



The 2024
Welcome Series
Inspiration Guide

FEATURING STRATEGIES AND DESIGN INSPIRATION
TO LEVEL-UP YOUR ONBOARDING SERIES



Welcome, Welcome.

How often are you refreshing your customer welcome journeys? Is it a *set it and forget it* kind of thing? Or are you proactively evaluating content and offers on a monthly or quarterly basis? Maybe you're tasked with ripping and replacing your existing welcome series with something a little more *engaging, informative or revenue-generating*.

Regardless of where you are, you've found yourself in the right place. Eminem probably wasn't thinking about email marketing automation when he rapped, "You only get one shot, do not miss your chance to blow / This opportunity comes once in a lifetime, yo," in *Lose Yourself*. But he's not wrong. You really only get one shot to make a lasting first impression and every journey that follows needs to drive more conversions, readership, revenue and loyalty.

We all know it's less expensive to keep a customer happy than it is to attract a new one. We also know most marketers nowadays are feeling a lot of pressure: on one side of the coin you're being asked to achieve more with limited resources, and on the other, you're striving to develop relationships with your customers and deliver exceptional experiences.

Here's the simple truth: Good welcome journeys are critical if you want to engage your new customers at scale. When equipped with automation capabilities and a data-driven strategy, creating welcome journeys that are seamless and memorable will become another skill set in your relationship marketing arsenal.

Here are 5 strategies to consider when creating your 2024 welcome email sequences, complete with email templates and content inspiration. *Let's dig in.*

5 Strategies TO CONSIDER



Personalize

Ensure you capture your customers' names to personalize messages from the first moment, either on the subject line or email body.



Incentivize

Introduce a special welcome discount for new joiners. Offers can drive higher open and click rates but should be tested within the series to see what offer values and placement work best for your brand.



Educate

The onboarding series is the perfect place to educate the customer about the product, services and the main differentiators that make the brand stand out of the competitors



Collect Data & Analyze

Capturing key customer preferences early in onboarding is foundational in creating intelligent CX journeys as well as enabling marketers to improve their content strategy.



Remind

Offer reminders are a powerful strategy to convert leads to customers. Create a sense of urgency by including days remaining on the subject line or dynamic countdowns within the email body to drive prospects to a buying decision.



Personalize

Personalization sets the stage for a remarkable customer journey.

Personalization goes beyond including the recipient's name in the subject line – it is about curating content and offers that resonate deeply with customers. Your first email series isn't about saying hello... it's about acknowledging the value your customers and subscribers get from being part of your brand – and choosing to shop, read or work with you.

