

Lessons from 21 of the best welcome emails in the ecommerce business

 gorilla360.com.au/blog/best-welcome-emails-in-ecommerce

First impressions count.

Especially for online stores.

Creating an highly-converting welcome email is critical for all ecommerce brands.

The first point of contact with your customer can make or break your relationship.

Don't waste the opportunity.

You've got one email to let your customer know how you can better their life.

Take the time to make it worth their while!

Your welcome email must nurture your subscriber, cradle them, take care of them, and make sure they return to your website to keep purchasing from you.

No matter what industry your business is in – from jewellery to homewares to clothing - follow our steps to ensure you're making the right first move.

I want to take you through some of the best welcome email examples from seven different ecommerce industries, and explain how three brands in each vertical use this tactic to build long-term customer relationships.

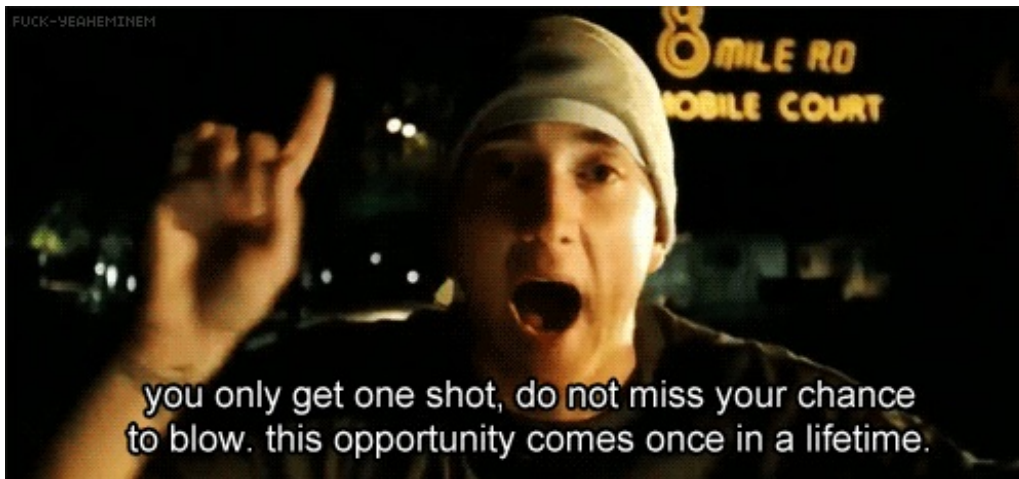
I'll leave you with the wise words of everyone's favourite Detroit online marketing expert on the importance of the welcome emails:

"If you had one shot, one opportunity.

To seize everything you ever wanted.

In one moment.

Would you capture it, or just let it slip?"



Slim Shady.

The original email marketing iconoclast.

An inspiration to any email marketing professional.

For those of you who would prefer some more concrete practical advice - I understand where it is you're coming from.

I've profiled three of the best industry examples from a bunch of different verticals so you can make the most of that one-chance-one-opportunity welcome email. Click through to your preferred section where the email marketing helpfulness awaits.

Short On Time? Your Skim-Read Summary:

Too busy to read the whole thing? We get it: logistics, synergies, KPI's - all that stuff. Here's the skim read version. You really should read the whole article though...

You can click on the dot point that takes your fancy and head straight to the relevant section.

[#1. Menswear Welcome Emails](#)

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#1. Menswear welcome emails

Understand your audience.

That's the best advice you'll get for producing quality welcome emails in the menswear industry.

For men, styling is often not as important as it is to women. High fashion, haute couture product shoot is wasted cash lost on a bloke who just wants a good looking, well-fitted shirt that lasts a few years.

In general, men want reassurance, credibility and authority from your brand to trust you enough to purchase.

But, men still want style advice. Shocker, I know. They need to look on point for Friday night's hot date, and if you can make 'em look sharp, feel comfortable and make it an easy, good value shop then you just might have a loyal repeat customer.

Menswear welcome emails need to be short and sweet. Dudes don't care so much about how many followers your brand has on Instagram. It's about value and convenience, and these three brands know exactly how it's done:

Mr. Porter's ecommerce welcome email

Mr Porter balances their clear sales proposition with helpful research-based content.

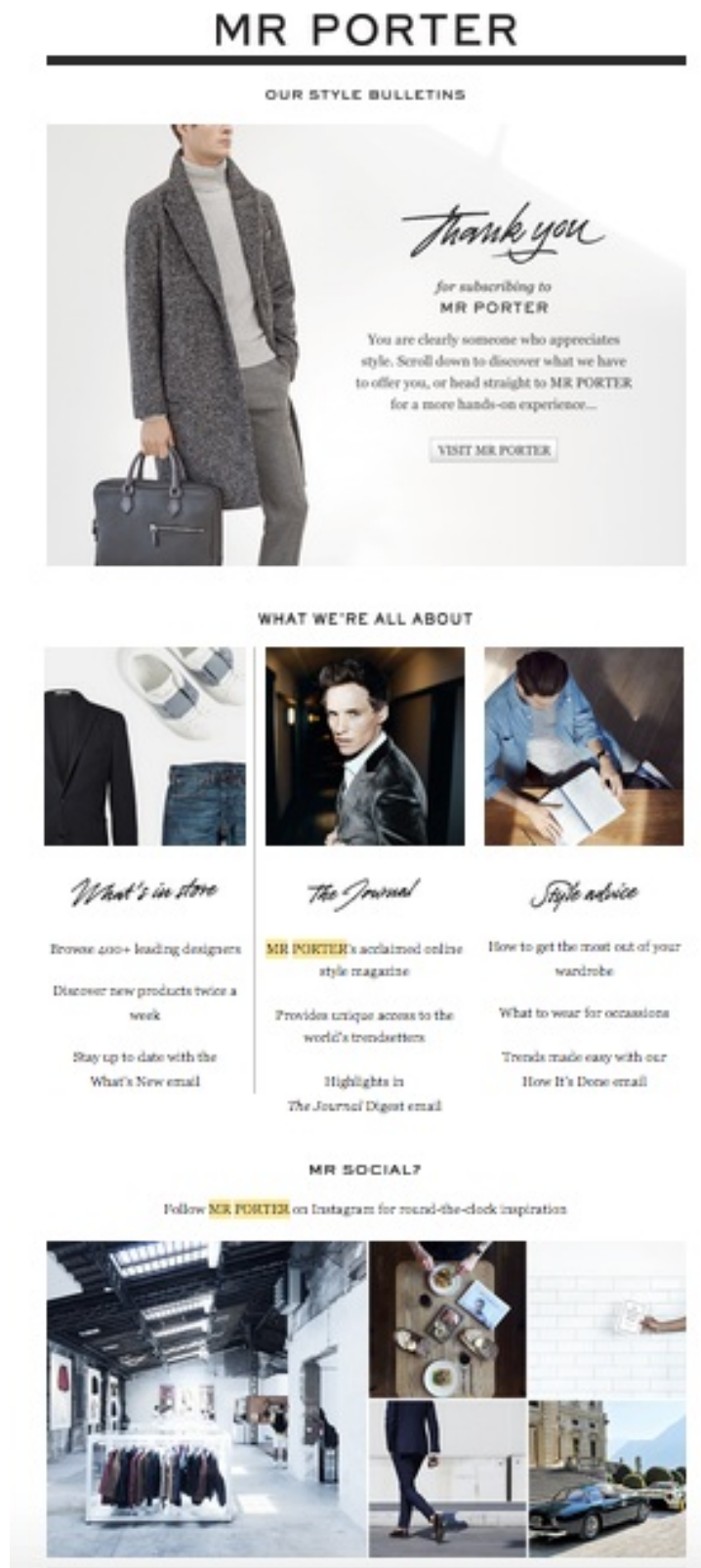
Yes, they clearly drive users who are ready to buy into a simple sale.

