

# A Complete Guide to WordPress Welcome Emails (and Best Practice Tips)

Illustration by **Camille Portales**



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10 min read



## Email Marketing in WordPress

A **welcome email** is like a warm cup of tea: It lets you greet a friend (in this case, a subscriber) who shares a common interest (i.e. your business) and gives you the opportunity to get to know each other.

But unlike a cup of tea, welcome emails are capable of much more.

With a well-designed welcome email, you're building the foundation for a long-term relationship with subscribers. The idea is that after initially getting to know you, they'll continue opening your emails so you can keep them in the loop about your products or services and over time they'll become customers and eventually loyal advocates of your brand.



### Grow your audience, grow your business

Capture subscribers at the right time on your website and send them beautiful emails from your WordPress admin.

[Sign up for free](#)

That's why it's important to create a welcome email that sets the stage for the beginning of a beautiful friendship (as the **Casablanca quote goes**).

In this post, we'll look at why you need a WordPress welcome email for your business or WooCommerce store, walk you through the different types, the process of creating one, and put a spotlight on best practices.

# Why do I need a welcome email?

A welcome email is the first message from a business to a new subscriber. It's not only an instant notification of a successful subscription to a list but a chance for you to connect with a potential customer and tell them more about your business.

It's also the first impression you'll make on new subscribers in their most personal online space—their inbox. Welcome emails can include images, videos, **GIFs**, special offers or discounts, or just a friendly hello to kick things off.

Since subscribers have actively signed up to your list and your brand is front of mind when they receive your welcome email, it's no surprise they get the highest engagement rates of any emails.

**According to Inbox Army**, welcome emails have, on average, 4 times the open rate and 5 times the click-through rate of a standard email marketing campaign.

Further, Inbox Army stats show welcome emails see more than 3 times the transactions and revenue per email over regular promotional emails.

That's powerful stuff.

## What type of WordPress welcome

# email is best for my business?

Before you dive into creating a somewhat generic, catch-all welcome email, think about what you want to say to new subscribers and why. What is the goal for your email? Do you simply want to say a friendly hello? Or provide links to help subscribers get started with your product?

Whatever your goal is, be specific. Your welcome email should be informative, clear, and actionable. You want to entice your subscribers by sending them a welcome message that encourages them to take that next step.

If you're not sure where to start, make a list of what you want to communicate and what you want subscribers to do when they open your WordPress welcome email. This might include:

- Details about your business and a CTA to visit their account
- A special offer or coupon code and a CTA to purchase sale items on your WordPress website
- A video that, when clicked, takes subscribers to your latest blog post
- Information about getting started with your product and links to documentation
- **Product recommendations** and a CTA to purchase popular items



Despite the proven effectiveness of welcome emails, surprisingly, not all businesses embrace them. **Inbox Army stats** also show only 57.7% of brands have a welcome email—that's 42.3% of businesses that are missing out on the increased engagement and potential transactions that welcome emails can deliver.

## The 8 types of welcome emails + examples

Let's take a look at the different types of welcome emails. I've split them into 8 general categories, each of which come with its own set of pros and cons.

As you'll see, each example below showcases different tactics and strategies for engaging new email subscribers.

### 1. The “simple welcome”

When you just want to send a friendly “hello”, this type of email keeps things simple. It welcomes subscribers and usually includes a CTA that takes subscribers back to your WordPress website to learn more.

The Lalo email below includes some simple text and information about the business, product images, and links to social media accounts. It doesn't bombard subscribers with loads of different calls to action.

This isn't the best form of email if **immediate click-throughs** and conversions are your goal, but if you're going for long-term engagement and retention then it's a good option.



## Welcome to the family.



It's nice to meet you! We'll be in touch every now and then to keep you posted on things you'll want to know about, like launches, tips, promos, and meet-ups.



**Meet The Daily**

The first all-in-one, everyday stroller that comes with everything you need and nothing you don't.

**Learn More →**

**Make it official.**



 **Click click**



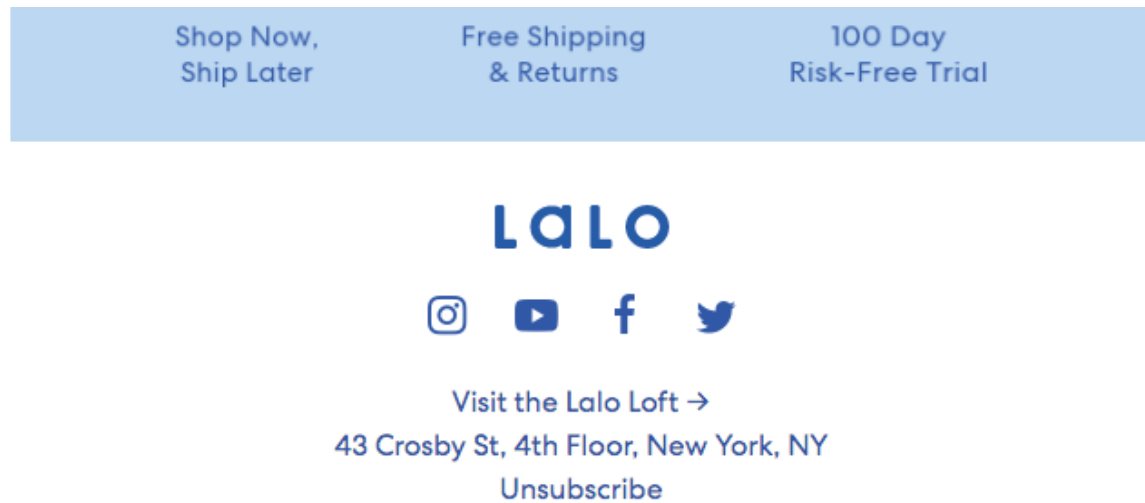


Image: [Really Good Emails](#).

## 2. The “thank you”

Giving away your email is a big deal online when inboxes are bombarded with newsletter and marketing emails on any given day. So when a brand offers a sincere “thank you”, together with a few words from the founder, it can catch subscribers off guard.

