

How to  
Build an Email Series  
That Drives Results



# Why Send Welcome Emails

- 50% of brands *do not* send a welcome email.
- However, 74% of new subscribers expect to receive one.
- Those that were welcomed show a 33% higher engagement rate on a long-term basis.

Research from Emma

# Why Send Welcome Emails

- Open Rate – 4x higher than regular emails
- Click Rate – 5x higher

Research from ActiveCampaign

# Our Welcome Email

- Created a 5 email welcome series.
- Audience: New contacts from ads.
- Open rate = 36% average for 5 emails. First email has a 46% open rate
- Conversion rate on last (ask) email = 2%

# Strategy



# Strategy

- Overall Goal
  - Introduce the organization
  - Build relationships
  - Develop loyalty
  - Get them involved
  - Volunteer
  - Donate
  - Upgrade to monthly donor

# Strategy

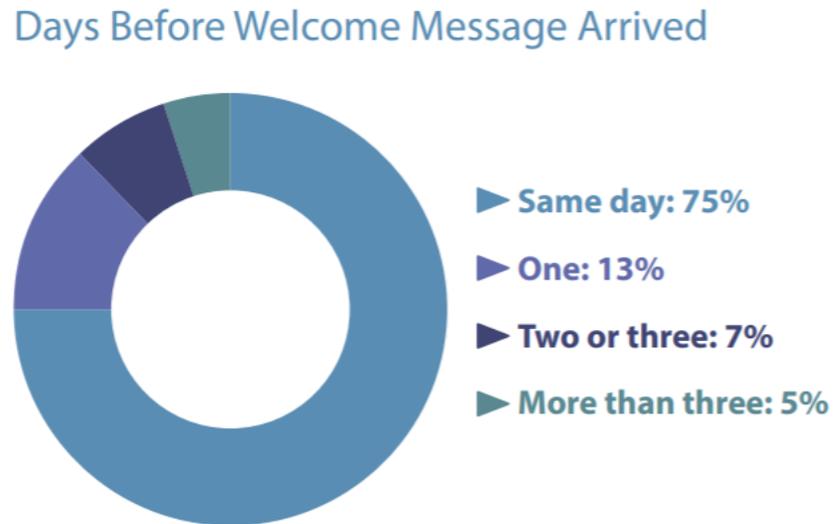
- Know your audience
- How did you get their email address?
  - Donation
  - Website
  - Event
  - Petition
  - Volunteer

# Strategy

- Goals for each email
  - Open
  - Click
  - Download
  - Reply
  - Read

# Strategy

- Send first email immediately or within 24 hours
- Most contacts engage within the first 48 hours.



Source: Return Path

# Strategy

- Pace
  - Number of emails (2-5)
  - Time in between each email (1 day – 1 week)
  - Automate

# Strategy

- Report & Assess
  - Cautious of large amounts of unsubscribes on an email.
  - Look for low open or clicks
  - Test subject lines, resources, CTAs

# Content



# Content

- Person-centered language
- Provide value
- Clear call to action

# Content

- What to say
  - Thank them
  - Provide information about your organization and mission.
  - Share success and impact stories.

# Content

- What to offer (Provide value)
  - Free resources
  - E-books, pdfs, videos, articles, etc.

# Content

- What to do next (Call to action)
  - Survey
  - Ask to do something for *them*
  - Encourage them to reply to the email
  - Follow social media
  - Sign petition
  - Ask for donation on last email only

# Content

- Subject Line Ideas

- Welcome

★ North Shore Animal . Inbox Welcome to the team - Learn more about North Shore Animal League America.

- Thank

☆ BeLoved Atlanta Inbox Thanks for joining us - We think you'll like it here.

- Creative

★ Humane Society of t. Inbox You're saving animals - Welcome to the Humane Society of the United States family.

# Content

- Keep it Fresh
  - Switch it up for more relevant content.
  - Review content and update
    - Newer impact stories
    - Timely messaging based on season on world events

# Humanize



# Humanize

- Use plain text looking emails.
- Remove images, buttons, colors, etc.
  - Use hyperlinks instead of buttons.
- Should look like an email you would receive from a friend.

# Humanize

- Send the email from a person at the organization.
- We found more people engage with emails from an individual rather than an org.
  - Click rate was higher (36%)
  - More gifts (17%)

# Humanize

- Sounds like a letter or email from a friend.
- No jargon.
- Easy to read.

# Humanize

- Personalize
- Ask questions and respond

# Stay in Touch

- LinkedIn: [johnwalsh13](#)
- Email: [jjwalsh@bgea.org](mailto:jjwalsh@bgea.org)



# Questions?

