Your Name
@yoursocialhandle

AFTER BEAT PURCHASE TEMPLATE:

Use when:
Somebody has purchased a beat

Subject Line:
My Beat is Officially Yours ⬚

Preview Line:
And here's [amount]% off your next purchase as a thanks!

Body Copy:
Hey [first name],

First off, I just wanted to say thank you for buying my beat. I couldn't do what I do without the amazing artists like you supporting my music.

Next time you're shopping from my store, use the code [code name] for [amount]% off! Don't forget, I also have [state bundle deals] bundle deals - so make the most with your money!

If you have any issues or questions with the files, let me know, otherwise make sure to connect with me on social and let me hear what you made with the beat!

    - Your Name
    @yoursocialhandle

FOR A SALE TEMPLATE:

Use when:
You'd like to inform your customers of a sale

Subject Line:
☐ [Amount]% OFF ALL BEATS ☐

Preview Line:
Here's an exclusive offer just for you!

Body Copy:

[amount]% OFF ALL BEATS

USE CODE [code name] AT CHECKOUT

Offer valid until [coupon end date].

Want even more? Get [state bundle deals] when you shop at my beat store! Bundle deal discount automatically applied at checkout.

- Your Name
@yoursocialhandle

MONTHLY BEAT PROMO TEMPLATE:

Use when:
You'd like to re-engage your customers

Subject Line:
Check out what I cooked up this month 🍳

Preview Line:
Your next hit single might be in this email!

Body Copy:
Hey [first name],

In order to support artists and creatives like you, I'm always cooking up new beats to be able to provide the sound for your next single or project. Check out some of my favorite beats from this month:

[beat name or type beat info]: Listen here.

I upload new beats [frequency], and I also post [type of other content you post], and more - so definitely make sure to visit my store regularly and tap in with me on social.

PS - Since you made it this far in the email, here is [amount] off for your next purchase! Use code [coupon name] at checkout. Offer valid until [coupon end date].

- Your Name
@yoursocialhandle