But there's no aggressive hard-sell!

Most customers don't appreciate a sales promo shoved down their throat in the first email they receive from a brand.

Mr Porter's welcome email is designed to introduce the beliefs and lifestyle of their brand to develop lasting relationships with their customers. The email nurtures, not just sells.

Consider introducing helpful, entertaining or educational content into your email marketing. This is key for Mr. Porter, allowing them to nurture subscribers who are not ready to buy.



Huckberry's ecommerce welcome email



Welcome

Huckberry is equal parts store, magazine, and inspiration for adventures near and far



We started Huckberry in 2011 for guys like us – those who live in the city but *live for* adventure. Today, we're still 100% funded by our customers, and having the time of our lives.

Here's how to get the most out of Huckberry:

DISCOVER + SHOP THE COOLEST GEAR



We find the coolest gear and emerging brands and tell their stories. New sales drop in your inbox every Tuesday + Thursday (along with a few Diversions for when your boss isn't looking).

EXPLORE HUCKBERRY

"Where men should shop online"
MENS JOURNAL

GET INSPIRED ON THE HUCKBERRY JOURNAL



With custom motorcycles to campfire recipes and everything in-between.

SEE OUR STORIES

"If Huckberry was a bar, I'd be a regular"
MIRA S.

EXPLORE BRANDS OFF THE BEATEN PATH

Unique gear, hand-picked by our experts and delivered right to your inbox. Discovering the next cool thing has never been easier.



ADVENTURE WITH US ON INSTAGRAM

Updated daily with inspired photos, takeovers from our favorite adventurers, and more.

FOLLOW US

"One of the most beautiful feeds of images I have seen."
- Connor B.



You need to convince subscribers your brand is the best choice – particularly if you're a startup with low levels of awareness within your target audience.

If you want to establish authority and develop trust with your welcome email – use objective influencers to testify you have the goods.

Outdoors e-retailer, Huckberry uses testimonials to build trust with their newly minted subscribers.

It's all about audience-first, ecommerce-second for menswear. Every single piece of Huckberry's online content is carefully crafted to help the customer – not to push them into a sale.

User generated content works extremely well in welcome emails.

Customers need to know they can relate to your brand and your products.

Huckberry uses a credible authority source in order to earn more respect from their customers. If people like them enjoy your products – they feel more confident making a purchase decision.

Each element of Huckberry's welcome email is precisely constructed to prove their content is interesting and entertaining for their audience. The brand is asking the subscriber to make sure they open, and read, all emails in future. Instead of relentless selling – the reader will find valuable helpfulness.

Bonobos' ecommerce welcome email

BONOBOS

New | Pants | Shirts | Tailored

THE 5 FITS

Bonobos was built on a modern fit that's flattering and guaranteed to attract compliments. Use this handy guide to find the perfect fit for your style preference and build.

Tailored

Fit for leaner builds. Our slimmest fit.
Seat/Thigh: Narrower than our standard.
Leg: Stays narrow all the way down.

[SHOP TAILORED](#)

Slim

Fit for most builds.
Seat/Thigh: Our standard. Trim, not tight.
Leg: Ends in a slight taper.

[SHOP SLIM](#)



Bonobos follows a distinct process of discovery, consideration and decision in their welcome email.

By outlining 5 distinct size and styles, subscribers can feel confident if they buy without trialing, they can still nail the right fit.

The welcome email edges the reader towards sale – driving subscribers to their product pages. The online store is the place to persuade, convince and convert the shopper into the sale. The email is the place to develop and nurture a genuine relationship with subscribers and customers. Best not to sell before you earn and establish trust.

Bonobos' welcome email is helpful and informative without being annoying and promotional. This value-adding content helps all readers, affording ready-to-buy subscribers the opportunity to shop, *without* irritating those subscribers who aren't considering a purchase just yet.

#2. Jewellery welcome emails

The jewellery industry relies heavily on producing quality product imagery in order to sell their products. Customers need to know the jewellery is of the highest quality.

The copy and tone in the jewellery welcome emails needs to reflect the brand values and appeal to their specific audience.

With a major focus on sensory content, it's important to demonstrate the quality and value of jewellery products with detailed, well-styled imagery.

The Fifth's ecommerce welcome email

THE: 5TH

Welcome to the Waitlist

Thanks for joining the waitlist! One more step and you'll officially be a VIP member of the 5TH Fam. Have a peek at the perks of becoming a VIP below.

	Waitlist	VIP
Exclusive access to our online store at 12:00 AEST on the 5th	✓	✓
Ability to pre-load cart before release to ensure you don't miss out	✗	✓
Priority access to new product launches	✗	✓
Like and share content on our inspire page	✗	✓
Access to exclusive competitions and giveaways	✗	✓

BECOME A VIP

Instagram Facebook Pinterest Twitter

Time is what we make it.

The Fifth uses an exclusive club/premium offer to prompt a further level of commitment from customers.

This builds excitement and proposes extra free value for subscribers, while also allowing the brand to gather more data and information at the "Become a VIP" form stage.

The clear presence of prominent social icons entices subscribers to open another channel for regular communication with the brand.

The welcome email concisely explains the unique aspect of The Fifth's business model (the fact they only sell to subscribers on 5th of each month is really cool and unique). Instead of a focus on selling, the brand builds excitement and suspense to begin a longer term relationship with the subscriber.

Crown & Caliber's ecommerce welcome email

Good Luck!

[View this email in your browser](#)



Thanks for signing up to win an OMEGA Speedmaster. Go ahead and add us to your address book to ensure all future discounts, events and new arrivals make it to your inbox. And, be sure to follow us on social media for daily updates on all things watches.

Here at Crown & Caliber, we pride ourselves on being the recognized authority in the pre-owned luxury watch industry. We wrote the 'Kelly Blue Book' of watch valuations, which gives you 100% confidence in the pricing of your watch. That sort of transparency is why we're the preferred marketplace for watch collectors and casual enthusiasts alike. Whether you're looking to buy or sell a luxury watch, we hope you choose Crown & Caliber.

If you have any questions give us a call at 1 (800) 514-3750 to talk watches.

FOLLOW US



Compared to other luxury brands, the Crown & Caliber use a personal approach to help establish a trusting connection.

Establishing trust and authority is the focus of Crown & Caliber. The use of the founder's number, name and first person language (like "you" "you're" "here's my number") is no accident. When you're selling expensive products without an established brand, you need to reduce the subscriber's uncertainty if you expect them to make a big online purchase.

This personal approach allows the customer to directly contact 'Nick' with any further queries about their watches and with products worth \$1000+, you can't expect customers to buy without further nurturing any information.

Shinola's ecommerce welcome email

Shinola doesn't just sell watches.

Shinola stands for something.

The brand stands for good 'ol American values.

If you care about bringing manufacturing back to America and rejuvenating cities like Detroit – there's a good chance you'll buy Shinola to support the cause.

How does Shinola turn a watch purchase into a political statement?

By telling a captivating story their target audience cannot resist.

Shinola's welcome email is all about sharing their brand's emotional story to make their subscribers care about their brand.

Their welcome email communicates what buying Shinola means. The call-to-action is to "Discover Shinola" – not too buy a watch. These folks know their fans are buying into a philosophy, and a welcome email isn't enough to prove Shinola is serious about their cause. It's the start of a content marketing journey intended to drive their target audience to become a loyal brand fan.

