

Welcome Series

Reaching out to new subscribers through a Welcome Series is one of the most important email marketing campaigns. A Welcome Series provides the opportunity to engage customers when they're most interested; build brand loyalty; help to profile customers; and ultimately generate revenue.

Regardless of how perfectly timed the deployment of a first welcome message, you cannot account for what may take precedence over your email. A thoughtful welcome series will deploy messages over an appropriate period of time to ensure maximum open, read, and click rates. Depending on your business, this drip campaign could be as simple as two messages, or can be a multi-touch campaign utilizing dynamic content over an extended period.

A simple series might include an initial welcome message and a second message to educate customers on your brand, policies, or promotions. A long term welcome series strategy continually engages a customer using messaging with dynamic content based on behavior from prior emails and preference centers.

Welcome Series Increases Engagement

Elements of Welcome Series Solution

- Strategy for long or short term series based on audience and goals
- Behavioral data analysis
- Email development including assets, creative and content
- Dynamic message assembly
- Automated workflow, based on time, data and behavior
- Post campaign analysis

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.