Saying “thank you” to subscribers for giving you their email is a nice way to welcome them to your list. This kind of email, like The Modern Desk email below, usually features a short letter and sets

**MailPoet**

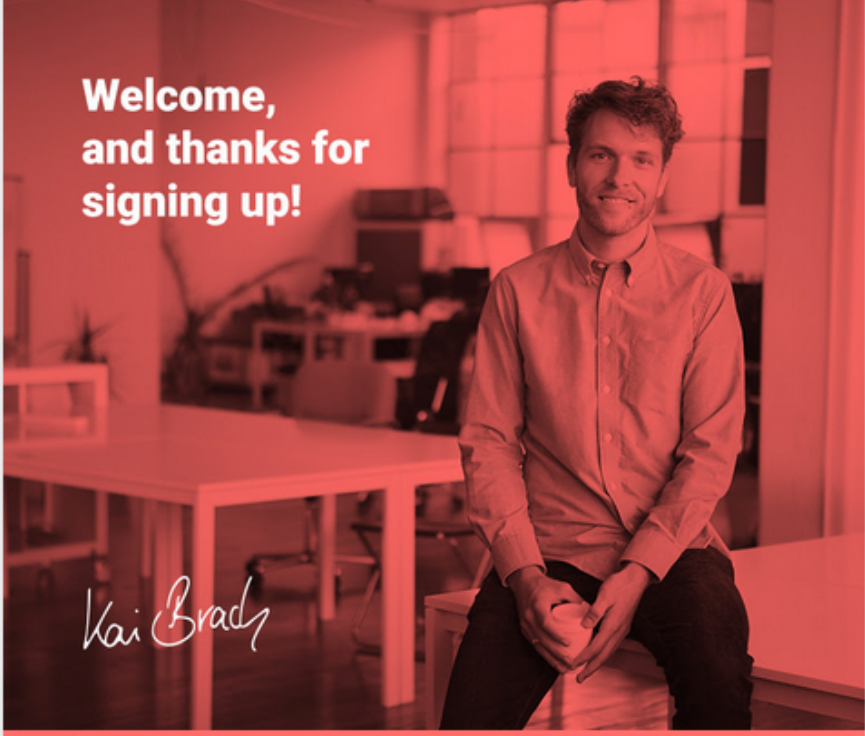


The main advantage of this type of welcome email is that it establishes trust and makes subscribers feel valued, even if it’s an automated email. However, keep in mind that it may be less effective in driving traffic to your WooCommerce site if conversions are your

goal.

## The Modern Desk

Welcome



Welcome,  
and thanks for  
signing up!

*Kai Brady*

### Hi there!

Thanks for entrusting me with your email address! I'll try my best to not just add to the noise, but make it a worthwhile newsletter you look forward to every week.

My day job is publishing Offscreen, a print magazine about the people behind technology and the web. I spend a lot of time online searching for interesting folks and innovative products. With this easily digestible newsletter I want to present you with a handful of my findings through a 'quality over quantity' approach.

Please help me spread the word. If you enjoy my weekly updates, follow TMD on Twitter, forward the occasional issue to your friends, or send them straight to [themoderndesk.com](http://themoderndesk.com) to subscribe.

Happy discovering!



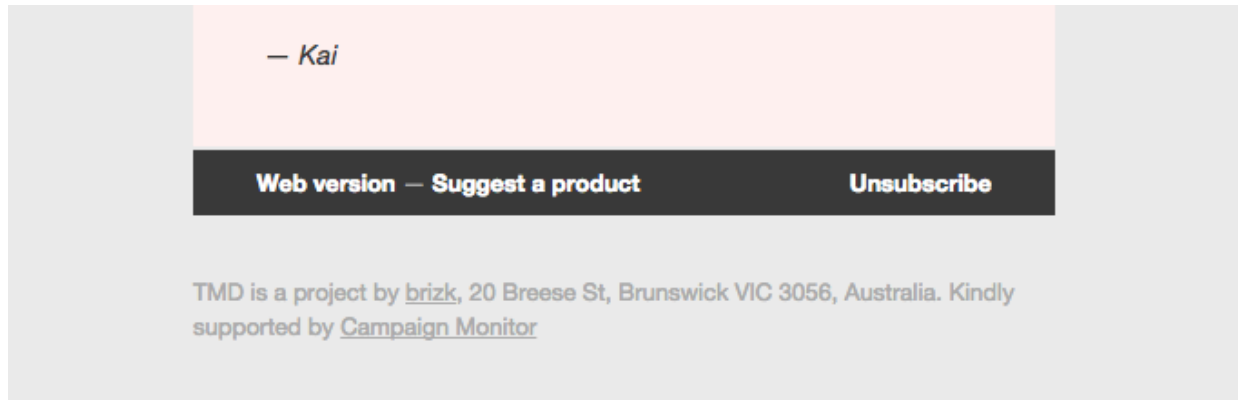


Image: [Really Good Emails](#).

### 3. The “getting started”

If your goal is to help new users get started with your product or service, the “getting started” email is what you want. This kind of email sets out the next steps for users after signing up.

The aim is to help users understand what they should do next in a simple, focused emails. Numbering each step, like in the AWS email below, will not only make it easy to get started but on a psychological level will encourage users to check off each action. It will also help establish habits around using your product.



**Start Building with Amazon Web Services**

Amazon Web Services provides a broad set of services you can use as building blocks to run sophisticated and scalable applications.

Here are three ways to [get started](#) quickly:



### Start Building a Solution

[Launch a Virtual Machine »](#)

[Host a Static Website »](#)

[Start a Development Project »](#)



### Try a 10-Minute Tutorial

Simple "Hello, World!" technical documents to help you get hands-on.

[View all 20+ Tutorials »](#)



### Explore Getting Started Resources

Curated use case tutorials, labs, projects, and videos to help you learn how to build.

[Explore the Resource Center »](#)



### Try Amazon's Simple Cloud Server

Lightsail is a virtual server that's cost-effective, fast & reliable with an easy-to-use interface.

[Learn more about Lightsail »](#)

Ready to sign in and begin using AWS services or manage your account?

[Log into the AWS Management Console now.](#)



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We hope you enjoyed receiving this Getting Started email. If you'd rather not receive future emails from Amazon Web Services, [unsubscribe here](#).  
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Image: [Really Good Emails](#).

## 4. The “showcase”

This is probably the most common form of welcome email, whereby brands showcase their products or services to subscribers. A “showcase” email will typically include information about the brand and what makes it a cut above the rest.

This type of email is great for conveying value to subscribers, who'll be happy to know the benefits of signing up. However, make sure you don't bombard subscribers with too much information or even irrelevant information.