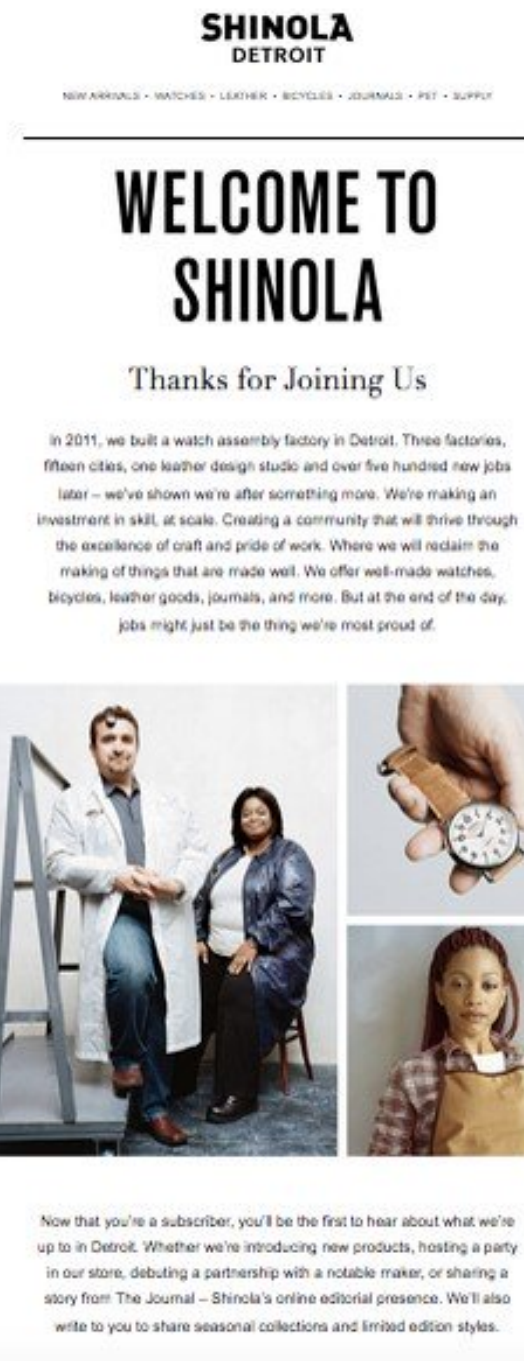
#3. Sportswear

Welcome emails for sportswear brands are all about selling a lifestyle or an aspiration.

Have you noticed Nike never mention their products in their advertisements? Nike wants to communicate what their clothing says about the people who wear it. If you support their message, you'll pay to become one of their tribe.

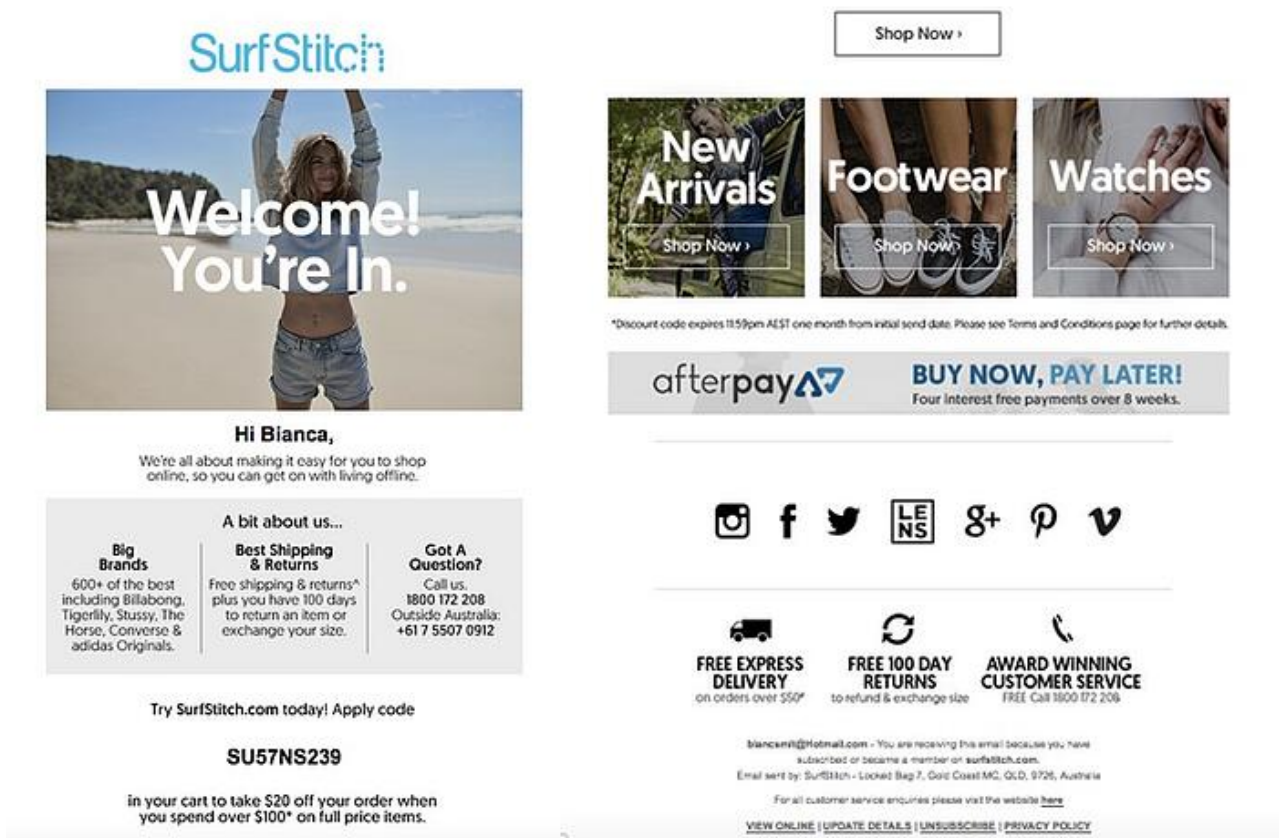
Online sportswear shoppers also want assurance that their purchase will be comfortable and suits their body type.

It's all about short, clear, simple welcome emails in the sportswear industry.



Customers want assurance what they're buying is the right fit for them. Some helpful, clear returns info will help convince fence-sitters into a buy.

Surfstitch's ecommerce welcome email



"Welcome! You're in".

Surfstitch deliberately use inclusive language in their email series. Why? Because, all of a sudden, new subscribers feel a part of the team.

There is no hard push for sales, but there is a discount code offer enticing subscribers to shop.

The welcome email includes vital trust signals for uncertain first-time shoppers. Clear info about shipping, returns and customer service reassures subscribers. If they buy a bikini or sunglasses and aren't totally sure of sizing and fit — the 100 day free return policy offers a foolproof insurance. These little additions are handy conversion boosters for any online retailer's welcome email (particularly those without high levels of brand recognition).

Reebok's ecommerce welcome email



WELCOME TO OUR TRIBE

We are a tribe of fitness fanatics who share energy, passion, and drive. Do you always step up to a challenge? Push through a little pain and work hard everyday because you believe in yourself? Us too.

