


HOW TO CREATE AN EMAIL WELCOME JOURNEY





Email marketing is a very critical part of any business. It has an amazing potential to drive traffic to your website and generate leads. However, you need to design a smart [email campaign](#) that will help you build trust and establish a strong relationship with your new subscribers.

So, how do you create an email welcome journey for your new subscribers? What comes into play when creating a welcome journey. This article looks at how you can design a welcome journey for your new subscribers.


Why Is an Email Welcome Journey Series Important?

According to [CampaignMonitor](#), welcome emails get 320% more sales than promotional emails. This is why a welcome journey email series is crucial.

Welcome emails typically get 4x higher open rates than other general emails. They get 5x more click-through rates and generate 8x more revenue per email.

Functions of An Effective Email Welcome Journey Campaign

Introduce Your Brand- When new subscribers sign up for your email list, the first email is a great opportunity to create a lasting impression as you introduce your brand. Let the subscriber know who you are, a little bit of your history, what you stand for, and your goals.



Establish Expectations- Your email welcome journey should also help set a tone for what your subscribers expect from you. You can inform your new subscribers how future correspondence will look, the types of content you will send, and how often.

Fill the knowledge gap about your products/ services- Welcome email campaigns are a great opportunity for you to help your subscribers understand the features of your products/ services.


This is especially important for new subscribers who've made a purchase already. You can create emails that help them engage with the new product.

Connect with them socially- Another important function of a welcome email series is to help you connect with your subscribers socially.

Include social media links in your email so that they can follow you on their preferred social media platform. This will increase engagement with your subscribers across multiple channels so that they're regularly updated on what your brand is doing.

Provide value- The main goal of your welcome journey should be to provide value to your new subscribers.

This means that every email you send should include information that your subscribers will deem valuable.



Designing an effective email welcome journey series can be daunting, but with careful thought and planning, it can be an extremely valuable part of your marketing strategy.

Designing an Email Welcome Journey Series

Now that we've looked at the importance of an email welcome journey series let's look at how you can design one for your business.

When designing your email welcome journey series, it's important to keep the following in mind:


The Series Structure

The structure of your email series can be different depending on the industry you're in, but generally speaking, they should follow a basic five-step process:

Welcome Email

This is the first email in the sequence. This initial email should welcome your subscribers to your business.

Your welcome email is important, and timing is everything for this first email. In a busy world where people are distracted by lots of information, sending out the first email when your new subscriber is most engaged with your brand is crucial.



This means sending the welcome email immediately after your new subscriber joins your email list. This will help create a lasting impression.

While at it, you should also set expectations about the type of content you will share with them in the future. Content types could be product updates, discounts, or other types of emails that add value to your subscribers' lives.

When designing a welcome email, it's important to understand that people have different preferences when they subscribe to an email list. Some prefer shorter emails, while others want long emails with a lot of information.


You should design your emails depending on what kind of subscriber you're appealing to. You can then change the structure and length of your emails as you compile them into a series. Welcome Email - Set Expectations

Providing Value

The second email is all about providing value to your new subscribers.

Since people subscribe to email lists to receive information, this email should give them something they find useful. This will help you set the tone about your brand and the values it embodies.

Some ideas for what you can provide value through are:

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1. Educating your subscribers on how to use or engage with your product/ service
 2. Showing subscribers how they can save time using your product/ service
 3. Providing insight into common issues that people who would like to buy your product/ service may have.

If you can solve a problem for your subscribers, they'll be more likely to stay subscribed to your list and continue engaging with you.


This email also provides a perfect opportunity to build trust. Include social proof for your products/ services or share your popular products to entice them.

Together with the value you provide, you can create an incentive to attempt converting your subscriber into a paying customer.

Follow Up + Call To Action

Your welcome-journey series's third email should follow up on your second email and a call to take action.

In this email, you can provide additional value to your subscribers to build more trust and entice them into taking a specific action, such as signing up for a webinar or purchasing a product.



You can create an exclusive deal/ discount that is only available through this email. You can also create a countdown event to make the action feel urgent.

The Email Content

When it comes to the content of your emails, you should never stop providing value to your subscribers.

To keep them engaged, you need to provide new and valuable information with each email.

You can do this by:

1. Providing tips and advice on how to use your product/ manage customers
2. Sharing information that is currently trending within your industry
3. Providing news that your subscribers may find interesting.

Conclusion

Designing an email welcome journey series can be overwhelming, but it's an extremely valuable way to connect with your new subscribers.

By keeping the following in mind, you can create a series that will provide value, keep subscribers engaged, and generate more revenue from your email marketing efforts.