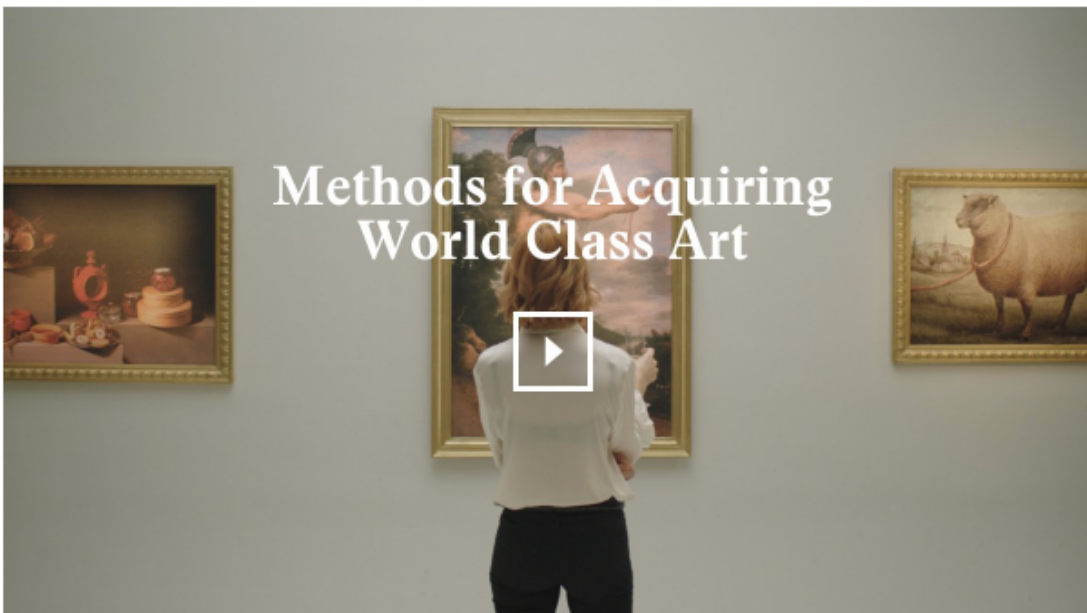
Since showcase emails are fairly common they can get lost in inboxes. So if you decide to use this type of email, be sure to use great imagery, sharp copy, and—like the Twyla email below—keep things minimal so subscribers aren't distracted from your key messages.





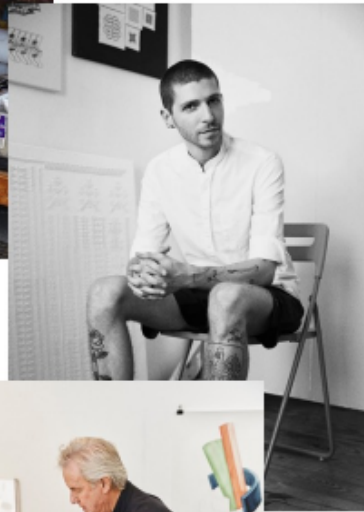
# Buying art just got interesting.

Shopping for art doesn't have to be intimidating. Twyla is the fresh new way to find world class art by top contemporary artists.



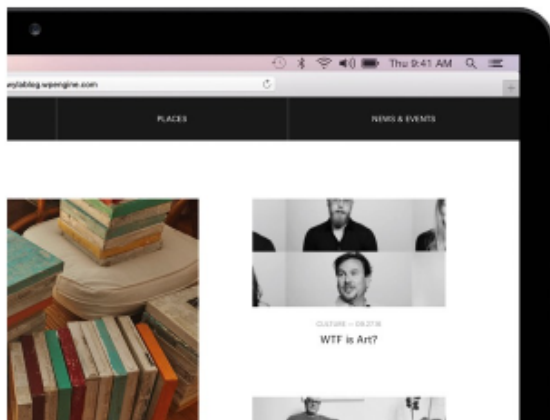


# We're all about the artists.



You won't find this group of badass artists anywhere else. Explore their work, their stories, and their paint-splattered studios.

[Explore artists](#) →



## Keep up with culture.

Our online magazine, Edition T: is the perfect spot to discover all things

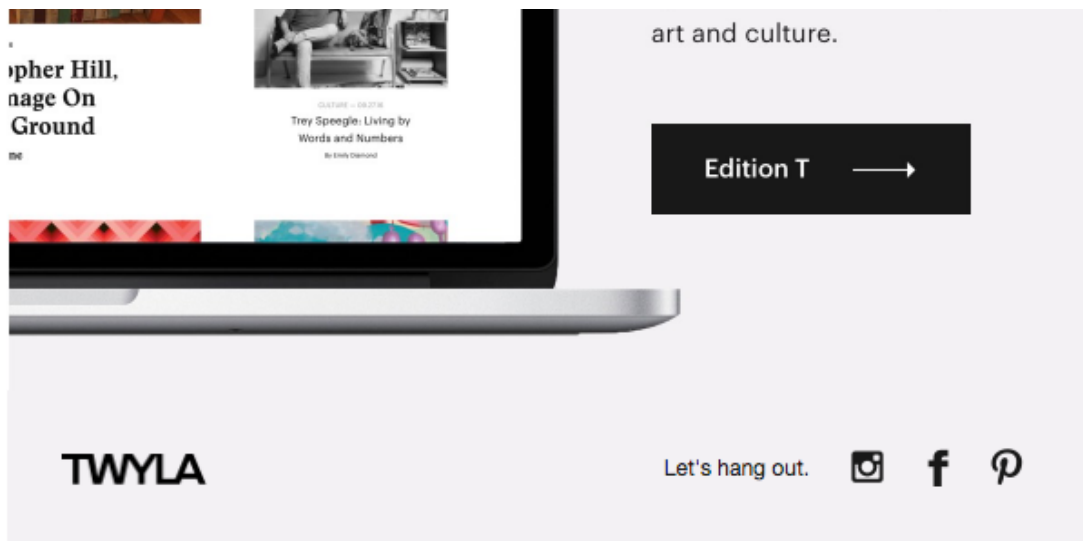


Image: [Really Good Emails](#).

## 5. The “special offer” or “discount”

Including a special offer, discount or coupon code is popular with e-commerce and WooCommerce sites and a great way to encourage immediate sales and attract new customers. After all, when a subscriber signs up to your list they’ve shown obvious interest in your brand and a discount might be all they need to push them towards making a sale.

Make sure your offer is enticing enough for subscribers to want to click through. Since this type of welcome email is popular, subscribers might expect an offer from you, so—like Good Eggs below—make sure it’s a good one.





# Get \$25 off your first order!

Choose a meal kit, stock up on the staples your family needs, or treat yourself to some local favorites. Check out today to redeem.

**Shop the Market**



## Use code **CHOOSEYOURGIFT**

This gift is valid for new customers only.  
Limit one gift per household.

---

“

Good Eggs is a mid week  
(or any day of the week, really) savior.



This email was sent to [hello@SmilesDavis.yeah](mailto:hello@SmilesDavis.yeah)  
901 Rankin · San Francisco, CA 94124 · USA  
[unsubscribe](#)



Image: [Really Good Emails](#).

## 6. The “shopping list”

There’s nothing wrong with being blatant and the “shopping list” welcome email is a perfect example of this. This kind of email is like a shopping catalogue that displays popular and/or sale items. The goal is clear: you want the new subscriber to buy from you.

When using this type of welcome email, design is everything. Make

sure your email isn't cluttered and your CTAs are obvious and clear. Barnes and Noble, for example, shows popular boos from bookseller-curated collections, inviting the subscribers to click-through to see more.