SHOP NOW



Join the community #BEMOREHUMAN



TAKE 15% OFF ONLINE ORDERS OR FITHUB PURCHASES*

Save 15% off your order when you enter the code to the right at checkout or present this email at your local Reebok FitHub

880297123

SAVE 40% AT REEBOK FACTORY OUTLETS**

Enjoy 40% off your purchase when you present this email at a Reebok Factory Outlet

8802469



**FREE SHIPPING
ON ALL ORDERS
OVER \$49
& FREE RETURNS**



**CONTACT US AT
1-866-870-1743**

Mon to Fri, 8am - 8pm EST
Sat to Sun, 11am - 7pm EST

MENS ▾

Footwear
Apparel

WOMENS ▾

Footwear
Apparel

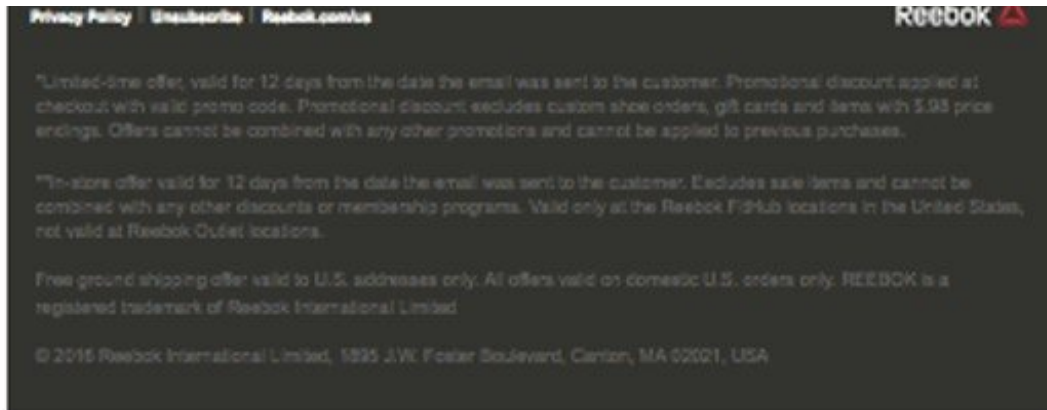
KIDS ▾

Footwear
Apparel

STORE LOCATOR

MY ACCOUNT

CONTACT



Reebok immediately shows their team colours.

If you're down to get dirty – Reebok is for you. Forget the slick features of Nike, the trendiness of Adidas or the warm friendliness of Lululemon.

Reebok is tough, rough and ready.

The bootcam-style image, the use of block black font, and the offer to join the 'Tribe' makes it clear. If you aspire to this lifestyle, Reebok is the gear brand for you.

Your welcome email is your first impression. Tell it how it is. Don't be afraid to isolate the people outside your target audience. If you stand for something, those who care will love you more, even if you put some others offside.


Sweaty Betty's ecommerce welcome email

Sweaty Betty

NEW IN ACTIVITY CLOTHING


COME ON IN...

Sweaty Betty is my silver lining story. Faced with redundancy, almost 17 years ago, I wanted to turn my luck around and embrace the opportunity to make a positive change for me and my family. I thought about the things I loved most – fitness, fashion and adventure – and how it was time to create a place where the three could coexist.



“WORKOUT WEAR IS MORE THAN SOMETHING TO SWEAT IN – IT IS A TOOL FOR TRANSFORMATION.”

I opened the first Sweaty Betty boutique in Notting Hill in 1998 with a unique vision. Fusing the finest in fashion design and technical workout wear, we put premium clothes for run, ski, yoga and swim under one roof. In doing so, we created a community of fitness enthusiasts who could explore the best in fashion alongside their love of active living.



Start shopping with 10% off and free delivery.
Use code HELLO314

I am pleased to welcome you into the Sweaty Betty family.
Take the next step and join us today.

The 'about us' story in Sweaty Betty's welcome email is informative and inspirational.

Sharing a personal, emotional story immediately differentiates Sweaty Betty from their bigger, more corporate competitors. If you're small – sell the heartwarming growth story, don't sell the product your subscriber could buy from Amazon for less.

The brand uses a quote, a photo of the founder and even a personal sign-off welcoming new subscribers to the "Sweaty Betty Family" - going the extra mile to create a more personalised approach.

There is no hard-sell from Sweaty Betty, the welcome email simply acts as an informative story, to nurture the customer into a potentially life-long caring relationship.

#4. Electronics

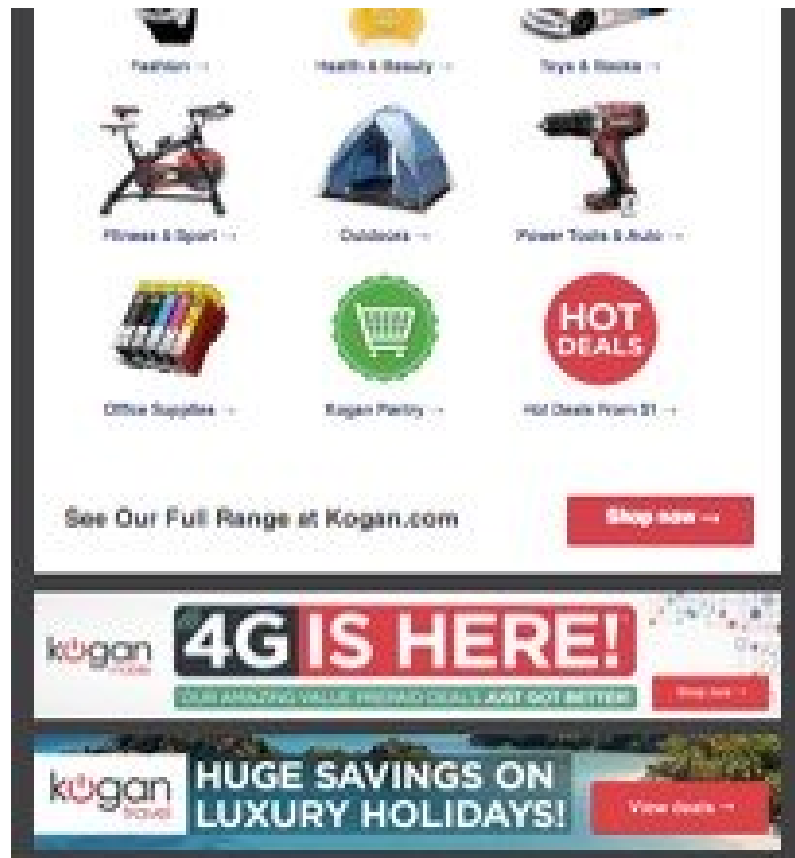
Customers need to make sure what they're buying is the best value for money.

More expensive items like televisions, washers and refrigerators - shoppers demand more assurance. Shoppers want to be sure your product is the best of the best, before making a purchase decision. This often leads to more research and lead time before the final transaction.

Research-based content, reviews, comparisons and buyers guides are critical welcome email elements for an electronics online retailer.

Kogan's ecommerce welcome email





Kogan has a very different approach to other welcome emails mentioned in this article.

They have chosen to focus heavily on the sell.

Kogan create a pseudo-catalogue with welcome email, but it really works for them. Discount retailers are all about communicating value-for-money. Kogan competes with the likes of Amazon, Walmart and Ebay – so emphasising discounts and lower prices is an effective play.

The brand knows their target audience subscribe for the best possible deals. There's no emotive brand story, or slick graphics needed to impress in the welcome email. So Kogan gets straight to the point to showcase their low-price promise.


The smartest addition to Kogan's welcome email is the collection of trust signals beneath the header. Brand recognition is still relatively low when compared with offline competitors like Harvey Norman, JB-HiFi and Domayne, who've been around for decades blanketing mass media with constant advertising.

Using 'as featured in' logos of the major commercial television networks and national newspapers shows uncertain shoppers that Kogan are a trustworthy, legitimate brand. Buying a \$2000 flat screen tv becomes less of a risk for subscribers new to the store.


Go Pro's ecommerce welcome email

Here's what you can expect from us.

Email not displaying correctly? [View in browser.](#)



THIS IS YOUR LIFE.
BE A HERO.



YOU'RE IN.

As an email subscriber, you'll have access to the latest GoPro videos, news, tutorials, special deals and giveaways. You'll get the GoPro Video of the Week sent straight to your inbox. Don't want to wait? You don't have to. See what's new on the GoPro Channel today.

