Kiliba

THE **KILIGUIDE**

How to write the perfect welcome email?

Step by step

Hello there!

You finally have decided to start writing marketing emails and you are looking for outstanding ideas? Well, it seems that you have found the perfect guide!

Before advicing you, we will explain further the how and the why of the welcome email. As the first direct contact between your company and your receivers (customers, leads...), you should make a good first impression!

Try to picture this first contact as your first date: you should make them remember you in the best possible way. Thus, they will want continuing your love story.

In order to so, you must respect few key steps to make the best first impression ever!

Are you ready ? Buckle up because we're about to take off!

1 Identify your workflows

Do you know the phrase
" to put the cart before the horse"?
Starting your marketing automation without
any workflows, it is quite the same thing…

Oh sorry, you might ask what a workflow is?

It is often defined as a set of marketing actions made automatic following the analysis of leads.

In fact, it is your marketing script: you identify the most frequent flows taken on your site in order to choose the actions you will push to get your happy ending.

To start your workflow, you must:

Find your target:
The protagonists in your script

Set your goal:
What is your script's end?

Anticipate the paths your clients will take:
Turnarounds to get you to your final goal

Now that you have the preliminary steps, it's time to structure your workflow!

Three small steps and it's ready to use:

1 The trigger

You can see it as the begining of your script. After establishing criterias, you will trigger actions that will follow your customer in their user flow.

For instance, a customer registration is a trigger for your welcome workflow (slow down cowboy, we will get to this point later).

2 The actions

They will get your customers on the right path (the one you wanted)!

For a newsletter subscription, the desired action is to send the newsletter to the person that just subscribed.

3 The conditions

They make your workflow smarter; by matching the behaviour and information of your contacts, branches are created in order to push your actions according to the different user flows.

Is it not crystal clear?
Here are some easy examples:

To be a qualified contact or not to be?

Depending on the available information, you can remove the contacts that are not qualified and off scope (contacts from a foreign country that cannot benefit from your offer...)

A bit of force never hurts

If you contact has already asked a specific content from a way, this new workflow can push another one.

Hey, hey, hey, are you listening?

Your contact never opens your emails? If it is the case, you can add them to your relaunch workflow or remove it completely from all of your workflows.

Let's get down to business now...