[View In Browser](#)


# BARNES & NOBLE

[Find Your Local B&N Store](#)

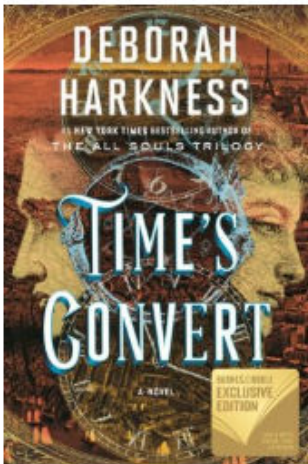
## *Welcome to Barnes & Noble*

Thank you for signing up for B&N emails! To get started, explore some of our favorite bookseller-curated collections below.

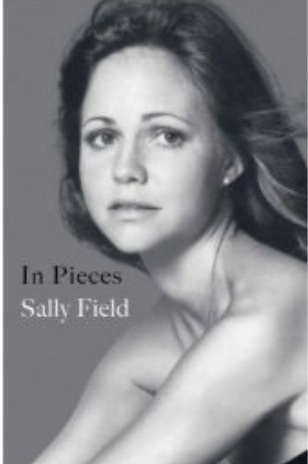
### Bestsellers



**An Absolutely Remarkable Thing**  
(The Barnes & Noble Book Club Edition)  
by Hank Green



**Time's Convert (B&N Exclusive Edition)**  
by Deborah Harkness



**In Pieces**  
by Sally Field



SEE ALL

## Teen Books



**To All the Boys I've Loved Before**  
by Jenny Han



**Kingdom of Ash (B&N Exclusive Edition)**  
(Throne of Glass Series #7)  
by Sarah J. Maas



**Escaping From Houdini (B&N Exclusive Edition)**  
(Stalking Jack the Ripper Series #3)  
by Kerri Maniscalco

SEE ALL

Image: [Really Good Emails](#).

## 7. The “video”

Including a video in your WordPress welcome email can be effective and engaging, particularly if you have a strong brand identity or want to give users a walkthrough of your product.

The minimalist email below from Airtable is a great example of video in a welcome email done well. In place of the video is a fun graphic, together with clear copy and a hard-to-miss CTA button.



Thanks for signing up! It's nice to meet you.



Not sure where to start? Learn the basics of using Airtable by watching this quick 2-minute tour.

[Watch the video](#)

We've also created helpful how-to guides in case you're looking for answers to something specific. You can find them in our [support center!](#)

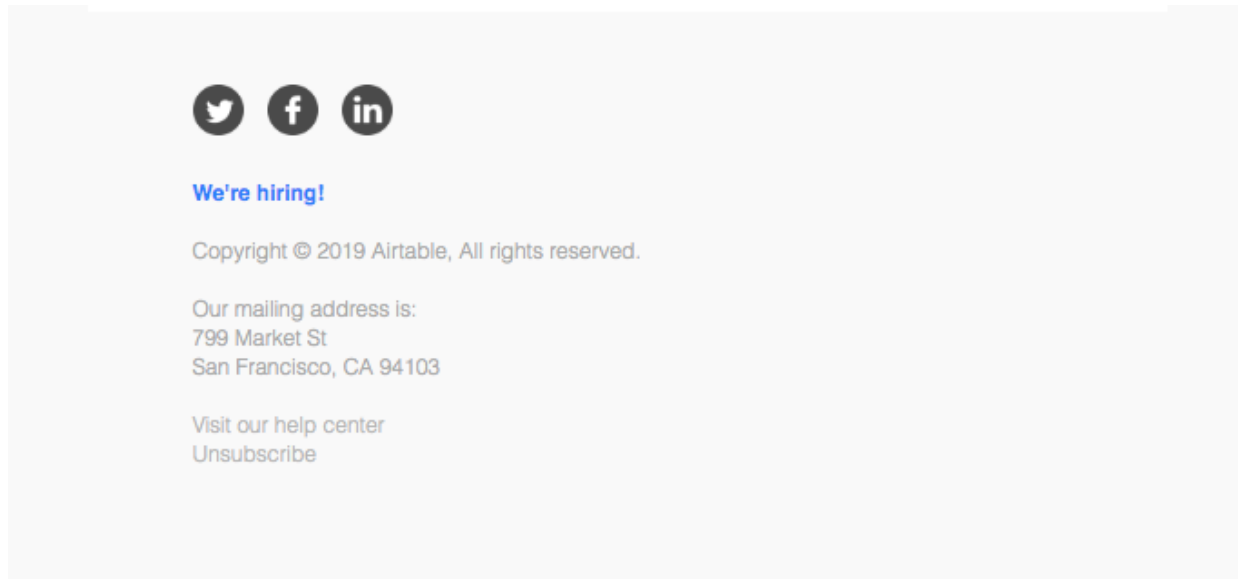


Image: [Really Good Emails](#).

Unfortunately, the way emails are coded and delivered **makes incorporating video especially difficult**. That's why you'll usually see images with a fake play button in place of an actual video.

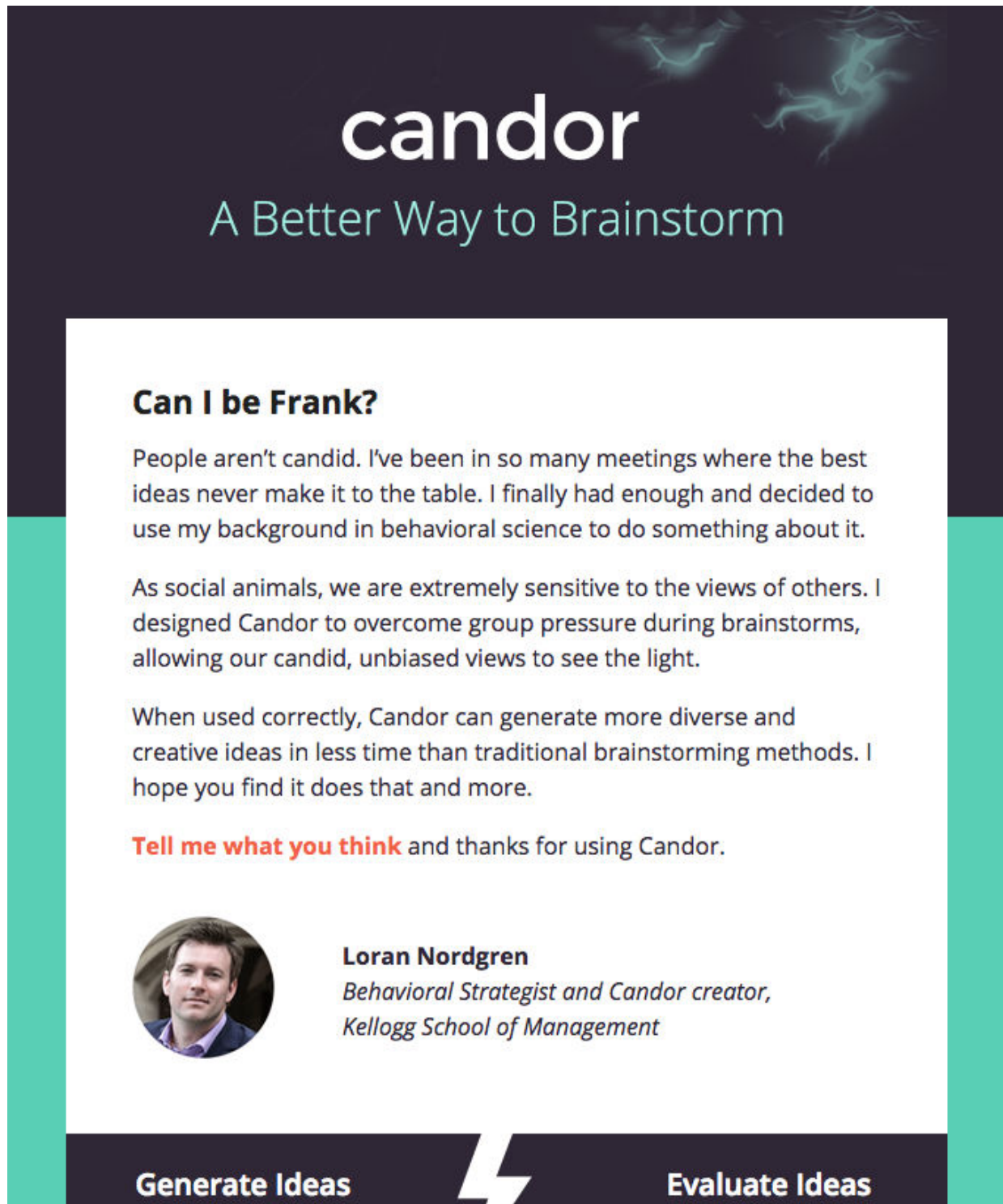
You can read more about how to use video in [Using Video in Your Email Marketing: A How-to Guide](#).