WATCH NOW >

[facebook](#) [YouTube](#) [Instagram](#) [Twitter](#) [Pinterest](#)

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If you no longer wish to receive these emails, please reply to this message with "unsubscribe" in the subject line, or click [here](#).

GoPro
3000 Clearview Way
San Mateo, California 94402
US

The opening line of GoPro's welcome email explicitly explains what they're trying to achieve.

"Here's what you can expect from us."

What follows in most welcome emails is a stream of sales promotions and discounts.

Subscribers begin to expect this. As a result, open rates plummet and unsubscribe numbers spike.

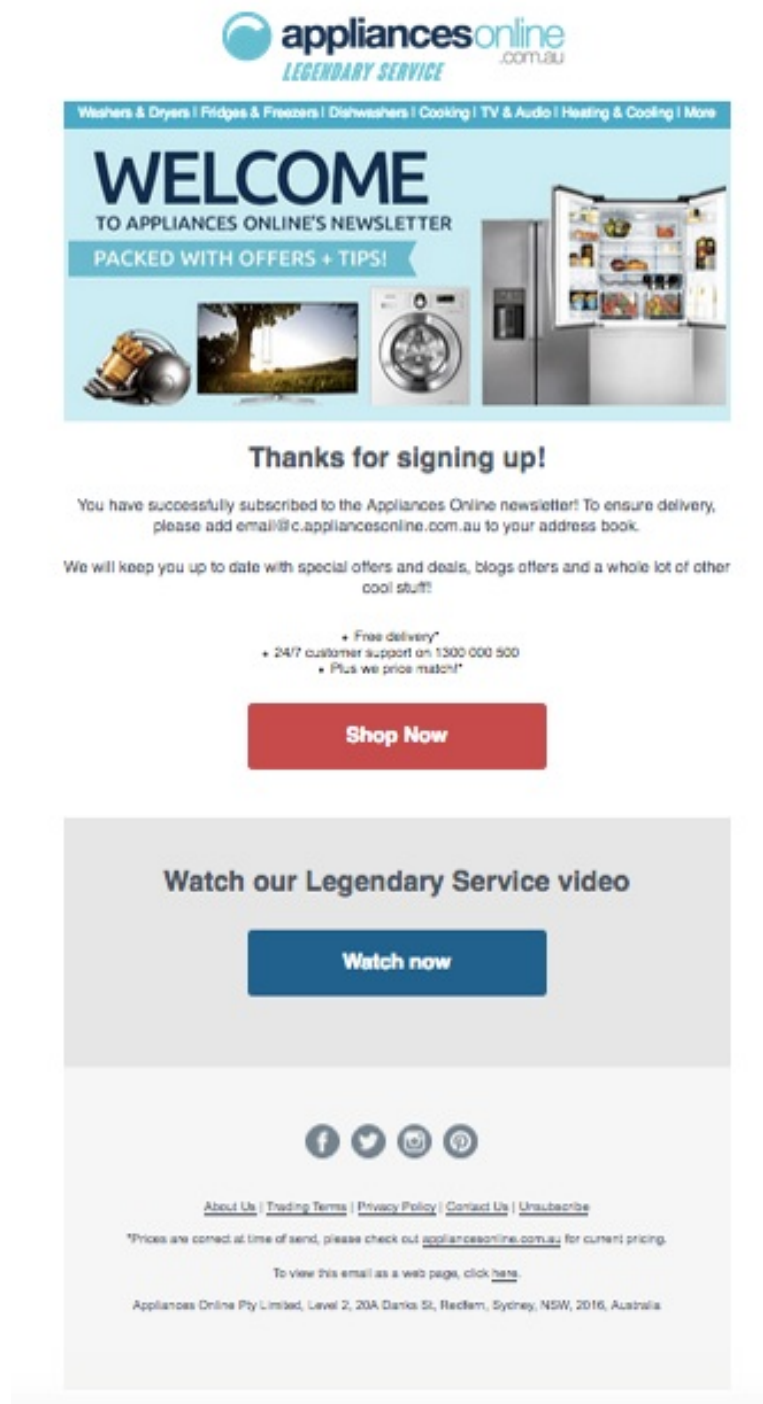
The expectation GoPro sets is different.

There's no mention of cameras or other GoPro products. Instead, the brand wants to explain the value subscribers can expect from opening a GoPro email.

Sure, special deals and giveaways are mentioned. But so is entertainment and educational content (videos, news, tutorials).

The call-to-action is not to a product or category page – rather to the GoPro Media Channel. The extreme sports superstars built their success on their breathtaking video content. For customers who engage with the GoPro brand, the product sells itself.

Appliances Online's ecommerce welcome email



Appliances Online provides a link to a promotional 'Legendary Service' video in their welcome email, reinforcing the asset which sets the brand apart from the highly competitive online electronics industry. The brand prides themselves on their service. What better way to use your first opportunity to talk to a potential customer than emphasising your brand's biggest strength?

Whatever your brand's key differentiator – find a way to make it the star of your welcome email.

It makes the customer want to continue reading newsletters – even as the brand offers discounts and tips.

A clear "shop now" option does not compromise the experience for subscribers not ready to buy. But for those who are researching a specific purchase, Appliances Online make it effortlessly simple to start shopping.

This is a nice, plain and simple welcome email. Clean design and prominent call-to-action buttons always deliver.

#5. Swimwear

If you sell swimwear online, reducing ambiguity should be your number one content marketing priority.

Swimwear is hard enough to buy in-store. An online purchase requires a leap of faith. Give your customers the content they need to feel confident enough to take the plunge.

Customers purchasing swimwear online want to know what they are buying is made of high quality, and will fit perfectly. While you can't promise a perfect fit, you can use your welcome email (and your product pages, blog, social media, and advertising content) to give shoppers as much info as possible – on sizing, materials, style, returns and delivery.

Customers need to know what it is exactly they're purchasing, and what will happen if they need to return the item.

Product imagery is another key component to consider. While many swimwear retailers gravitate to the perfectly airbrushed glamour model to showcase their products, the use of realistic imagery depicting real women shoppers can relate to can allow for a stronger personal connection with your brand.

Shapewear online retailer [Jewel Toned](#) is the perfect example. The brand is passionate about changing women's attitudes towards physical beauty, and [their decision to use untouched, natural images of everyday women](#) to model their products has helped them build a tribe of loyal and passionate brand fans.

amazing underwear for amazing women



If you're selling swimwear online, and you want to establish a long-term loyal relationship with your subscriber – it's a good idea not to send a message that your products are designed for impossibly beautiful supermodels.

Budgy Smuggler's ecommerce welcome email

The style of the email is more like a welcome letter, a very different approach to most others we featured.

Budgy Smuggler immediately creates a humorous and relaxed tone with their quirky copy and unforgettable image.

The letter-style note from “The Budgy Crew” gives readers a personal connection to the brand. The brand creates an underdog story, and their humble tale makes you want to be a part of their rags to riches story.

Phrases like “100% Australian made”, “quality Australian made fabric”, “no compromise on quality”, “family-owned” and “founded in a backyard” are deliberately used to make the subscriber feel like they are supporting a little brand that could.

Much more effective to tug at the heart strings than the purse strings when you’re trying to make a good first impression.

Cali Dreaming

Welcome to the world of Budgy Smuggler!

At Budgy Smuggler it's all about honesty.

It's the swimwear you've always wanted but never had the chance to buy. If you have no idea what we're talking about, don't worry, you're not alone. All you need to know is that budgy smuggler is Australian for blokes swimwear.

A lot of people ask us why we are "Budgy Smuggler" not "Budgie Smuggler"? We really wish we had a good answer. Two of our favourite explanations are the impressive sounding, "it has to do with trademark law, you wouldn't understand it" and the mysterious sounding, "we're not detail people, we are concept people".

