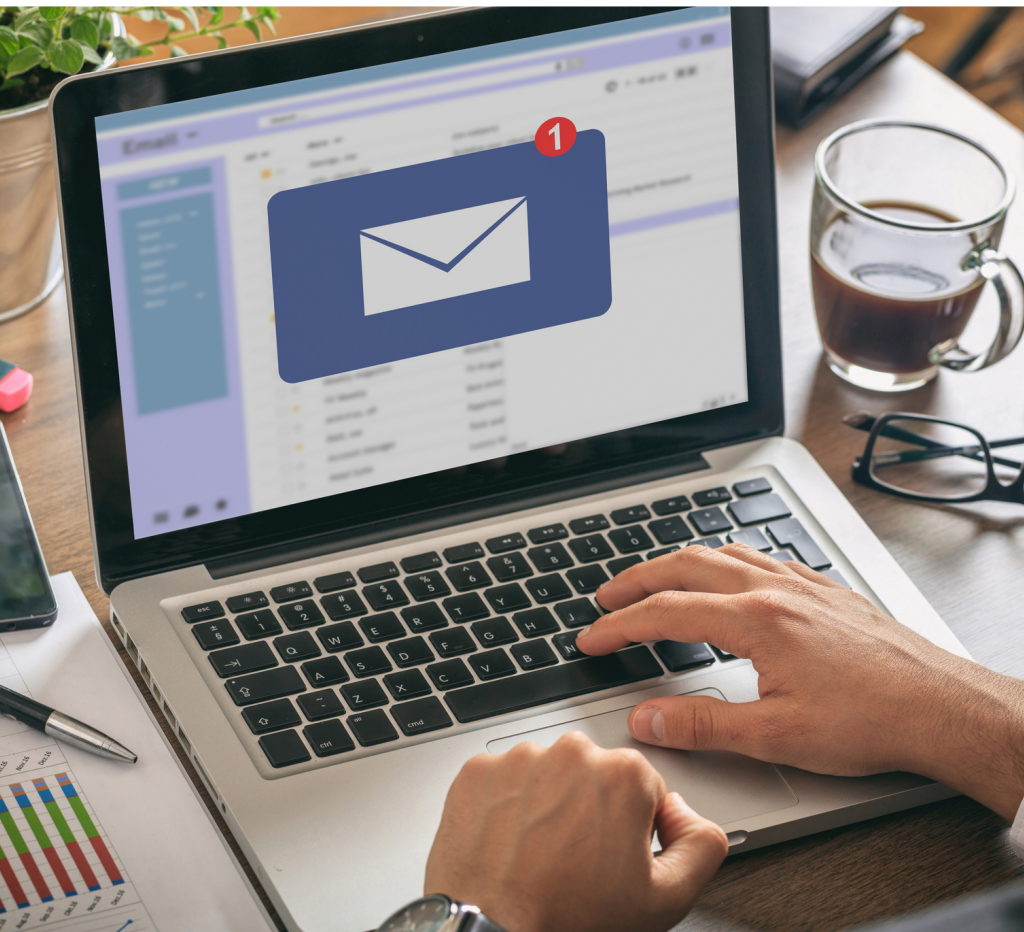


Free Get Started Email Marketing Templates

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>.



Get Started Email Template for New Customers

This email can be used as the first of an automated sequence for any new product purchase or trial. The goal of this email is to set expectations for your product/service as well as incoming training emails designed to help the customer onboard and get to their "ah ha" moment.

Subject Line: Your [Your Company] Purchase – Get Started 🚀

Alt Subject Line: Welcome to [Your Company] – Get Started 🚀

Hi {{ firstname }},

A huge welcome from all of us at [Your Company]!

Over [insert customer amount] use [Your Company] to [insert key benefits] and we're thrilled you've chosen us to be a part of your [insert what your product helps with - e.g., fitness journey, creative workflow, etc.].

We know getting started with a new tool can be a bit overwhelming, so we've put together a few things to make your experience smooth:

- Example resource 1: Set up your account: [Link to setup guide]
- Example resource 2: Check out our top features: [Link to features page]
- Example resource 3: Need help? We're here for you! [Support contact info, FAQ]

Over the next week we will be sending you some additional resources to help you get started (and learn about some of our cooler features) so keep an eye out in your inbox!

We appreciate you choosing [Your Company] and we're here to support your success every step of the way – please don't hesitate to reach out if you have any questions.

Let's get started!

The [Company Name] Team

[Your Logo]

[Your Company Website]

[Social Icons]

Additional Notes

- **Subject Line** – simple and covers contents of email. 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 right after a purchase is typically when buyer's remorse sets in.
- **Second Section** – social proof and branding plus lead them into how you are going to help them get started. It's your responsibility to make sure they can find the resources they need so provide these high level resources front and center.

- **Third Section** – assets to help them get going.
- **Fourth Section** – set the stage for future communications that they will receive and they will be more likely to see it.
- **Last Section** – thank them, and reinforce that you are there to help

Additional Thoughts

*The language and tone you use will depend on your brand voice. For example, are you more friendly and playful or do you want to strike a more authoritative tone?

*The entire goal of this email is to help them find value as soon as possible with your product so everything should be geared toward that – why? Because the quicker they find value the more engagement, less churn, quicker upsell etc. for your company.

*Don't overcomplicate this and try to hold back resources so you can send more emails, send everything you can to be helpful up front, then depending on what data you have you can send more specific emails (specific features or use cases based on industry etc.) over the next week.