## 8. The “how-to” or “educational”

Similar to the “getting started” welcome email, the “how-to” or “educational” email aims to help users get to know your product or service and learn how to use it. Where this type of email differs is in its approach—it's more detailed and provides information and resources rather than actionable steps.

For example, Candor's welcome email features a step-by-step guide

on how to use their product before and during meetings. Using a clean, simple and minimalist design, the information is easy to understand and digest, which in turn helps to remove any obstacles the user might have about getting started with the product.

The image shows a promotional email template for 'candor'. The background is dark with teal accents on the sides and bottom. The word 'candor' is written in a large, white, lowercase sans-serif font. Below it, the tagline 'A Better Way to Brainstorm' is written in a smaller, teal, sans-serif font. The main content is in a white box with a teal border. It features a bold heading 'Can I be Frank?', three paragraphs of text, a call to action 'Tell me what you think and thanks for using Candor.', a circular profile picture of Loran Nordgren, and his name and title. At the bottom, there are two teal buttons: 'Generate Ideas' and 'Evaluate Ideas', separated by a white lightning bolt icon.

# candor

## A Better Way to Brainstorm


### Can I be Frank?

People aren't candid. I've been in so many meetings where the best ideas never make it to the table. I finally had enough and decided to use my background in behavioral science to do something about it.


As social animals, we are extremely sensitive to the views of others. I designed Candor to overcome group pressure during brainstorming, allowing our candid, unbiased views to see the light.

When used correctly, Candor can generate more diverse and creative ideas in less time than traditional brainstorming methods. I hope you find it does that and more.

**Tell me what you think** and thanks for using Candor.



**Loran Nordgren**  
*Behavioral Strategist and Candor creator,  
Kellogg School of Management*

**Generate Ideas**  **Evaluate Ideas**

*Privately*

*Collectively*

# Step-by-step guide to using Candor

## Before the Meeting

### 1. INVITE YOUR TEAM

Send your question or problem to the members of your brainstorming team.



### 2. GENERATE IDEAS PRIVATELY

Ask people to generate ideas before the meeting begins or devote the first 5 minutes of the meeting to generating ideas privately.



### 3. COLLECT SUBMISSIONS

Have each individual submit his or her ideas to the session organizer through Candor.



## During the Meeting

### 1. GET ALL THE IDEAS ON THE TABLE

Use the Candor web app to project all the cards. Have each person briefly describe all the ideas they





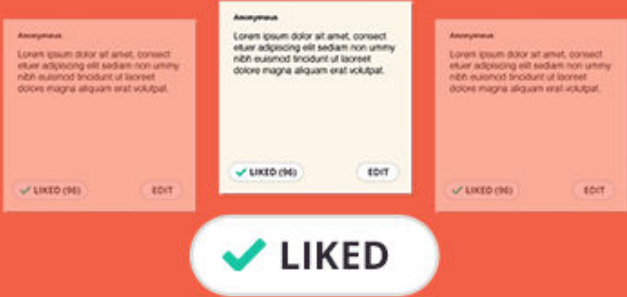
Have each person briefly describe all the ideas they generated. It's critical that at this stage people aren't evaluating ideas, they are simply hearing all the ideas.

## 2. DISCUSS ALL THE IDEAS

Now open up the discussion — eliminate ideas that don't stand up to scrutiny, modify existing ideas to make them better, cluster ideas into different categories, and add new ideas that emerge during the discussion.

## 3. PUT IT TO A VOTE

Use Candor to vote on the ideas. If a clear winner emerges, you can stop there. If a few ideas have strong support, you can now focus your discussion on the most popular ideas before voting again.



The image illustrates the Candor voting process. It shows three idea cards, each with a 'LIKED (96)' button. The middle card is highlighted in yellow, indicating it is the selected or most popular idea. Below the cards is a large 'LIKED' button with a checkmark, suggesting the user has just voted for the highlighted idea.

## Creating a welcome email

By now you should have an idea of what type of welcome email would best suit your business. So let's take a look at the process for creating one.

First things first: you're going to need an email plugin for your WordPress site that includes the ability to create welcome emails. For this example, I'm going to walk you through how to use MailPoet.