The sad fact is we only realised the incorrect spelling after it was too late to change back again. So Budgy Smuggler should have been Budgie Smuggler. But you know what, however you spell it, you'll still look great in a pair of smugglers.

All Budgy Smugglers are 100% Australian made in our factory in Sydney with the top quality Australian Made fabric. We understand when it comes to smuggling your budgy there can be no compromise on quality.

Budgy Smuggler is family owned and run by a few 20-something year-olds who aspire to never have a traditional desk job.

The company was founded in a back yard and we are stoked that people from all around the world are discovering the joy of smuggling!

Visit the [Budgy Smuggler Shop](#) today to start packing your package in a pair of Budgy Smugglers.



[Click here to head back to BudgySmuggler.com.au](#)

HAPPY SMUGGLING!

The Budgy Crew.

[f](#) [t](#) [v](#) [s](#)

Budgy Smuggler
7/7a Wentworth St,
Manly, NSW 2095
E: budgy@budgy smuggler.com.au
Ph: 0404 026 836

[Like](#)
[Tweet](#)
[Share](#)
[Forward](#)

CALI DREAMING

Beautiful *and* Smart.

We always knew you were both. Thank you for joining our family. We intend to make it worth your while. In fact, the next time you come by our site, use this code to receive 20% off your next purchase: **CODE: FAMILYLOVE**



Bikini

One Piece

Covered

CALI DREAMING Swimwear
Venice, CA.

You're receiving this because CALI DREAMING loves you.
[Unsubscribe](#)

Like

Tweet

Forward

Cali Dreaming's welcome email is a virtual promise of loyalty. Subscribers are assured "joining our family" will definitely be "worth your while".

Cali Dreaming put their money where their mouth is, offering a 20% off voucher code, with the aptly chosen copy "FAMILYLOVE".

Empowering copy, leading with the words "beautiful and smart". Empowerment is a compelling message for any swimwear brand. Make your subscriber feel comfortable and confident, and you're a much better shot at snaring a sale.

Bikyni

**SWIMWEAR SHOPPING
SIMPLIFIED**

GET SUITED



QUALITY ESSENTIALS

We've modernized the classics to bring you timeless pieces that are easy to shop for and easy to wear, without being overdesigned or overpriced.

We source our fabrics from Italy and focus on perfecting the fit of all our suits.

- Sets at \$95

- Made in California, USA



MIX + MATCH

You can mix and match based on your style, color and size preferences. All of our pieces are sold separately to make sure you're never confined to one size category.



FREE SHIPPING + RETURNS

We offer free delivery so you can try on our swimwear comfortably at home. We always hope to make you happy with a BIKYNI, but if it doesn't work out, swimsuit returns are always on us.



THE FIT GUIDE

We've designed an intuitive fit guide that gives you the important information you need to choose the right suit.

LET'S GET SOCIAL



[unsubscribe from this list](#)

Design is inextricably linked to first impressions. People read your brand's book by its cover. No matter the blurb you use in your welcome email, it's the visuals your subscribers remember.

A simple black and white colour scheme immediately signals Bikyni's superior design aesthetic.

The minimal design, ample whitespace, and contemporary typefaces reinforce the brand's style and sophistication.

Simple, informative copy is used to complement the captivating product image, and emphasise the high quality attributes of the brand.

The inclusion of clear information about shipping, returns and sizing are guaranteed conversion boosters – providing the reassurance uncertain shoppers are looking for.

No hard sell to be found here. Bikyni's simple and sophisticated welcome email is all about developing a relationship between subscriber and the brand. Swimwear shoppers care about style and sophistication and won't stand for tasteless sales promotions. This shows the importance of matching your welcome emails intentions with the profile of your specific target audience.

#6. Homewares

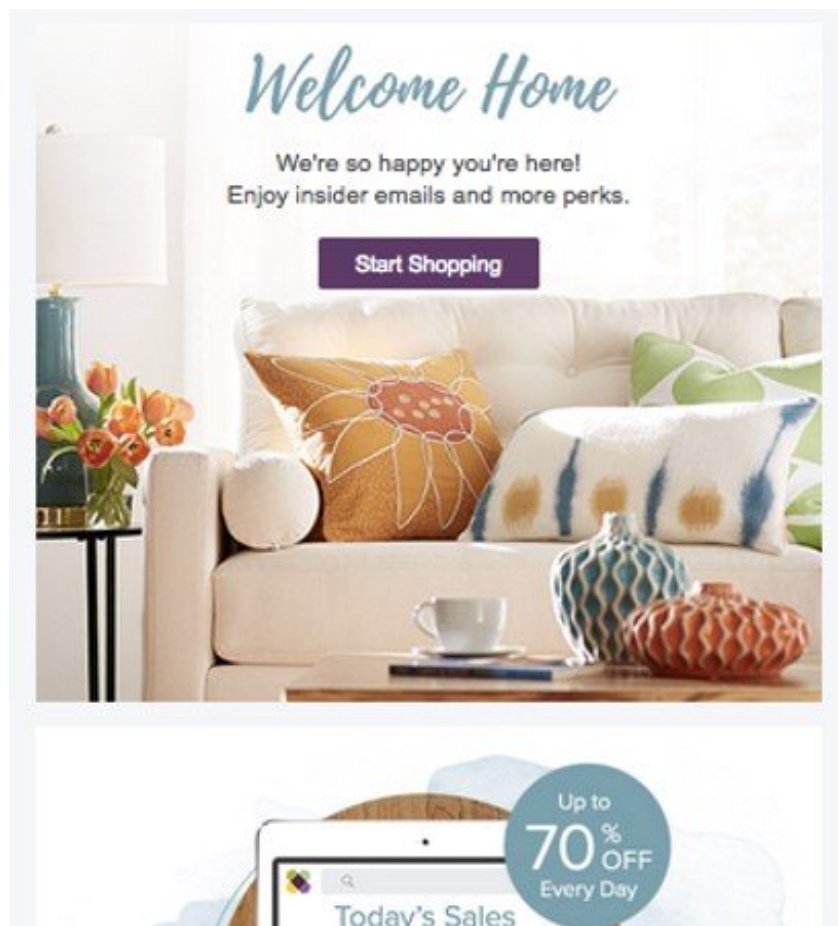
Product imagery is vital when selling homewares. It's important to communicate the quality of the materials, style and construction of the products when a sensory in-store trial is not possible.

Customers need to know what they are buying is the right option for them. Homewares purchases are often expensive — so reassurance is critical. Your welcome email should provide a clear path to the information a subscriber would need to confidently make an online purchase.

To try and generate an add-to-cart click on a \$2000 dining table in your welcome email would be presumptuous at best.

Instead, use your first email marketing opportunity to nurture a lasting relationship with a potential customer.

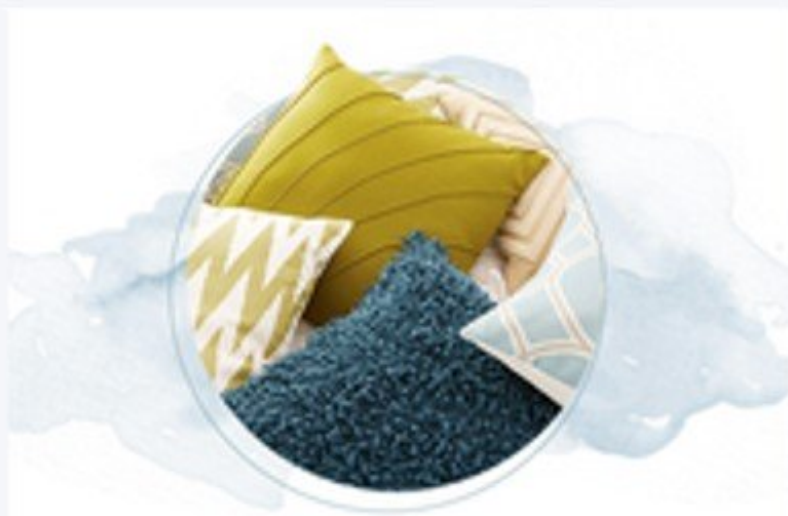
Wayfair





New day, new deals! Log on at 12 pm ET for fresh finds.

