



# 3 WELCOME SERIES EMAIL TEMPLATES FOR YOUR BUSINESS

When someone opts in to receive email from your organization, it provides a great opportunity to reinforce that initial connection by welcoming them and delivering value right off the bat. A welcome series is a workflow of emails that is triggered and automatically sent to a new subscriber at predetermined intervals. These emails not only keep your brand top of mind, but help the subscriber learn more about you and experience your value first-hand.

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Get some inspiration for your first welcome series with the email templates below.



## Welcome Series Email 1

# WELCOME

The first email in a welcome series confirms that a user will now receive news from your organization, and welcomes them to the party. It provides a great opportunity to share a little about your business and highlight key resources that the newcomer may find helpful.

### EXAMPLE

Hi (Name),

Welcome! We're glad you're here, and if you've perused our content a bit already, we hope you're enjoying it.

At {Organization Name}, we're focused on {high-level overview of what your business does/offers}. That's why we started {Newsletter Name}, which you can expect in your inbox each week. It's packed full of {describe content} to help you {describe audience endgame}.

We've curated a few of our favorite resources to get you started:

- **LINK TO RESOURCE 1**
- **LINK TO RESOURCE 2**
- **LINK TO RESOURCE 3**

Happy browsing!

{Closing Salutation},

{Business Name or Business Individual}



## Welcome Series Email 2

# CONNECT

**Build trust by sharing the story of the business, introducing key players and sharing about their background.**

### EXAMPLE

Hi {Name},

We hope you're having a great week. Just dropping in to share a bit of the {Business Name} story and introduce you to a few of the people who help bring that story to life every day.

#### **How it all began...**

{Share an excerpt about how your business got its start; this is a great opportunity to share the why behind the what and connect a product or service with a bigger-picture initiative or passion.}

#### **The people behind the {Business descriptor, e.g., counter, numbers, tech, process, etc.}...**

{Name, Title: Brief description of role and background.  
Link to more information as appropriate.}

{Name, Title: Brief description of role and background.  
Link to more information as appropriate.}

{Name, Title: Brief description of role and background.  
Link to more information as appropriate.}

It's nice to "meet" you! Have a question for us? Hit reply, we'd love to hear from you.

{Closing Salutation},

{Business Name or Business Individual}

P.S. Get to know our social side. Follow us on {list and link to active social



## Welcome Series Email 3

# ENGAGE

Initiate an exchange of information that allows you to take the conversation further, deliver individualized value, and gain helpful insights into your audience.

### EXAMPLE

Hi {Name},

Now that you've learned a bit more about us, we'd love to get to know you better and how we can best help you meet your goals. Please hit reply and respond to this email with...

**{Option 1: One question you have about [relevant industry topic]}**

**{Option 2: One topic you'd love to see covered on our blog}**

**{Option 3: One thing that keeps you up at night about [relevant industry topic]}**

We would love to get back in touch with some resources/next steps.  
Can't wait to hear from you!

{Closing Salutation},

{Business Name or Business Individual}

Looking for support in launching your email marketing strategy?

**Let's talk!**



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### ABOUT RAVEN CREATIVE

Raven Creative is a global marketing and creative services agency specializing in strategic communication for companies in oil and gas, healthcare and financial services. We partner with clients to translate business strategy and internal vernacular into fresh, effective marketing creative through a dynamic, collaborative process.

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