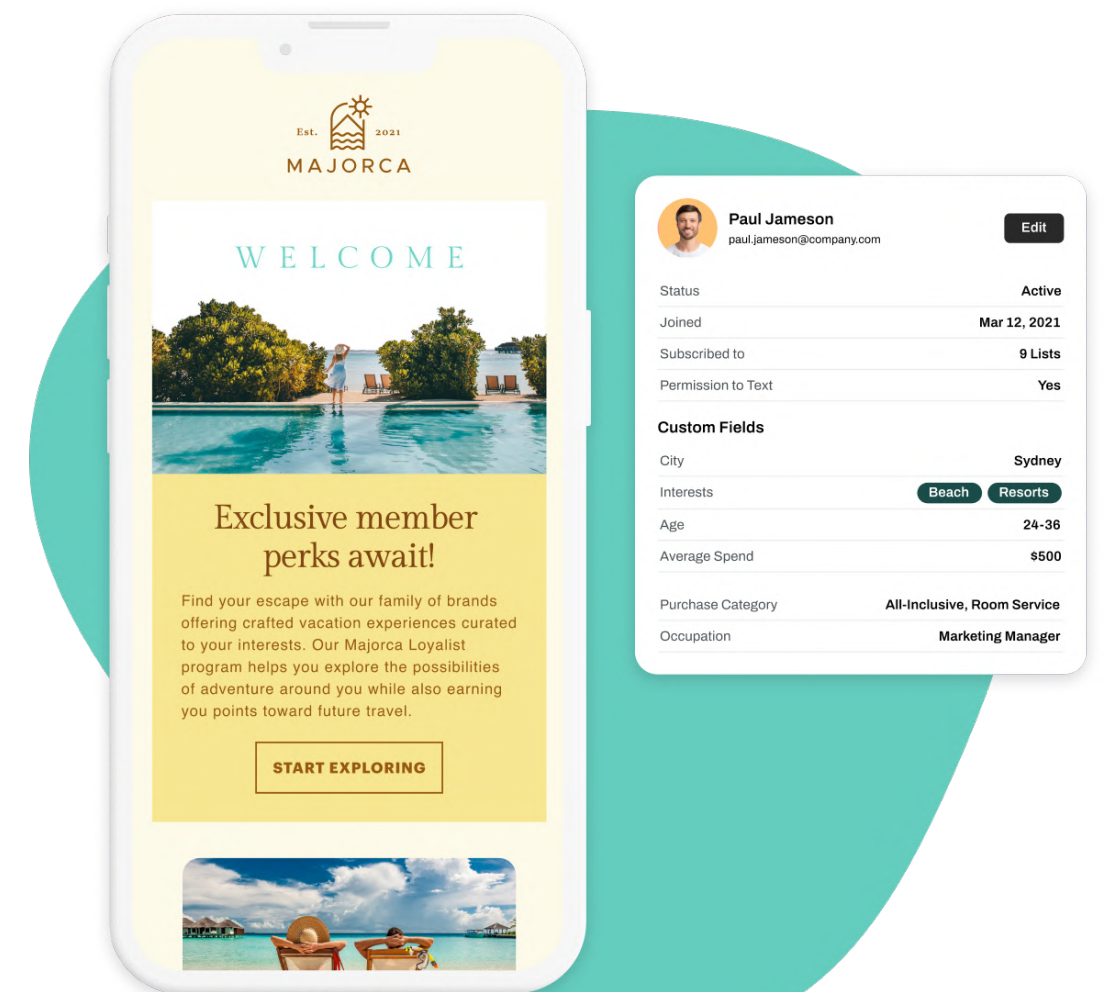
The true essence of personalization lies in delivering an original, branded user experience. Here are a few personalization strategies to collect preference data and leverage that data to deliver scalable, personalized email communications.

COLLECT PREFERENCE DATA

Your ability to personalize email content depends on your ability to collect preference data in a trustworthy and transparent way. Incorporating interactive elements like surveys and quizzes gives your customers an opportunity to directly express what they want – and don't want – from your brand. These elements yield valuable zero-party data that will enable you to begin curating offers with a higher degree of personalization. The chance to express what they like – and more importantly don't like – and gives you the data needed to begin curating offers for identified segments.

DYNAMIC CONTENT

By incorporating elements – like recipient's expressed interests, preferences and/or past engagements or purchases with your brand – welcome emails can go from a one-size-fits-all blast to a highly personalized sequence that makes the reader feel like you really get them.



CLEAR CALL-TO-ACTION (CTAs)