[Shop Today's Sales](#)



Browse endless options, from beds to sheds and beyond.

[Take a Look Around](#)

Shop Our Daily Sales



UP TO 30% OFF ENDS SOON

Host an End-of-Summer Soiree

[SHOP NOW >](#)

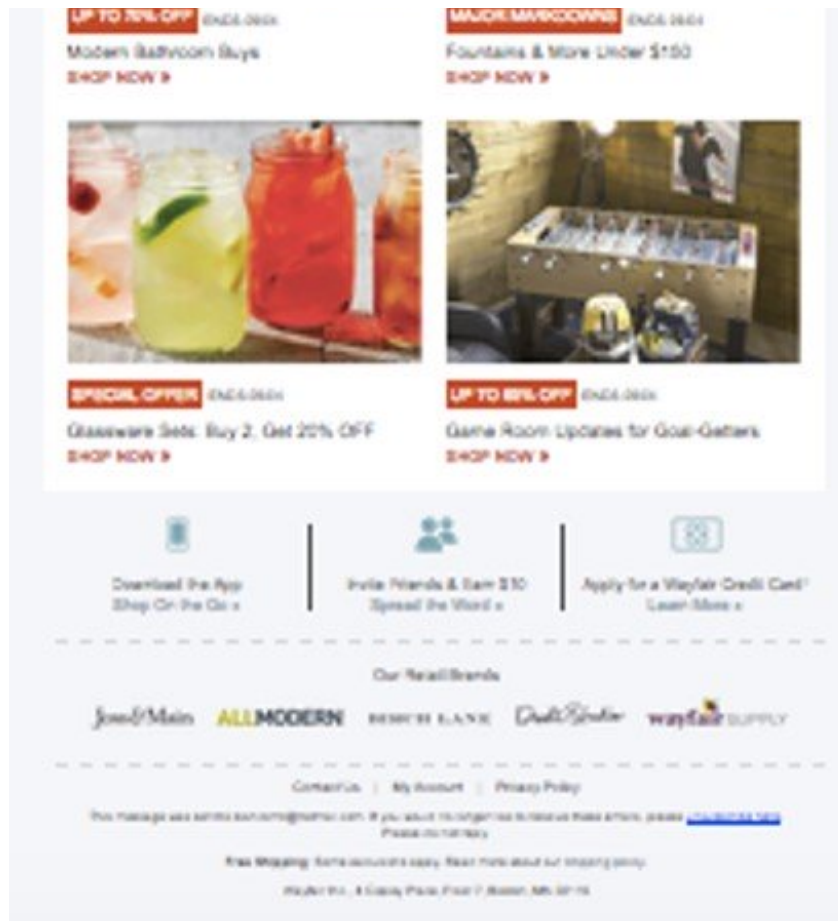


UP TO 30% OFF ENDS SOON

New Arrivals: Bedding & Sheets

[SHOP NOW >](#)





Wayfair's welcome email heavily focuses on imagery, which is extremely important in the homewares industry.

The email includes a discount offer, and shows the subscriber what is on sale. This scarcity and urgency helps drive subscribers into making a purchase straight away.

The call-to-action to "Shop Today's Sales" is an interesting one. Straight away Wayfair is giving a genuine reason for subscribers to revisit their online store daily to check out the newest daily deals. FOMO from bargain-hunting homewares enthusiasts is powerful enough to urge subscribers to watch out for Wayfair's subsequent emails and ensure they don't miss a great deal.

Wayfair's link to other retailers stocking the brand is another important feature of this welcome email. The links act as a trust signal for the subscriber, reassuring those shoppers who may not be familiar with the Wayfair brand.

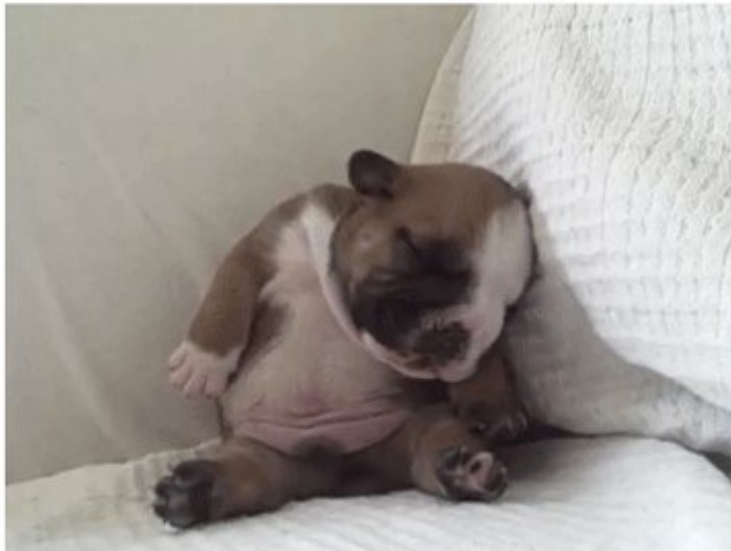
The link to download the store's mobile app strengthens communication ties with new subscribers. If you can connect with your customers on their phones, you have a chance to develop an intimate and inexpensive relationship.

Brooklinen's ecommerce welcome email



Great Decision! [View in Your Browser](#)

SHOP ABOUT PRESS REVIEWS



You're In!

Great decision. You'll now be the first to get access to new arrivals — we might even send some exclusive offers your way :)

[SHOP NOW](#)

In the meantime, browse our signature **Brookline** bedding for some sleepiration:



Luxe Hardcore Bundle

[SHOP NOW >](#)



Comforters

[SHOP NOW >](#)



Pillows

[SHOP NOW >](#)



Classic Core Set

[SHOP NOW >](#)

AS FEATURED IN



Brooklinen's welcome email instantly grabs the subscriber's attention with an irresistible GIF of a puppy sleeping. If we've learned anything about the internet, it is surely that EVERYONE loves adorable puppies. Associating your brand with a cute fur-baby is almost never a bad move.

The email shows these guys don't take themselves too seriously. Casual, informal tone is relatively rare for a homewares brand. A smiley face emoji is unheard of.

