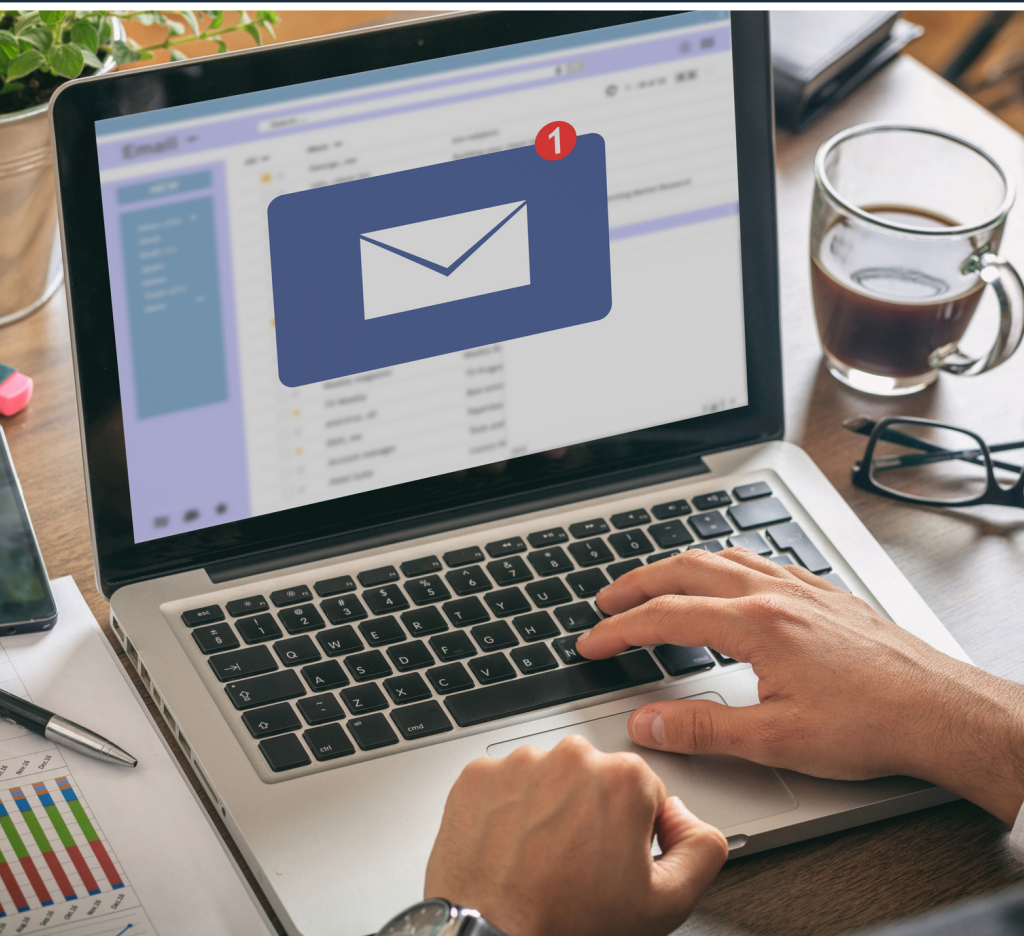


# Free Blog Email Marketing Templates

Rossi Digital Marketing



# Getting Started

## Before we get started, a few tips about emails.

- Less is more – respect people’s inboxes and don’t spam them with email. It may help some metrics or sales in the short term but it will hurt you in the long run (trust me).
- Provide Value – like the point above, don’t just send emails for the sake of sending emails. If there is no value or “purpose” to the email from the customer point of view then it shouldn’t be sent.
- Keep It Simple – make sure it is clear what the purpose of the email is, simplify your CTA and avoid ambiguous language (e.g. industry jargon, etc.)
- Experiment – these are just templates and there are no real 100% rules to email marketing. Test, experiment, mess around with different strategies to find what works.

With that being said, I hope the email templates below help you out! If you have any questions, feel free to reach out to me by visiting my website at <https://rossidigitalmarketing.com/contact-us>.



# Newsletter/Blog Email Template New Subscribers

*This email can be used to welcome new blog or newsletter subscribers. The goal is to welcome them and set expectations for what they can expect.*

**Subject Line:** You Have Successfully Subscribed ✓

**Alt Subject Line:** Welcome to [Your Company] Community ✓

Hi {{ firstname }},

We're so excited to have you join our community of [insert community, e.g. marketing professionals, etc.]! Get ready to [insert main benefit they get] with [insert what your newsletter will consist of].

Here's a taste of what you can expect:

- Example 1: Advice on XYZ Industry, e.g. Marketing Tools, Tips, and Advice
- Example 2: News on XYZ industry, e.g. The Latest Marketing News
- Example 3: Exclusive Resources for Subscribers, e.g. Exclusive Tools and Resources

We believe in providing value with every email (read that: we won't spam you) and will only send you updates that we feel are valuable.

In the meantime, if you have questions or feedback, please feel free to reach out.

Happy Reading!

**The [Your Company Name] Team**

[Your Logo]

[Your Company Website]

[Social Icons]

**Some quick notes:**

- **Subject Line** – straight forward to the point, tell them what the email is. I like to include emojis (even for professional businesses) as it helps the email stand out in an inbox.
- **First Section** – welcome section, make them feel appreciated and get them excited as they just subscribed. Reinforce what they are getting, i.e. the promise you made.
- **Second Section** – highlight specifically what your newsletter can send and why they should read it, this will depend on what you promised in your sign up form.
- **Third Section** – reaffirm your respect for their inbox and that you are only there to really add value.
- **Last Section** – highlight if they have questions, they can reach out.

## **Additional Thoughts**

\*As always, language you use will depend on the brand, industry, etc. For example, are you more friendly and playful or do you want to strike a more authoritative tone?

\*Goal of the email is to get them excited about the newsletter and looking for it in their inbox. This makes it less likely they will miss it.

\*While this email might get the reader to open your first couple newsletter emails, if your newsletter doesn't provide value then the unsubscribes and spams will be right behind.

\*Providing a double opt in is another good practice.

\*Depending on what stage you are in and how many subscribers, determining a cadence – i.e. we will be in your inbox every week is also a good practice.

Have questions? Reach out to us to schedule a [free 1-1 marketing consultation](#) today!