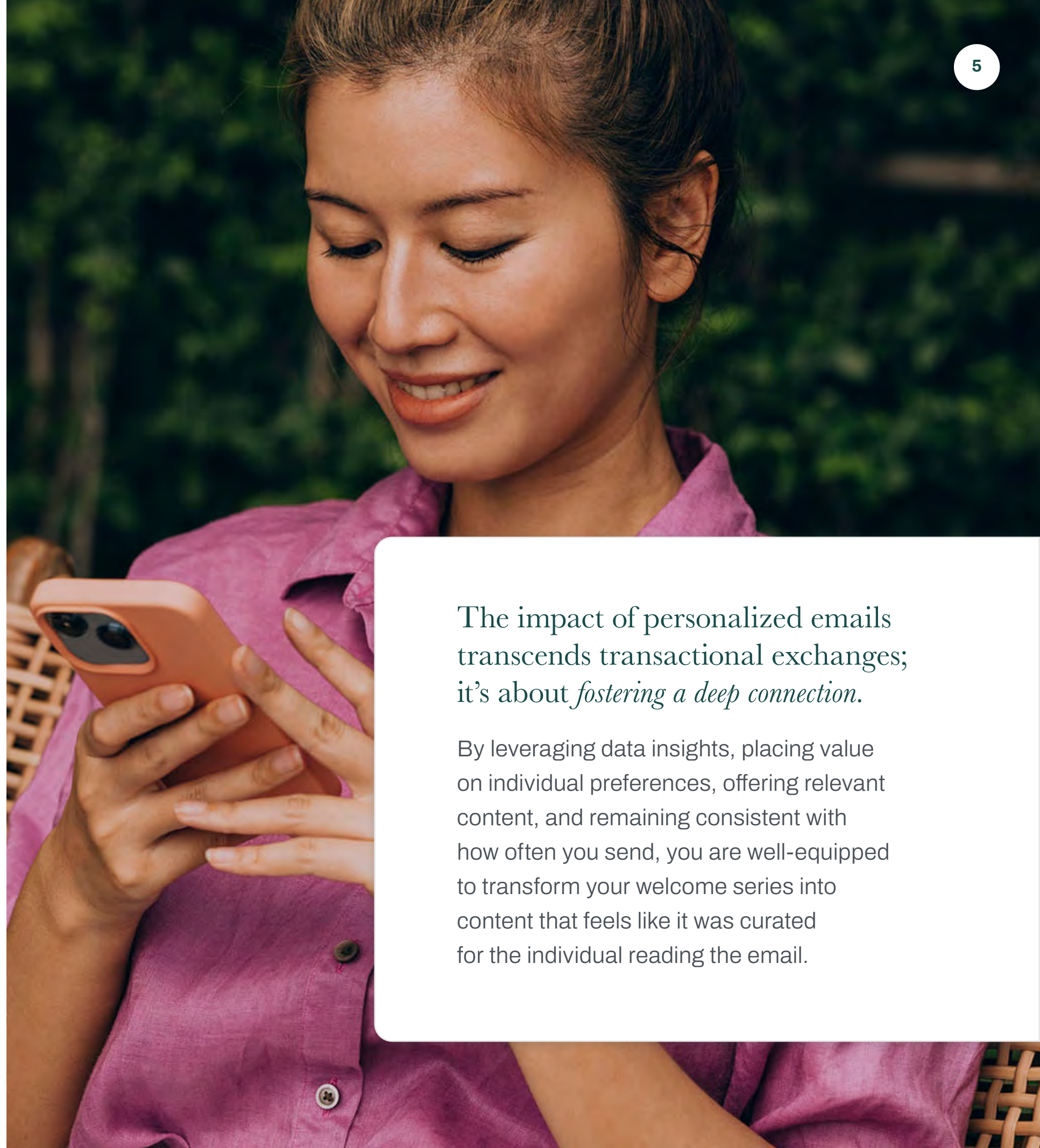
An obvious no-brainer that can often get overlooked is ensuring you have one clear call-to-action in your email sequences. The more CTAs you offer, the less engagement you're going to find. Maybe you want readers to visit your website to explore more products or content. Or perhaps you're nudging the customer to make their first purchase. Or, perhaps you want your customers to enroll in your loyalty program once they make their first purchase. Whatever it may be, make the CTA clear and actionable. (Note, newsletters and informative next-step welcome emails are an exception to this rule.)

HONOR THEIR PREFERENCES

If someone has agreed to receive communications from your brand, you must honor your agreement. If you tell your subscribers you will email them once a week and you start emailing them every single day, you're breaking the trust you've established and running the risk of spam complaints. It's also worth noting if you are using third-party cookies to enable your personalization – and the customer is left wondering how the heck you know they like a certain product or service – you're going to creep your subscribers out.

The impact of personalized emails transcends transactional exchanges; it's about *fostering a deep connection*.

By leveraging data insights, placing value on individual preferences, offering relevant content, and remaining consistent with how often you send, you are well-equipped to transform your welcome series into content that feels like it was curated for the individual reading the email.