2 The welcome workflow

Your welcome workflow starts with your trigger.
For your e-commerce, a new registration can be perceived as this starting point.
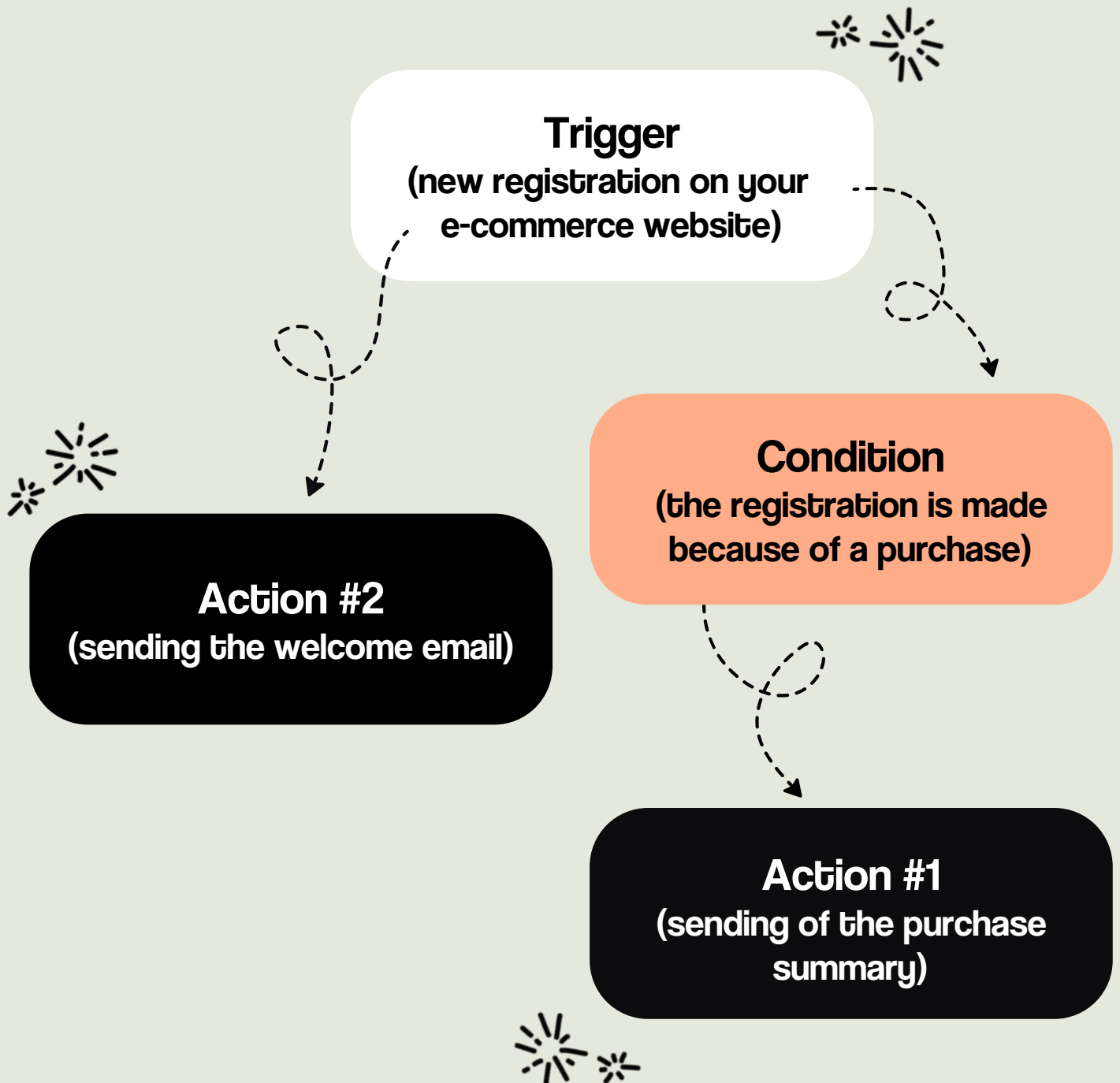Indeed, this activity shows that this new customer is interested in your company's news.

Thus, in a short period of time (one to two hours) after this registration, the followed action is the sent of a thanking email to welcome them!

You can find several conditions depending on your needs: this new contact registered and subscribed to your newsletter, you can add them to a specific workflow ; they made a purchased in addition to their registration? This new condition might put them in another workflow...

This is how they would look:

Trigger
(new registration on your e-commerce website)

Condition
(the registration is made because of a purchase)

Action #2
(sending the welcome email)

Action #1
(sending of the purchase summary)

3 The welcome email

Now that your workflow is made, you should start writing your email, since it is the best way to communicate with your contacts.

Indeed, 9 out 10 people open a welcome email and its opening rate almost reaches 90% (Plezi, 2022).

Not so fast! You must do some steps to write the best welcome email that assures you an amazing opening rate!

You should behave darling!

To assure your contact that their registration (account creation or any other desired action) has been taken into account, you need to thank them! In this way, a relationship of trust begins to develop as you thank them for their interest in your brand and the information they have left - ideal for future communications!

This email can also be an opportunity to let them know how often you are sending your communications over, while ensuring that they open them. Establishing this trust will make your contacts want to invest in both your brand and your news.

Last but not least, the welcome email allows you to be more quickly remembered by your contact. Always in this process of trust, they know that you will remember them, which will encourage them to do the same.

It's pickup-line time!