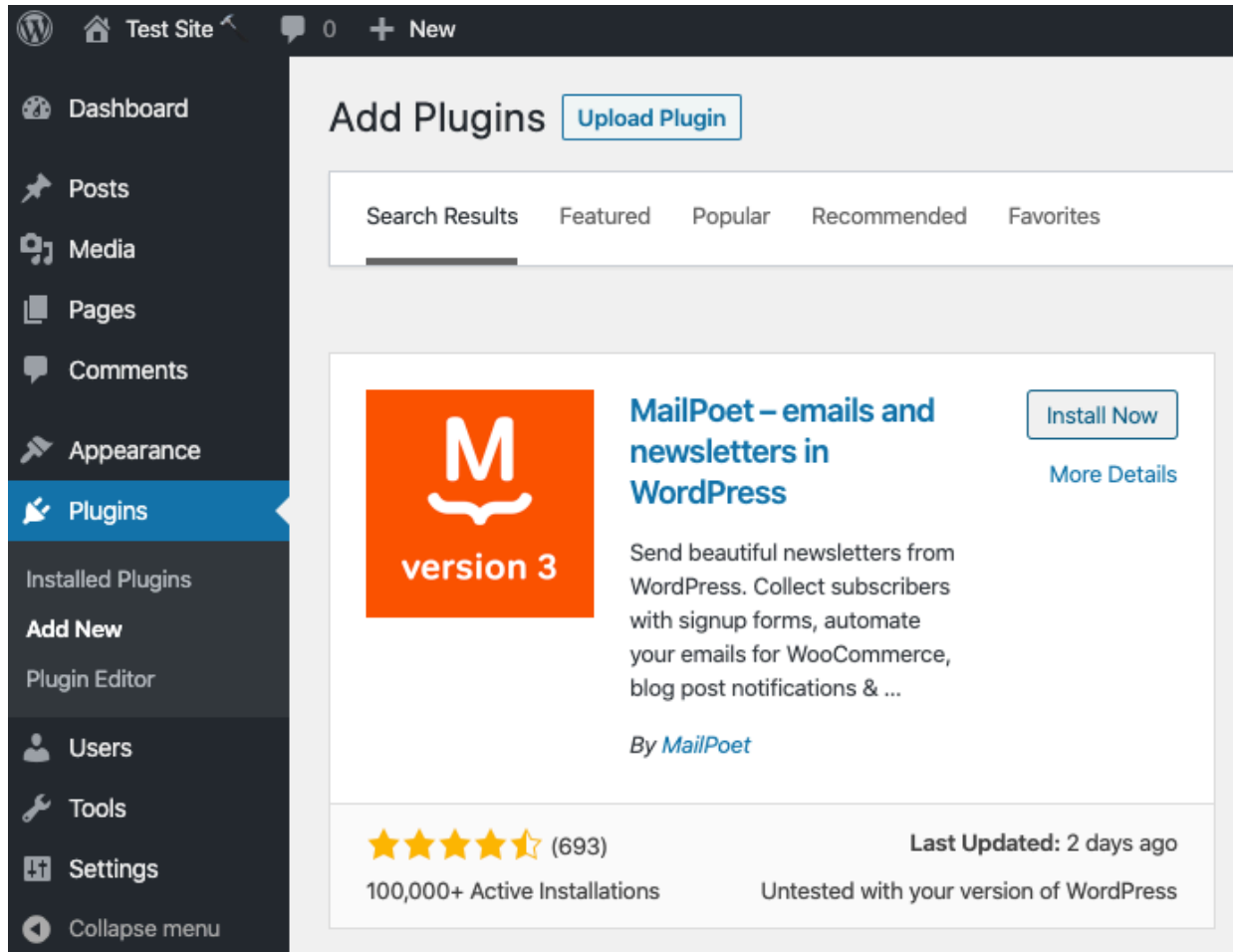
**MailPoet** is a user-friendly and powerful WordPress plugin for email that allows you to create and send WordPress welcome emails, newsletters, **WooCommerce emails**, and more.

It comes with a beautiful collection of welcome email templates, which you can customize to suit your business.

## **Step 1: Install and activate MailPoet**

MailPoet is available to download for free from the WordPress.org plugin repository. From the backend of your site, search for MailPoet and install and activate it.

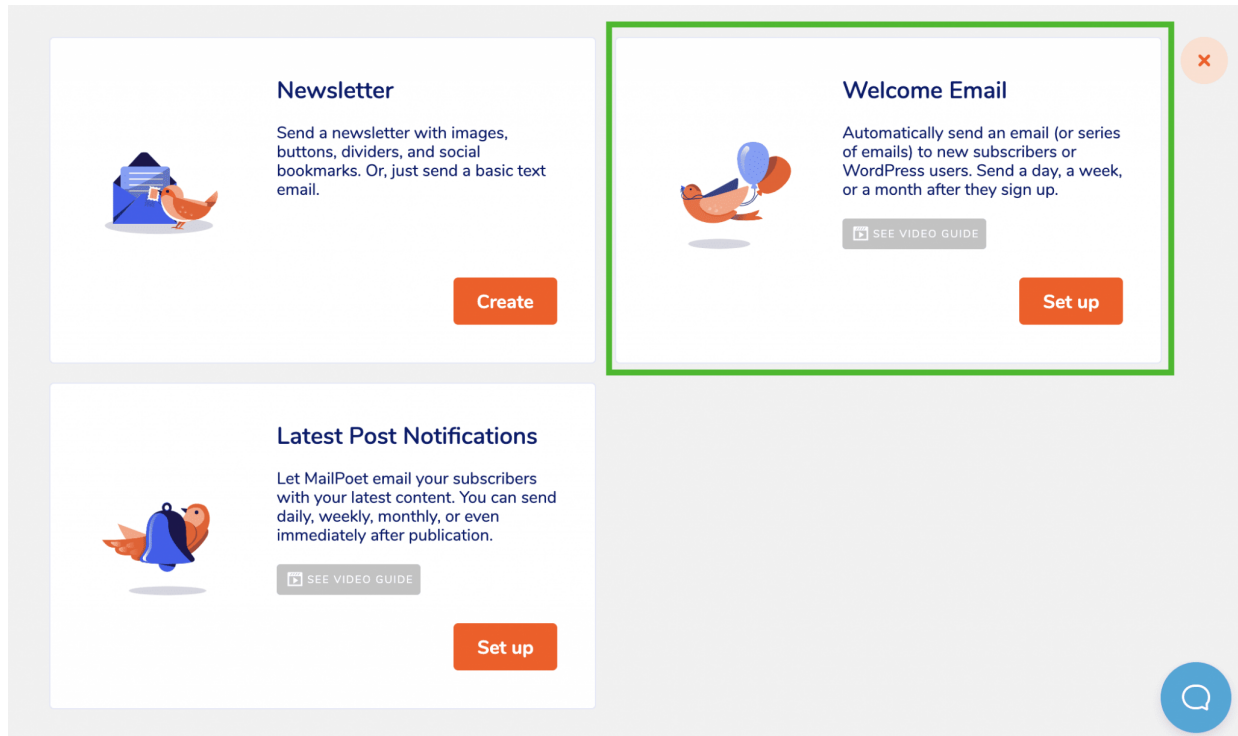




Once activated, go to **MailPoet > Emails** to complete through quick 4-step set-up process.

## Step 2: Create your WordPress welcome email

Next, go to **MailPoet > Emails** and hit “Add New.” Choose “Welcome Email” from the available options.



On the next page, you'll be asked when you want to send your welcome email and which list you want to send to. Select the options that suit your needs and click "Next."