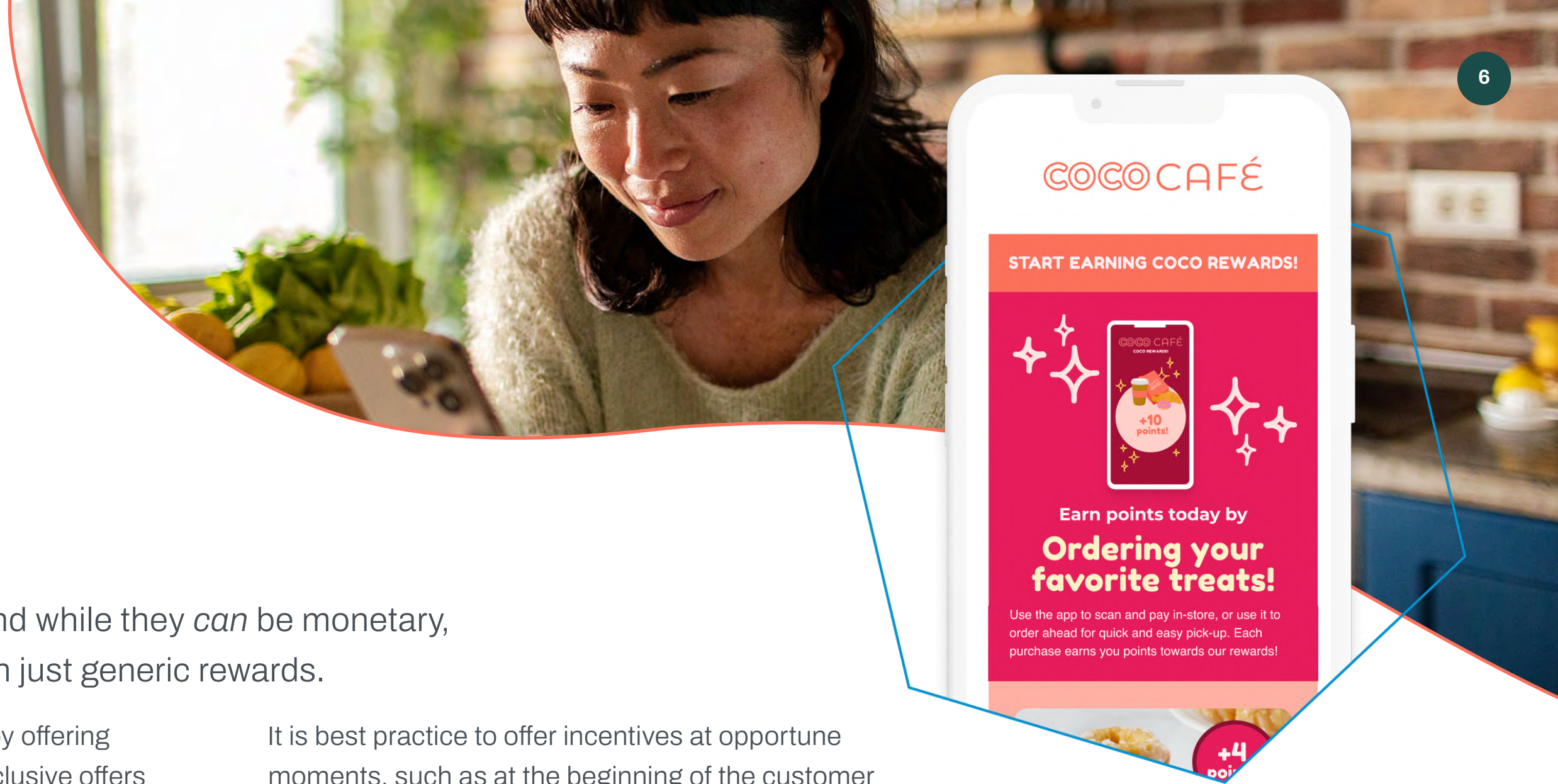
Incentivize

Consumers love incentives. And while they *can* be monetary, incentives should be more than just generic rewards.

Level up your incentivization strategy by offering tailored rewards like VIP discounts, exclusive offers for new customers or loyalty points uniquely crafted to individual preferences. Incentives, when done right, are like gifting someone backstage passes to their favorite band's show – personalized and unforgettable.

The heart of incentivization lies in offering benefits that consumers *actually* want. Consider weaving in preference sections into your initial sign-up forms. This will give you a glimpse into what new customers want before you've even begun your welcome messaging.

It is best practice to offer incentives at opportune moments, such as at the beginning of the customer journey, after significant purchases or on special occasions. You want to deliver incentives at stages when customers need that extra nudge, again highlighting the importance of closely monitoring customer journeys. For example, a personalized coupon code for a fragrance may be great if the customer has expressed interest in it, but not the best idea if they expressed interest in it *and* purchased it a few days ago. That may seem like an obvious example, but it's a far-too-common error when brands depend upon cast-and-blast offerings.





