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Content Sells

NEW CUSTOMER EMAIL SEQUENCE TEMPLATE

Introduction

It is quite common for businesses to focus on email marketing to get new leads.

But what happens when those leads turn into customers?

Email marketing can be an extremely powerful strategy for creating loyal, happy, engaged customers right from the start.

And if you do the math, it's often much cheaper to retain an existing customer than to gain a new one. In fact, a 5% increase in retention is equivalent to a 25-100% increase in profits, depending what industry you are in.

So, how do we do that?

We recommend you manage your customer's experience POST PURCHASE and a New Customer Email Sequence is an important part of that process.

5 Goals of your New Customer Communications

1. Reassure
2. Orientate
3. Switch On
4. Connect
5. Move Forward

#1 - Re-assure

From the moment your customer buys from you, they very quickly move from the euphoria of the decision into what's known as "Buyer's Remorse" – this is particularly so for large purchases, but applies even for smaller purchases. It can show up as a feeling of anxiety or fear about having made the wrong choice, or perhaps guilt about spending the money, or they may even start wondering if they've been "duped" by you – the bottom line is they are wondering "did I make the right decision?"

So, we very quickly want to reassure our customers that YES, they did make the right choice. We do that by saying it overtly in our emails but also showing it by our actions – being prompt, responsive, caring, delivering on what we promised, and keeping the channels of communication open.

Another great way to reassure our new customers is social proof – showing examples of people, just like them, who have had a great experience/achieved success/desired outcome with your product/service.

First impressions are important – remember to be human, caring empathic. This is when your customer is feeling most vulnerable.

Send the reassurance emails as soon as possible after purchase.

#2 – Orientate

This is helping your customer know what to expect in terms of your:

- Communication
- Interaction
- Service

Will you be sending regular emails or a monthly newsletter? If so, let your customer know to look out for those.

Think about the questions your customer will have about "how things work around here" and provide answers in your emails – that could include information on special offers, warranty, service, upgrades, how to access help desk or give feedback, who they will be dealing with, service standards and commitments.

#3 – Switch On

These emails are aimed at helping our customer use the thing they purchased.

If its software, these emails help them install it – eg installation tips, bonus training video; eg it's a new outfit, these emails help them to wear it – eg examples of how others wore it/style guide; eg its a membership they've purchased, these emails help them to use it eg a gym may send the timetable or a complimentary personal training session.
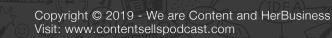
Make a list of the things you want your new customer to do as they engage with your product or service and create email content around supporting them to do that.

#4 – Connect

Truly loyal customers who stay and keep buying with us do so because of a connection beyond price. This is typically an emotional connection and our email communication should always be focussed on building that connection.

We do that by:

- **Sharing your values**, mission and purpose and giving our customers something bigger to believe in/resonate with eg Harley Davidson "Ride Hard or Go Home" or Lorna Jane "Move, Nourish, Believe"

2.

- **Aligning on a common** cause eg TOMS shoes – for every pair you buy, they provide a pair of shoes to someone in need
- Providing other **ways you can stay in touch** – social media, helpdesk,
- Introducing our team
- **Becoming more vulnerable** / transparent - share your passion, who YOU are, your philosophy and personal stories
- **Personalize** – celebrate anniversaries, birthdays, milestones
- **Asking for feedback**, giving customers opportunities to help or engage eg surveys, meet ups

#5 – Move forward

Here you are thinking about the next thing you want your customer to do. What is the next step you'd like them to take? Perhaps it's to renew their subscription, purchase the same product again, or purchase a new product. Maybe you want them to upgrade or refer their friends. Your Move Forward emails are all about supporting those next steps.

A note about the process:

These 5 goals for your nurture campaign are not necessarily <u>sequential</u> stages – your New Customer Email Nurture Sequence needs to feature a mix of these goals.

Here is a recommendation for that mix:

- First thing - **reassure** – crucial you do this early
- Then start mixing in **connection** and **orientation**
- Once some rapport is established and they know which way is up - then start **switching on**
- Now you can start to phase out **orientation** but keep up **connection** and **switching on**
- Then you can start to phase in **moving forward**
- Gradually phase out **switch on**
- Focus on **connection** and **moving forward** ongoing

SAMPLE – New Customer Email Sequence

Reassure

Email 1 – confirm purchase (eg key details, receipt, password, delivery details) WELCOME, you are important to us

Email 2 – you did the right thing – social proof / interesting success story / results of product testing, recent award – content that will verify they made the right decision

Connect

Email 3 – share values – manifesto, story about how you got started/your big why/ purpose/mission

Orientate

Email 4 –what to expect - communication: regularity of communications, process from here eg someone will call you, regularity of newsletter, where to look for bonuses/discounts/ specials, other ways you can connect via social media etc

Connect

Email 5 – personal story / connect at emotional level – values, mission, empathy

Orientate

Email 6 – what to expect - interaction (eg website, help desk, feedback, teaching them how to work with you, who's who)

Email 7 – what to expect – service commitment, promises, pledges, manifesto, service standards (ie answer your email within 24 hours), what we'll never do

Switch On

Email 8 – how to use it * see examples * link to user journey – may need triggers here

Connect

Email 9 – introduce team – fun video, who's who, personal message

Switch On

Email 10 – bonuses and vouchers

Connect

Email 11 - Invite feedback – formal / informal

Switch On

Email 12 – specific consumption action focus + social proof – someone else doing it – their story (see, they are like you)

Move forward

Email 13 - next thing you want them to do – renew, other products, next level of engagement eg attend annual conference, upgrade

Connect - Ongoing

- Anniversaries, celebration, encouragement based on usage and other milestones
- Stories from community
- Special cause you may promote – invite to be part of

4.

Move forward - Ongoing

- **Next thing you want them to do** – renew, other products, next level of engagement eg attend annual conference, upgrade
- **Advocacy** – referrals
- **Exclusive** "money can't buy" experiences for best customers
- **First access to new offers** / sneak previews / advanced notice / skip the queue offers
- **Live meet ups**, client events, product launches, functions and other special invitations
- Join **VIP club**

CAVEATS

This email sequence is meant to be a guide only. The important thing is to make it unique to your business and your customers. Use this structure as a foundation for creating your own sequence.

You may need to swap the order or change the quantity and focus of the emails based on the following variables:

- **Timing** - Your email sequence may need to be timed with delivery if your product is being shipped; may need to be timed with a particular process, if a service.
- **Complexity of Product** - Some emails may need to be replaced with personal touch-points or you may need more "Switch On" emails, depending on audience and complexity of product/offer.

It's super important that you match this email sequence to your customer's experience of your product. So, if it's going to take them two weeks for "Orientate", don't move on to "Switch On" until they are ready. You may want to build in certain triggers that start specific sections of this sequence based on your customer's actions.

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