Email Templates: Essential Emails That Sell On Autopilot

Welcome Series

WHAT

A series of emails that welcomes them to your newsletter and, if offered, delivers the incentive you promised.

WHY

It gets you in their inbox right away and is a good chance to let them know what to expect. Get them thinking, "this was a good decision".

WHEN

Immediately after they subscribe to your email list. The series should span over 2-5 days in total, delivering value and getting them to your site or social.

EMAIL #1

Goal: Get them to open an email from you so that your are trusted by their inbox. This email should also let them know how being on the list benefits them and deliver the incentive, if offered.

Timing: Immediately after joining your list

Subject (option 1): Welcome! Here's how to claim your discount 🎉

Subject (option 2): Welcome! Here's what we have in store for you 🎉

―――――

Hey, {{ first name }}!

We're glad you're here! You have a lot to look forward to. We'll be passing along updates on new products, promotions, and much more.

For now, enjoy your 10% discount by using this code at checkout!

ADD CODE HERE

Hurry! It's only good for 48 hours. Some restrictions may apply.

SHOP WITH 10% OFF

Cheers!
{{ Business Name }}

Capital
Commerce

EMAIL #2

Goal: Get them back to your site and use their discount code to make a purchase.

Timing: 24 hours after joining the list (if they didn't make a purchase already)

Subject (option 1): Did you find anything you liked?

―――――

Hey, {{ first name }}!

We're here to help. Here are some of our popular new arrivals. Come check them out and use your 10% discount!

{{ product block OR graphic for collection }}

ADD CODE HERE

Offer expires in 24 hours. Some restrictions may apply.

SHOP WITH 10% OFF

EMAIL #3

Goal: Get them back to your site and use their discount code to make a purchase.

Timing: 20 hours after Email #2 (if they didn't make a purchase already)

Subject (option 1): Your discount expires in 4 hours 😱

———

Hey, {{ first name }}!

I just wanted to remind you that your discount code expires in just 4 hours. If there's anything you had your eye on, make sure to take advantage!

{{ product block OR graphic for collection }}

ADD CODE HERE

Offer expires in 4 hours. Some restrictions may apply.

SHOP WITH 10% OFF

Abandoned Cart

WHAT

A series of emails that follows up with a customer when they start checkout but do not make the purchase.

WHY

To get interested customers back to the checkout by staying top-of-mind and addressing any potential barriers like cost or uncertainty

WHEN

Four hours after they abandon their checkout. The series should span no more than 3 days.

EMAIL #1 (IF OFFERING FREE SHIPPING BASED ON ORDER VALUE)

Goal: Get them back to checkout to complete their purchase of the items they added to their cart. This may require addressing the barriers that ultimately swayed their decision.

Timing: Four hours after checkout started

Subject: Wait! Did you know you get free shipping? 👀

———

You left something behind!
Would you like it shipped free?

Great news! 🎉 Right now we are running a special promotion where if you spend at least $XX, we ship it to you for FREE anywhere in the US.

Guess what? You currently qualify for FREE shipping

All you have to do is complete your checkout (link).

{{ dynamic block that shows the items in their cart }}

RETURN TO YOUR CART

Not sure if it will be the right choice?

Don't worry! If it doesn't work out, you can return it within 14 days. If you have any questions or need any help, don't hesitate to contact our support team!

(555) 867-5309 | {{ support email }}

Capital
Commerce

EMAIL #1 (IF CART VALUE DOES NOT QUALIFY OR IF <u>NOT</u> OFFERING FREE SHIPPING)

Goal: Get them back to checkout to complete their purchase of the items they added to their cart. This may require addressing the barriers that ultimately swayed their decision.

Timing: Four hours after checkout started

Subject: Oops! You left something behind... 👀

———

We set aside all the goodies that you've added to your cart!

We saved all of the great items you've added to your cart so when you're ready to buy, simply complete your purchase.

Hurry! We can only save your cart for so long.

Complete checkout simply by <u>clicking here (link)</u>.

{{ dynamic block that shows the items in their cart }}

RETURN TO YOUR CART

Not sure if it will be the right choice?

Don't worry! If it doesn't work out, you can return it within 14 days. If you have any questions or need any help, don't hesitate to contact our support team!

