7 Welcome Email Content Ideas

This is an extra resource to go along with the original article:
[How To Create A Welcome Email Series That Works](#)

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What kind of content should you put in your welcome email series? Check out these ideas:

#1. Set Expectations

Knowing what to expect tends to be something that matters to people, and it has been shown that setting expectations early is a good way to reduce opt-outs. Let them know what they'll be receiving and how often they'll be hearing from you.

#2. Tell A Story

Storytelling is a proven way to engage people - we love to hear relatable tales about other humans. You could share your process, behind the scenes in your business, how your business came about or stories from customers who successfully use your product or service.

#3. Share Best Practices

If there are "best" ways to use your product or definitive steps a customer should take to get started and derive the best value from it, let them know!

#4. Provide a Community

People love to feel that they belong, they also appreciate a feeling of being special, or involved with something "exclusive." You could introduce them to your "insiders" community and share good examples of benefits they will receive from joining.

#5. Discounts or Special Offers

This could be a surprise bonus toward the end of your series, or something you include in the beginning if that's what was promised for sign-up.

#6. Get More Information

There are fun ways you could get more information about the prospect without saying "please fill out my ten minute survey." While brief, targeted surveys could still be a good idea, why not try something like a quiz, which provides customers with something valuable at the end and gives you data you can use for segmentation?

#7. Share Your Best Content

If a subscriber is new, the chances are they may not have seen your blog content before. Take the opportunity to share a few select examples of your best content. Keep it in context though, make sure that what you are sharing is relevant to what they signed up for and will provide them with value.