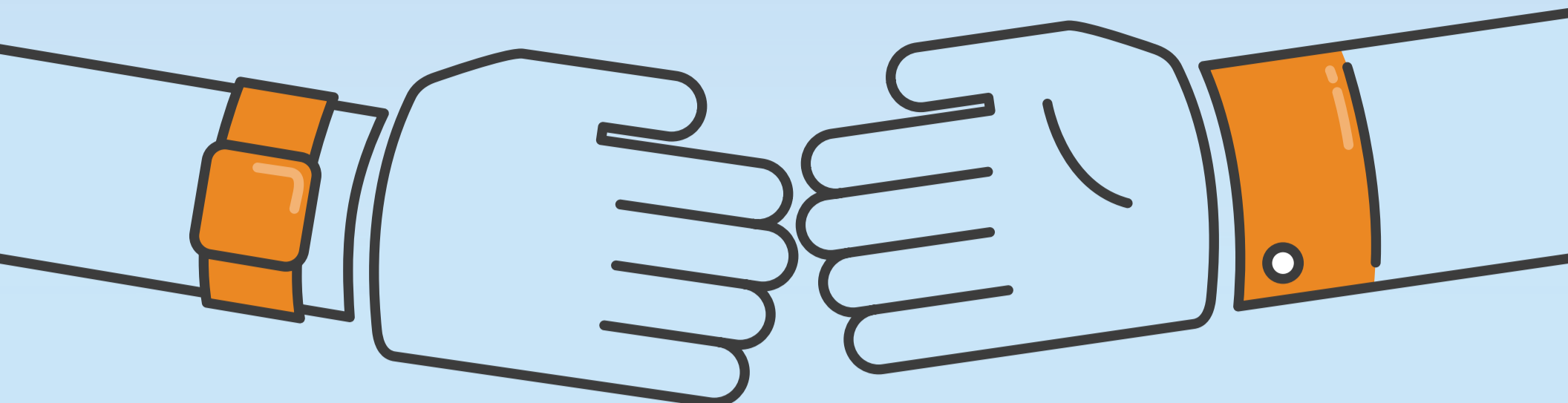
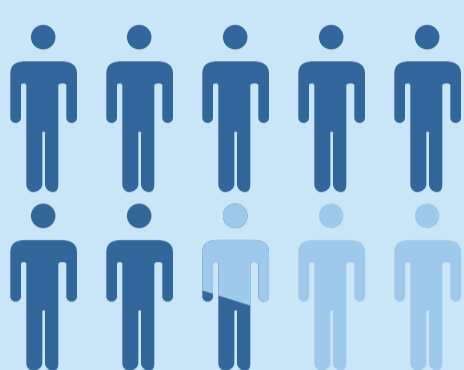


# Hello from the Inbox

Are you looking to increase engagement metrics and conversion rates with a powerful welcome email program? Discover best practices and key strategies in this welcome guide that will help improve digital marketing campaign success.

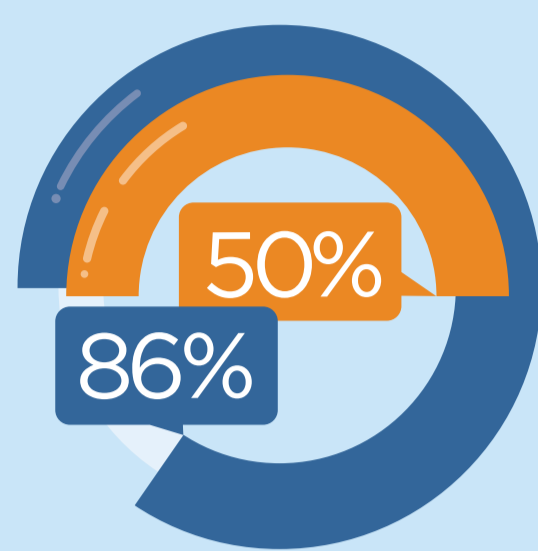
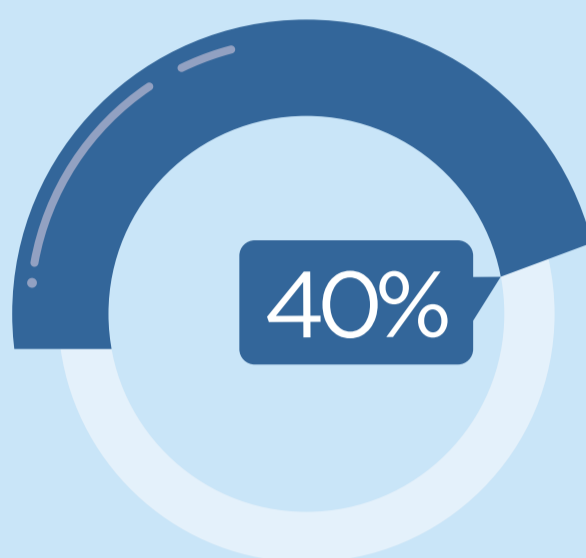


## WHY SEND A WELCOME EMAIL?



**74.4%**  
of consumers expect a welcome email when they subscribe.

People that read at least one welcome message read more than 40% of their messages from the sending brand in the following 180 days.



The average open rate for welcome emails is 50% which is 86% more effective than email newsletters.

## WELCOME EMAIL MIXTURE

### IT'S IN THE MIX

Creating a successful welcome program starts with the right mixture of key marketing strategies. Set your priorities first and then get to planning.

#### GOALS & ACTIONS

Determine your goals and desired actions first.

#### BENCHMARK

Gauge current program performance before launching a new one.

#### ENGAGEMENT

Identify key performance indicators that matter most.

#### TEST. TEST. TEST.

Continue to test components and cadence of your emails to further optimize the program.

INCREASE OPEN & CLICK RATES

INCREASE CONVERSIONS

INCREASE LIKELIHOOD OF A SECOND PURCHASE/UPSELL

DETERMINE CONVERSION GOAL BASED ON THE PRIMARY MESSAGE

## LET THE WELCOME FLOW

No matter how simple or complex a welcome program is, make sure to map out compelling email content and a strategic flow. The goal is to move subscribers from one step in the process to the next.

Newsletter Sign Up



IMMEDIATE

**#1 WELCOME**  
Intro & expectations



3 DAYS

**#2 WELCOME**  
Follow us on social  
CTA to create account



21 DAYS

**#3 WELCOME**  
Popular blog &/or video content  
CTA to create account

End Series

YES

YES

YES

PURCHASES OR CREATES ACCOUNT & JOINS LOYALTY PROGRAM

Purchase or Loyalty Sign Up



IMMEDIATE

**#1 LOYALTY WELCOME**  
What it means (no offer)



3 DAYS

**#2 LOYALTY WELCOME**  
Social points, reiterate value props of loyalty club



7 DAYS

**#3 LOYALTY WELCOME**  
Loyalty surprise 25% off coupon



28 DAYS

USED COUPON?

YES

NO

**#4 LOYALTY WELCOME**  
Coupon expiration (in 2 days) reminder

End Series

## REALIZE YOUR EMAIL POTENTIAL

BlueHornet helps companies reach their email potential with a unique combination of enterprise-scale email marketing solutions and award-winning services. From emerging businesses to Fortune 500 companies, BlueHornet's customers rely on our powerful, intuitive cloud-based software to implement highly-targeted lifecycle messaging programs that optimize email marketing ROI.

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