(555) 867-5309 | {{ support email }}

Capital Commerce

EMAIL #2 (ANY SCENARIO)

Goal: Stay top-of-mind to get them back to your site and use their discount code to make a purchase.

Timing: 20 hours after Email #1 (if they didn't make a purchase already)

Subject: Your cart has limited stock, checkout soon! ❤️

_____

We'll take you right to your cart to get those items that caught your eye.

{{ product block OR graphic for collection }}

RETURN TO YOUR CART

Not sure if it will be the right choice?

Don't worry! If it doesn't work out, you can return it within 14 days. If you have any questions or need any help, don't hesitate to contact our support team!

(555) 867-5309 | {{ support email }}

Capital Commerce

EMAIL #3 (ANY SCENARIO)

Goal: A final push to get them to make the purchase by using an incentive (first time customers ONLY)

Timing: 24 hours after Email #2 (if they are a first-time customer)

Subject: What if we sweetened the deal? 🍬

———

Here is a special offer just for you (good for 24 hours only)

We're want to offer **10% OFF** 🥂 if you checkout in the next 24 hours.

ADD CODE HERE

Hurry! The deal is only good for 1 day!

{{ product block OR graphic for collection }}

RETURN TO YOUR CART

Not sure if it will be the right choice?

Don't worry! If it doesn't work out, you can return it within 14 days. If you have any questions or need any help, don't hesitate to contact our support team!

(555) 867-5309 | {{ support email }}

Post Purchase

WHAT	WHY	WHEN
A series of emails that is focused on getting them to make a second purchase.	It's a retention tactic. Returning customers are much less expensive to acquire and often become loyal ambassadors.	One hour after they make a purchase.

EMAIL #1 (IF IT'S THEIR FIRST ONLINE ORDER)

Goal: Get them to make a second purchase asap so that they become a return customer.

Timing: One hour after purchase

Subject: Welcome to the {{ Business Name }} family! 😊

_____

Thank you, and welcome to the family!

Hi {{ first name }},

I'm one of the owners of {{ Business Name }} and I wanted to say thank you for your recent purchase from us.

We appreciate your business, and are excited to have you join our community! If you have any feedback, or want to say hi, just reply to this email.

We'd love to hear from you!

P.S. We do like to send our first time customers a little appreciation gift, so be on the lookout for another email with that soon 😊

{{ Social links }}

Capital Commerce

EMAIL #2 (IF IT'S THEIR FIRST ONLINE ORDER)

Goal: Get them to make a second purchase asap so that they become a return customer.

Timing: 1 day after email #1

Subject: A little token of our appreciation 🎁

A gift from us...to you.

As a small way of saying thanks for shopping with us, we wanted to offer you **FREE SHIPPING on your next purchase**! Just fill your cart with things you love and pocket some cash 😄.

ADD CODE HERE

SHOP NOW AND SAVE

EMAIL #1 (IF IT'S THEIR SECOND ONLINE ORDER)

Goal: Get them to review their experience shopping with you.

Timing: 10 days after their order is fulfilled

Subject: We are all DYING to know...

———

Talk to us! How was everything?

Is your new purchase everything you hoped it would be? Please tell us how your experience has been shopping with us. The world would love to know!

⭐ ⭐ ⭐ ⭐ ⭐

REVIEW YOUR EXPERIENCE

{{ *note: we recommend linking them to add reviews on your Facebook page or Google listing* }}

{{ dynamic block that shows the items they purchased }}

Capital
Commerce

EMAIL #1 (IF IT'S THEIR THIRD ONLINE ORDER)

Goal: Get them to make another purchase as soon as possible, further making them into a raving fan.

Timing: 1 day after their purchase

Subject: Psst...we have a secret to tell you 🤭

———

You are 1 online order away from becoming a VIP! 🥂

Here at {{ Business Name }}, we take care of our best customers. When you become a VIP you earn all sorts of amazing perks!

* **$25 OFF** any future online order
* **VIP-Only sales** (we do these periodically throughout the year)
* **Early access** on new arrival collections

You're almost there! All you have to do is place one more order with us on the website!

We hope to welcome you to the club soon!

SHOP & BECOME A VIP

EMAIL #1 (IF IT'S THEIR FOURTH ONLINE ORDER)

Goal: Get them to make another purchase as soon as possible, further making them into a raving fan.