Educate

Incorporating educational content into your welcome emails gives you an opportunity to introduce customers to unique offers, features or product benefits that separate your brand's portfolio from your competitors.

This can be provided through tutorials, how-to guides or product comparisons that will help the customer feel more secure when making purchase decisions.



In addition, keeping this educational content tailored to individual interests or past interactions shows that the journey isn't one-size-fits-all – it is unique to each customer. Personalization enhances the customized educational experience; one that understands concerns, leverages content to address and educate on those worries, and leaves customers loyal to the value and sense of safety you provide.

Earn bonus points!

Enjoying Coco Rewards is easy, especially if you keep an eye out for bonus points opportunities! Here are a few tips to find more bonus points to make the most of your rewards.



Tip #1

Look out for exclusive offers in the app to earn bonus points

Tip #2

Take advantage of double points in the app when you use your pre-loaded balance to pay

Tip #3

Check in the app for monthly special items that earn you double points

[CHECK OFFERS →](#)



Majorca rewards

Earn points quickly with qualifying experiences, stays and more - from enjoying our private spas, to adventure experiences, get rewarded for your travel.

[SEE DETAILS →](#)



Build your status

Use your points to achieve Patron status to unlock Majorca rewards perks, such as late checkout, preferred rooms, and more.

[LEARN MORE →](#)



Unlock experiences

Onboarding emails are also a great way to communicate your brand's values and mission to new customers. By including links to resources, FAQ sections, or customer service information, you are already instilling confidence and trust in your new customers.

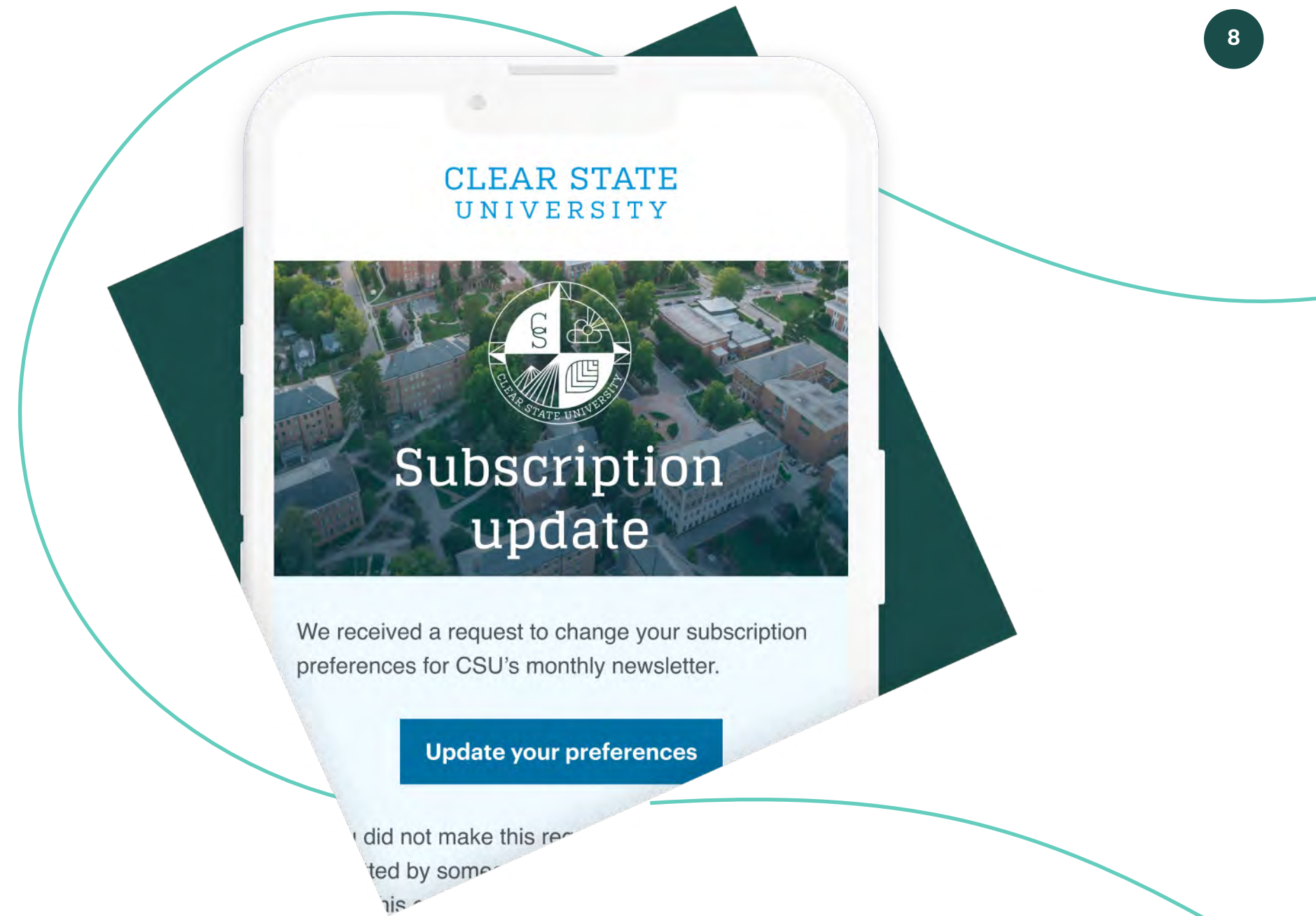
The key to an educated and loyal customer base is honesty and empathy. Integrating educational elements within onboarding emails is a way to prime customers with important insights that will aid in how they make buying decisions further down the line. Welcome emails present a golden opportunity for brands to foster trust and pave the way for a rewarding relationship that is beneficial to both the brand and the customer.