1 **Welcome Email** | 2 Template | 3 Design | 4 Send

### When is this Welcome Email sent?

When someone subscribes to the list... ▼

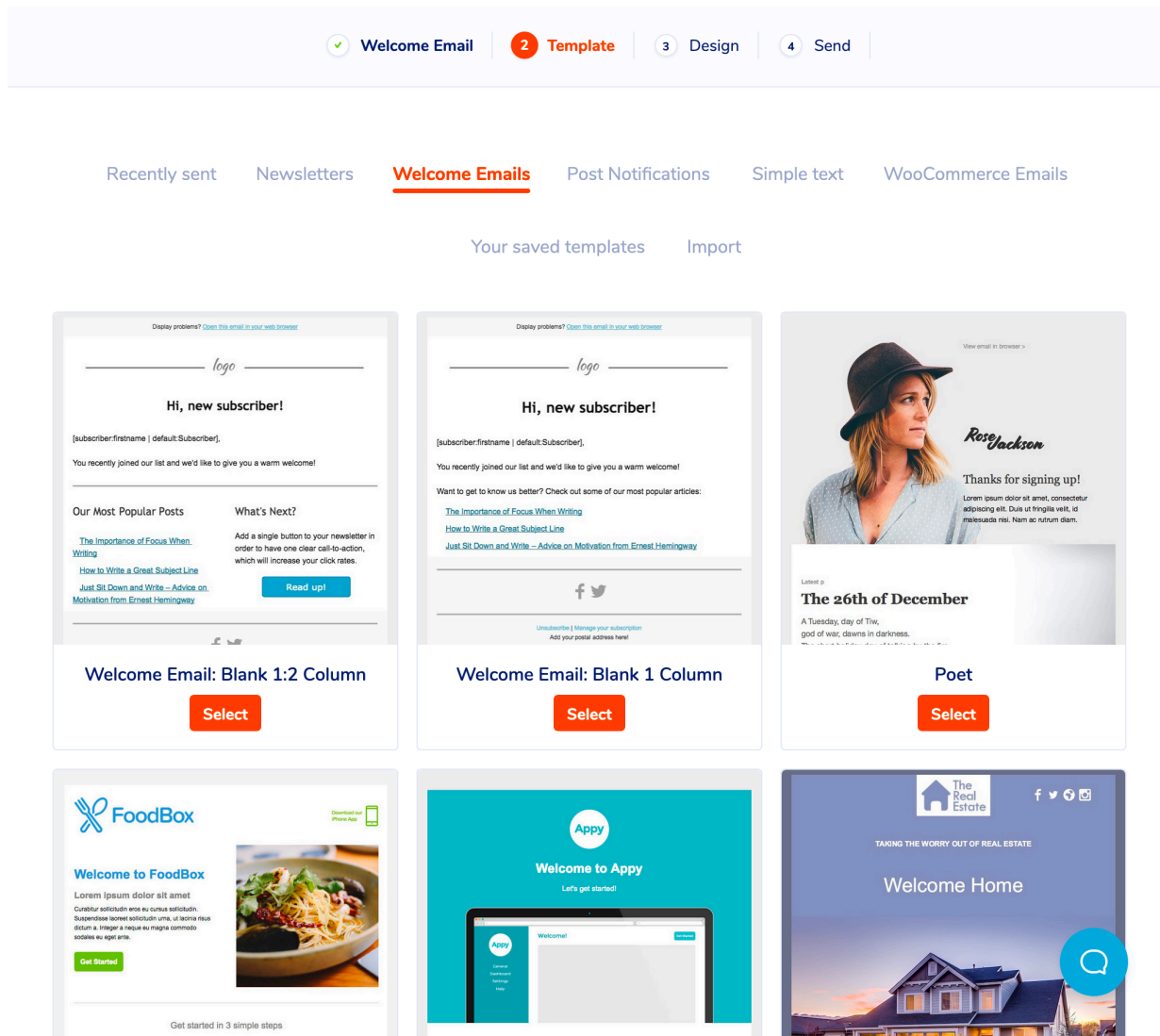
Instant Post Updates 2 ▼

immediately ▼

Next

## Step 3: Choose your welcome email template

Next, choose a template. MailPoet comes with a collection of well-designed templates created specifically for WordPress welcome emails. Choose the email template you like before before continuing onto the next step.



## Step 4: Customize your welcome email

MailPoet comes with a user-friendly drag and drop email designer that makes customization super easy.

To the right, you'll see a sidebar with options for styling email content and columns, which you can drag and drop into your email in the main part of the screen. The style panel lets you control universal fonts and text sizes for your email.

Go ahead and change the text, swap out or remove any images, change colors, fonts and more.

Subject

Preview text (usually displayed underneath the subject line in the inbox)

View this in your browser.

Rose Jackson

Thanks for signing up!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ut fringilla velit, id malesuada nisi. Nam ac rutrum diam.

Latest p

**The 26th of December**

A Tuesday, day of Tiw, god of war, dawns in darkness. The short holiday day of talking by the fire

CONTENT

- Text
- Image
- Button
- Divider
- Spacer
- Social
- Posts
- Automatic Latest Content
- Products
- Header
- Footer

COLUMNS

STYLES

To preview your email, select “Preview” at the top of the page. You can choose to email yourself a copy of your email or view it in your browser.

Once you’re happy with your email, hit “Next.”

## Step 5: Activate welcome email

The final step involves checking over the details of your welcome email, including the subject of the email, email list, sender details and giving your email campaign a name if you're using Google Analytics.

Once you're satisfied your email is ready to start sending, hit "Activate." The next time someone signs up to your list, they'll automatically receive your newly created welcome email.

- ✓ Welcome Email
- ✓ Template
- ✓ Design
- 4** Send

## Subject

Type preview text (usually displayed underneath the subject line in the inbox)



### Send this Welcome Email when...

- When someone subscribes to the list... ▼
- Instant Post Updates <sup>2</sup> ▼
- immediately ▼

### Google Analytics Campaign

For example, "Spring email".

[Read the guide.](#)

subject\_32

### Sender

Your name and email

laura

laura@mailpoet.com

### Reply-to

When your subscribers reply to your emails, their emails will go to this address.