Timing: 1 day after their purchase

Subject: Welcome to the VIP Club, {{ First Name }}! 🥂

———

Congratulations and welcome to the VIP Club!! 🎉

You just placed your 4th online order with us! That is AMAZING! So here's the drill. You just earned our VIP Club perks.

* **You get $25 credit** toward any future online purchase (just use your unique VIP code below)
* **You now have access to our VIP-Only sales**. We'll send a message letting you know when our next one drops
* **You'll be first to know** about some of our exclusive new arrival collections throughout the year.

We're so excited to have you join! Thank you again for trusting us with your business. You are amazing.

Cheers! 🥂

Your VIP $25 Off code: ADD CODE HERE

SHOP WITH $25 OFF

Winback Series

WHAT

A series of emails that re-engages past customers that have not bought from you in a while.

WHY

It's a retention tactic. Returning customers are much less expensive to acquire and often become loyal ambassadors.

WHEN

75 days after their last online purchase with you.

EMAIL #1

Goal: Get your business back to being top-of-mind and get them back to the site to make a purchase.

Timing: 75 days after their last online purchase

Subject: It's been a minute! We have something for you...

———

We want you back so much that we have a special deal for you.

We've recently added some new favorites to the store and I think you're really going to love them!

We're so confident that we're even willing to give you **FREE GROUND SHIPPING** on your next order!

{{ product block OR graphic for collection }}

ADD CODE HERE

Offer expires in 48 hours.

SHOP WITH FREE SHIPPING

Capital Commerce

EMAIL #2

Goal: Get them back to the site to make a purchase with their free shipping offer.

Timing: 1 day after email #1

Subject: Last day to save with Free Shipping! 💸

Time is running out!

You have only 1 day left to take advantage of the Free Shipping discount we sent you!!

All you have to do is fill your cart with goodies and then use the code below. Boom!

ADD CODE HERE

Offer expires in 24 hours.

SHOP WITH FREE SHIPPING

PROMOTE A SALE OR COLLECTION

1. Our most-loved pieces.
2. Our gift-guide is here!
3. New fancy dresses.
4. Billowy blouses we love.
5. Just In: Sustainably-Made Masks
6. Fall furniture for any time of day.
7. Really flattering jeans.
8. Fall in love with the little things.
9. Don't forget your new essential.
10. Your favorite ---- are here!
11. 25% off everything!
12. Is today the day!?
13. Check out all of our new arrivals! You will love them!
14. Here's to intimate seasonal gatherings.
15. Tis the season for an extra 40% off sale!
16. The keep-forever kind of pieces.
17. The top 6 trending discoveries.
18. This. is. BIG. Black Friday STARTS NOW!

CUSTOMER WINBACK

1. Where have you been??
2. Come back! We miss you!
3. We've added a ton of new favorites since you last shopped
4. Hey, stranger
5. We haven't seen you in a while
6. Since you last shopped with us...
7. Free shipping. Just because we miss you!
8. We want you back!
9. Do you still want updates from us?
10. Long time no see, {{ first.name }}

ABANDONED CART

1. Did you forget something?
2. Did you get pulled away?
3. Heading out without checking out?
4. Oops, you forgot something. Complete your purchase
5. Thinking it over? We still have your order waiting for you
6. I brought you a magic carpet + (heading inside of the email: this will take you right back to your cart)
7. You're only 2 clicks away
8. Your cart is expiring
9. Your cart is sobering up
10. Don't make us beg. We ugly cry.
11. Was there something we said?
12. Are you worried about fit? Well guess what...
13. Is something holding you back?
14. Did you know about this? (include discount / free shipping offer)
15. Not ready to buy? What if we sweetened the deal?
16. "{{ first.name }}, please come to the front. Your cart is looking for you."

WELCOME SERIES

1. Welcome to the family!
2. We have great things in store for you
3. Welcome! Here is how to use your discount code
4. It's nice to meet you, {{ first name }}!
5. We're excited you've joined us! Here's what is next...
6. What if I told you...
7. Your welcome gift is inside!
8. We will do great things together!
9. You're in for a real treat
10. We are going to do great things together!
11. We will do great things together!
12. Nice to meet you! Let's get acquainted
13. Welcome! Can I show you a couple of things?
14. Alright! Here's what you need to know...
15. We make two promises to you. Ready?