Collect data & analyze results

Think of the customer journey from beginning to end as your favorite novel – where each data point resembles a chapter in the book, ultimately painting a colorful narrative of consumer preferences.

This journey begins with data collection at various touch points. Chapter one includes every first interaction, whether it's a website visit, a social media engagement or a lead generation form, providing insight into customer preferences. Gathering information such as browsing habits and initial interests of the individual customer creates a foundation for understanding consumer behavior that you will build on throughout the journey.



One of our key recommendations is to build straightforward data collection mechanisms during onboarding emails – think surveys, welcome questionnaires or product preference forms. This approach enables your brand to gain insight from the very beginning. With this information in hand, you can build campaigns and segments for preferences for product categories, understand the frequency in communication your subscribers want, and curate offers for the unique interests of your customers.



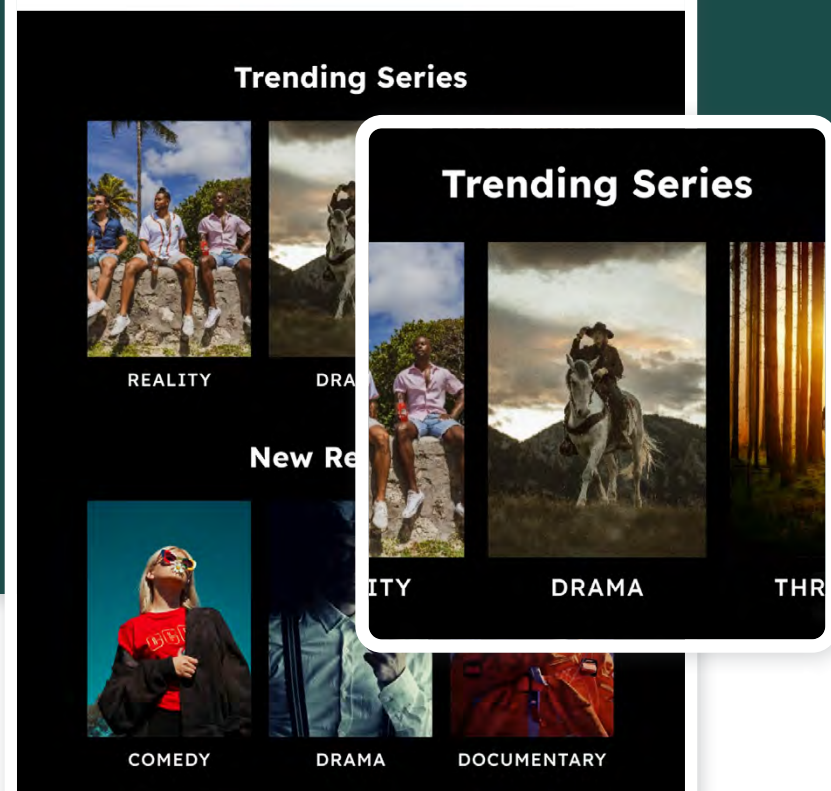
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Trending Series