The more attractive your email subject line is, the higher your open rate will be! It's always nicer to receive an email with a personalised/intriguing/attractive/any other adjective that makes you happy, isn't it?
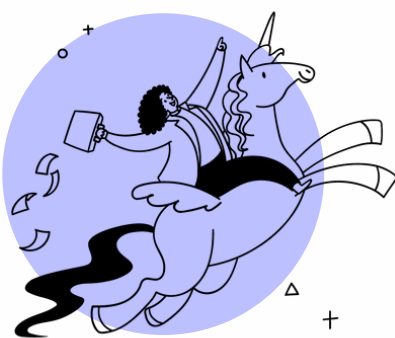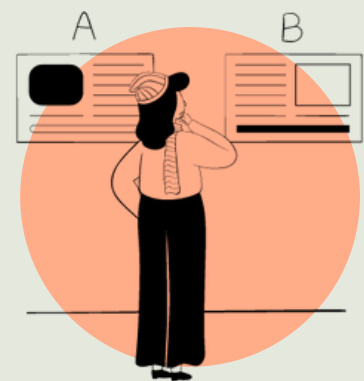
You can therefore customise the object by putting your contact's first name directly on it. Then, let your imagination guide you for the rest of your object (try to keep the tone of your brand)...

STEP 3:
What about introducing yourself?

Of course, your new contact knows your e-commerce. But does he really know you? The answer is not always affirmative.

Make the most of this email by distinguishing yourself from the other marketing emails your contact receives. Make them visit your world through a design that represents your graphic charter and your brand tone (yeah, it's here again).

It is essential for your customers to know how correctly use your products and/or services, but the emotions conveyed by your brand are more important since they are remembered and essential for strengthen your relationship of trust.
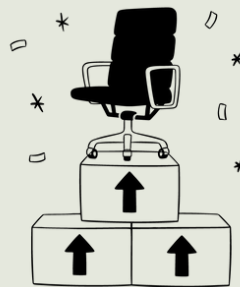
Another point not to be neglected: give the impression that it is you who writes the welcome email! Your contact should feel that the email was written just for them. Signing your email with your first name is a good way to make them feel this way.

STEP 4:
Time to show off!

For this step, we reassure you, there's no need to do arm wrestle! It's more a matter of suggesting content that you've already shared and that might interest them.

Call-to-Action (CTA) redirects your contact to your website to welcome them even more in your world!

As well, you can put the link to your social platforms to invite them to follow you there.

However, be careful not to send him too many actions in a row. You risk scaring them away!
You don't like being asked to do too many actions when you receive emails, do you? Your contact is identical to you!

You feel like you're getting a lot of information but it's not very concrete? Here is the typical Kiliba welcome email sent to our new contacts:

Kiliba

Congratulations ⚠ First name , you've just created your account!

Thanks for signing up 💜 We know that fleeing the nest can be complicated at times...

No need to panic! Thanks to Kiliba, your sales will take off and you will REALLY boost your e-commerce! 🚀

The Kiliba solution has helped more than 400 customers succeed in their loyalty strategy, so why not you?

I'm Nicolas and I'm here to help you use our tool at 100% of its capacity.

Here are our tutorial videos to get started with Kiliba 👇👇

How to connect Kiliba?

How to personalize your emails?

How to import a blacklist?

How to set up the languages?

Discover your KPI's !

Any questions? I'm here for you.

See you soon!

Nicolas from Kiliba

It is almost the end!

You welcome email was well sent, but was everything alright?

This is the reason why you must track the performance of your sent emails! Click rate, opening rate, conversion rate... all these rates need to be analysed so that you can be sure of the effectiveness of your email. So, you can make some changes (new subject line, change of CTA, etc.) to see which template works best!

Once you have found the perfect template, we would like to say: let's get started!

You've enjoyed these explanations, but you don't think you have enough time to devote to writing that welcome email?

No stress, Kiliba can help you!

How!?

Thanks to its artificial intelligence and its pre-developed and customisable workflows - such as the welcome email - Kiliba analyses the behaviour of your contacts to send the email that works every time: the right person, the right content and the right products!

The cherry on the top?

All of your performances are reported to a dashboard.

So stop wasting your time and start making money:

Ask us for a demo!

See you soon!

Kiliba

DECLARED TOO EASY FOR MARKETERS