John Doe

john.doe@email.com

Save as draft and close

Activate

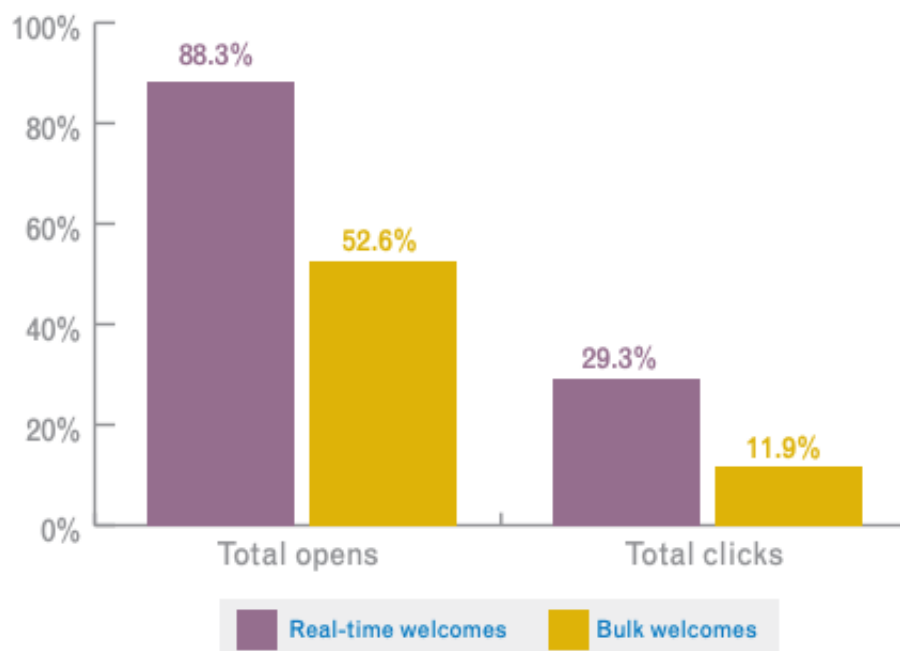
or simply [go back to the Design page.](#)

# When should I send my welcome email?



The MailPoet team recommends sending your welcome email to subscribers the same day they sign up.

In the brief tutorial above, I activated welcome email to send immediately upon signup. Subscribers are most engaged in the few short hours after signing up and, **as Experian reports**, real-time welcome emails have significantly higher open and click rates compared to welcome emails sent in bulk:



Users have come to expect welcome emails in their inboxes as soon as they sign up to a newsletter or make a purchase—this has become the norm. So don't disappoint, schedule your welcome email to send same day while your brand is still fresh in the subscriber's mind.

# Welcome email best practices

So what makes for a perfect WordPress welcome email? Let's take a look at some best practices.

- 1 Personalize your welcome email.** Use shortcode generators to insert names (e.g. Hi Sarah!) rather than use generic greetings (e.g. Hi there!). This ensures your email content speaks directly to your subscribers.
- 2 Tailor your emails for short attention spans.** Use headings, subheadings, bullet points, images, and good design to communicate quickly and effectively.
- 3 Don't skimp on design.** Make sure your welcome email is nicely laid out and easy to read. Ensure it matches your brand identity.
- 4 Keep your email messages concise and to the point.** Now is not the time to write an essay! Introduce your brand and ensure your words are consistent with your brand tone of voice.
- 5 Creating an excellent subject line will help boost your open rates.** For inspiration, check out **11 Best Subject Line Styles to Increase Your Open Rates.**
- 6 Storytelling makes your brand more relatable so don't shy away from sharing your brand story and including some real facts.**
- 7 Think strategically about the call to action.** What action do you want people to take when they open your welcome email? Make sure it's big and bold so new users don't miss it.
- 8 Automate your WordPress welcome emails.** This one's a no-

brainer. Automating your emails means they'll send automatically and you can track performance and monitor open and click rates.

- 9 Keep it mobile-friendly. Mobile continues to be the most popular reading environment for emails with 42% of all emails being opened on smartphones or tablets in Q1 2019, according to the [Litmus 2019 Email Client Market Share report](#).
- 10 Test your emails. Sending emails without proper testing can leave you open to mistakes. Check out [20 Best Tools for Testing Emails](#).

## Wrapping up

The success of your email marketing efforts relies heavily on your first few interactions with subscribers—and starts with your welcome email.

In this post we've explored all you need to know to get started creating your own WordPress welcome email. For more inspiration, check out [How to Improve Your Email Open Rates](#).

For WooCommerce store owners, check out [our guide to First Purchase emails](#), and you'll want to know [how to send WooCommerce abandoned cart emails](#).

*Have you had success with an effective welcome email campaign? Maybe you have tips and tricks you'd like to share? Let us know in the comments below.*



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Join 75,755 subscribers & get original tips and tricks delivered to your inbox each month.

Subscribe

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## Related Articles

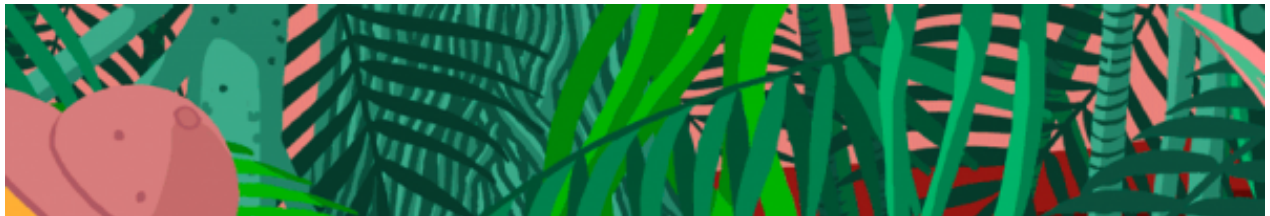


## 10 Great Business Email Examples to Use as Inspiration

Millions of professionals are launching newsletters as often as every single day. It takes just 5 minutes to check ProductHunt and Twitter or LinkedIn to see how many companies and individuals are trusting email as the main tool when it comes to

[Read Article](#) →

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## Ultimate Guide: Create and Send Emails with the Best WordPress Newsletter Plugin

Today, we're sharing everything we know about how to create and send newsletters from WordPress — over 8 years' worth of experience and hard lessons learned, all in one ultimate guide. We've published a lot of content over the years about ho

[Read Article](#) →

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## How to Use First Purchase Emails to Create Loyal Customers [Examples]

When working toward the long-term success of a company, building a loyal customer base is far better than using the slash-and-burn sales method. It's much easier, and economical to run a business that encourages repeat buyers, rather

[Read Article →](#)

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## Discussion



**Kenneth Hooks**

July 6, 2020

Hi Raelene , thank you for your post! Very helpful for me

thanks again



## Reply



**Kurt Uhlir**

December 18, 2020

What happens when you already have subscribers on a list with a welcome email that (that immediately sends up sign up) and then you later add an additional email or emails? Since the send trigger is either 1) immediately or 2) hours/days/weeks after being added to the list, if you add a 2nd email to be sent 24 hours after being added to the same list, does that go to only new sign ups or does it also send to people that were already on the list?

How about if you added emails to go out 24, 72, and 128 hours after sign up? Do those all go out at once or are they queued for past subscribers?

## Reply

### Your Comment

*Your email address will not be published. Required fields are marked \**

Yes, I want to receive MailPoet's insightful monthly newsletter.

Type your message \*

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