Trending Series

REALITY DRAMA

COMEDY DRAMA DOCUMENTARY



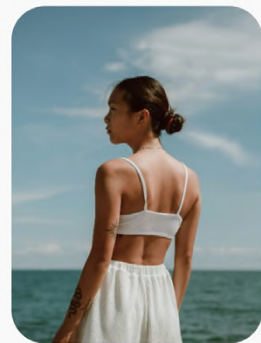
SHOP THE ESSENTIALS

Shop our best sellers and discover what's been making some waves.

SHOP BEST SELLERS



MATCHING SETS



LOUNGE

77% of consumers find data privacy policies to be an important or critically important factor in *maintaining brand loyalty*

To maximize data collection in a welcome email, you should implement technology that has the ability to track recipient engagement.

Click-through rates, time spent on specific sections of the email or interactions with embedded links offer valuable insight into consumer preferences and behaviors. Encouraging customers to update their account profiles and preferences, or opt into specific communication channels, allows them to clearly express their needs. Emphasizing data collection in these small ways can help you turn casual interest into long-term loyalty.

Ethical data collection practices are crucial as transparency about data usage establishes trust between you and your customers. According to **Marigold's 2024 Global Consumer Trends Index**, 77% of consumers find data privacy policies to be an important or critically important factor in maintaining brand loyalty. And further, 61% of consumers find indirect tracking tools, like third-party cookies, to be a creepy marketing tactic. To uphold trust and credibility, ensure you are obtaining consent for data collection and complying with data protection regulations.



Remind

Finally, it's important to remind your consumers about what you offer, how you can help them and how you are there for their needs.

In your messaging, you can create a sense of urgency with a gentle nudge toward completing a pending purchase or taking advantage of a special offer set to expire. When crafted and embedded with personalized content, these reminders rejuvenate the consumer's mind to remember the specific interests they originally had or items they left behind.

Personalization plays a helpful role in reconnecting reminders to personal needs and demonstrating attentiveness and understanding of that individual's specific journey. When sending reminders to potential customers who have not yet converted, you want to convey the message that you understand their challenges, best illustrated with the aforementioned personalization. With these steps in place, the consumer is more enticed to value your commitment and convert to a loyal customer.

COCO CAFÉ

WELCOME TO COCO REWARDS!

Treat Yourself & earn points doing it!

Let's get you started earning Coco rewards. The first step is downloading our mobile app. From there, easily order ahead, choose your payment by entering your payment information, or using pre loaded money from your account.

Your points will quickly add up to some tasty rewards! Earn things like free drinks, free pastries, and birthday treats.

Pay with cash, credit, or debit cards*
1 star per \$1 spent

Pay with cash, credit, or debit cards*
1 star per \$1 spent

GET STARTED →

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5 Reasons to Dive into Cinewave

- 1 Exclusive Content**
Cinewave brings you exclusive access to a diverse range of movies and series you won't find anywhere else.
- 2 User-Friendly Interface**
Navigate effortlessly with Cinewave's intuitive interface for a seamless and enjoyable experience.
- 3 Curated Collections**
Experience personalized movie suggestions based on your viewing history and preferences.
- 4 Offline Viewing**
Download your favorite content and enjoy it on the go, even without an internet connection.
- 5 Multi-Device Streaming**
Cinewave ensures your cinematic journey is accessible across all devices.

SIGN UP & STREAM

Wrap Up

Welcome emails serve as a virtual handshake between brands and their consumers, offering the initiation to a potentially long-lasting relationship. When crafted with personalization and relevance, welcome emails can showcase a brand's understanding of each individual's preferences and needs.

Beyond initial hellos, welcome emails serve as an opportunity for education and a gateway for collecting initial data and insights. Whether through informative content or preference surveys, you will be able to empower your customers to learn more about your brand while also gathering information to personalize future communications.

In essence, welcome emails are the cornerstone to building loyal consumers by initializing meaningful connections between you and your audience.



Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