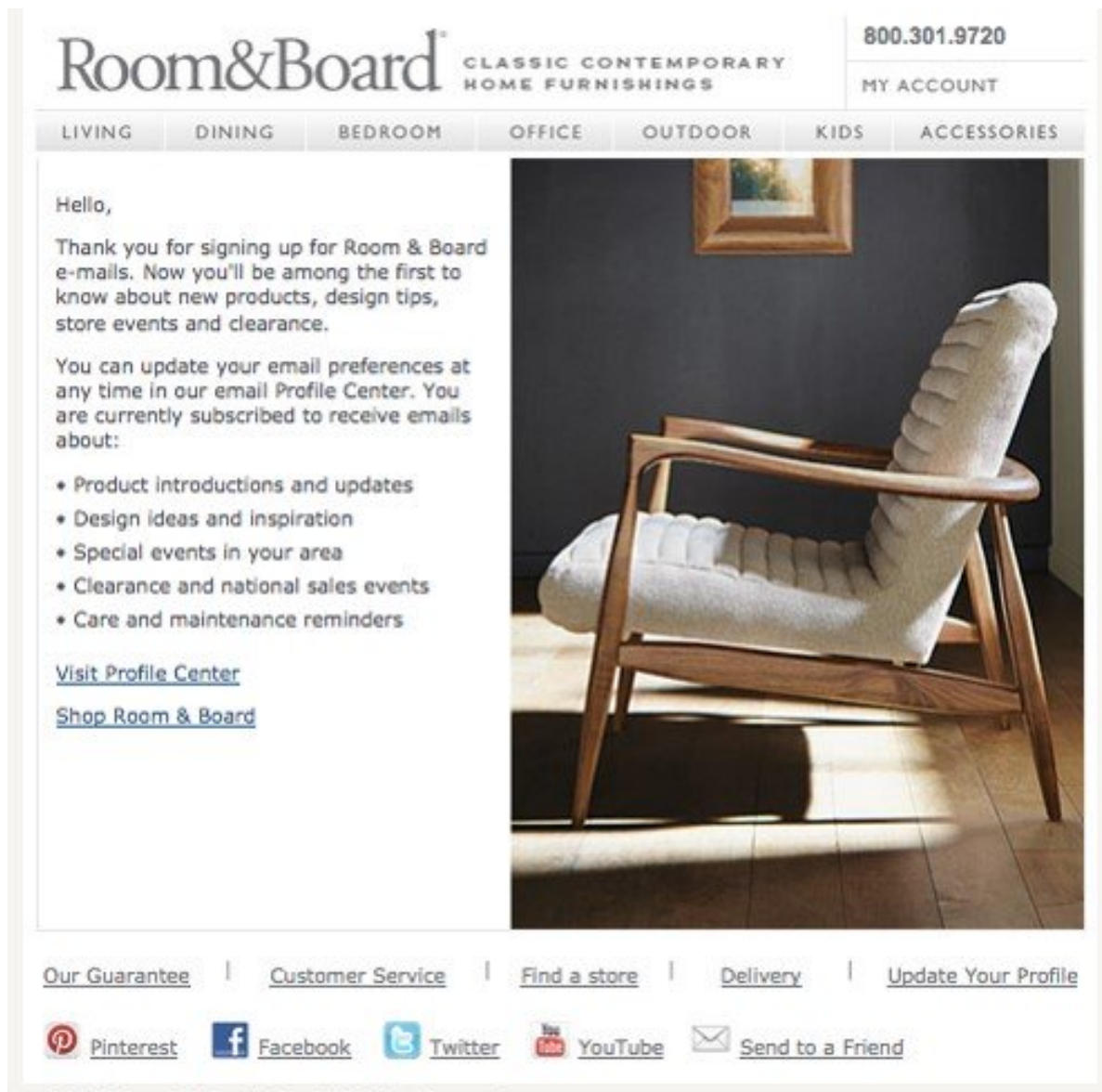
Traditional retailers are most often concerned with style above all else. Humour and friendliness aren't usually values you associate with a bedding brand. Straight away Brooklinen is defying convention, making a real connection with the subscriber.

The 'refer a friend' discount code offer is an effective user generated marketing tactic, thrust into the mainstream of ecommerce marketing after the unprecedented success of the similarly disruptive shaving brand Harry's.

Brooklinen might not have the budget of the big box homeware retailers, but they do have a unique brand and a superior product. Instead of competing with the massive ad budgets of their competition, Brooklinen are trying to urge their brand fans to act as unpaid ambassadors to attract more new customers for less. The incentive makes sure the referral benefits the friend, the referring customer, and the brand.

The email also displays a collection of logos from trusted mainstream media publications that have featured Brooklinen. This tactic reinforces the quality of the products and the legitimacy of the brand — both important considerations in any expensive online homewares purchase.

Room & Board



Room & Board is a traditional furniture retailer, with an established, trusted brand, and a classic design style.

Their welcome email is perfectly consistent with those attributes.

Room & Board's target audience shares these values of classic style and sophistication.

Digital savvy and sleek modernism wouldn't suit. So Room & Board deliver a clean design, with a simple message, a formal tone and a neutral colour palette.

Very clean cut, straight to the point and professional welcome email, showing the company is professional in their approach to selling homewares.

There is no tacky push for sales, and no discount offered. Just confirmation that Room & Board care passionately about quality, classic furniture design. If you do agree, then this is the brand for you.

Sometimes bells and whistles aren't important. If your audience doesn't place value in it, don't waste time on it. Focus your email marketing efforts on the things your subscriber genuinely cares about.

#7. Leathergoods

Selling leathergoods online is all about communicating quality.

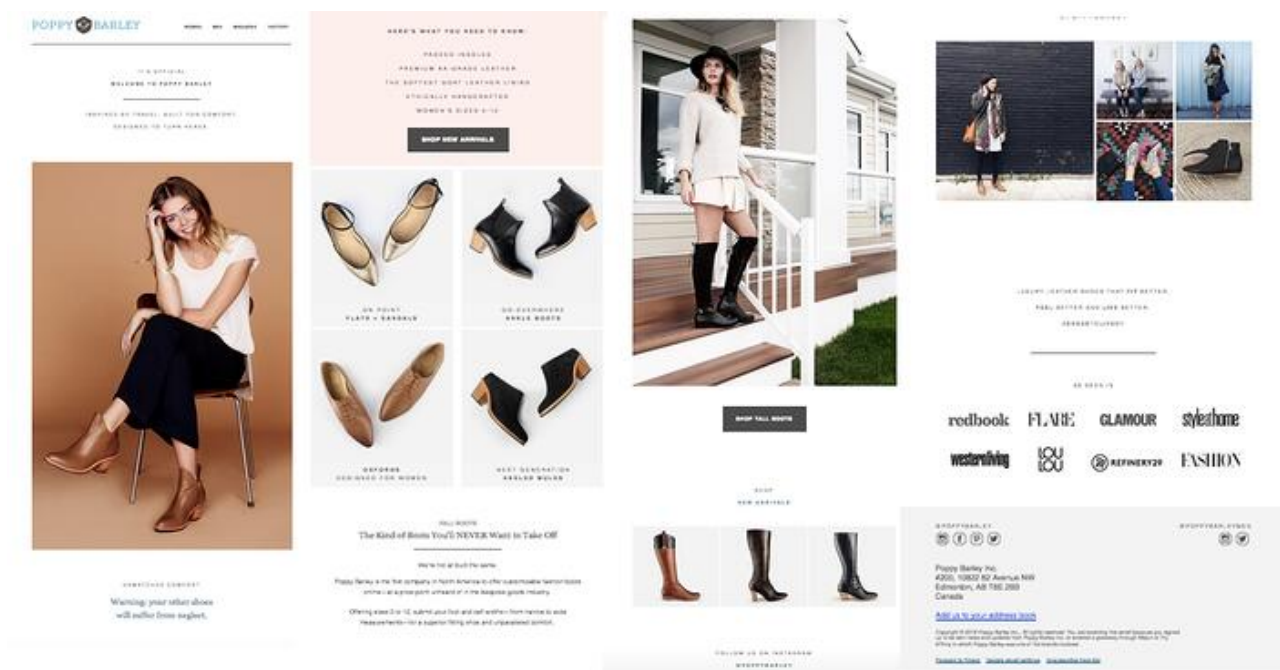
Leather is a sensory product.

People love nothing more than to pick up a wallet or bag and rolling the leather across their fingers. It's almost the only department store item people can pick up and smell without looking like a creep.

Online, the senses are muted. Your welcome email needs to act as a substitute for the subscriber's nose and fingers. Evoke the beauty and quality of your product if you want to convince your customer to buy online.

This can be a tough concept to achieve, but the examples below show how helpful content marketing and brilliant product imagery can turn a leathergoods brand welcome email into a sensorial experience.

Poppy Barley



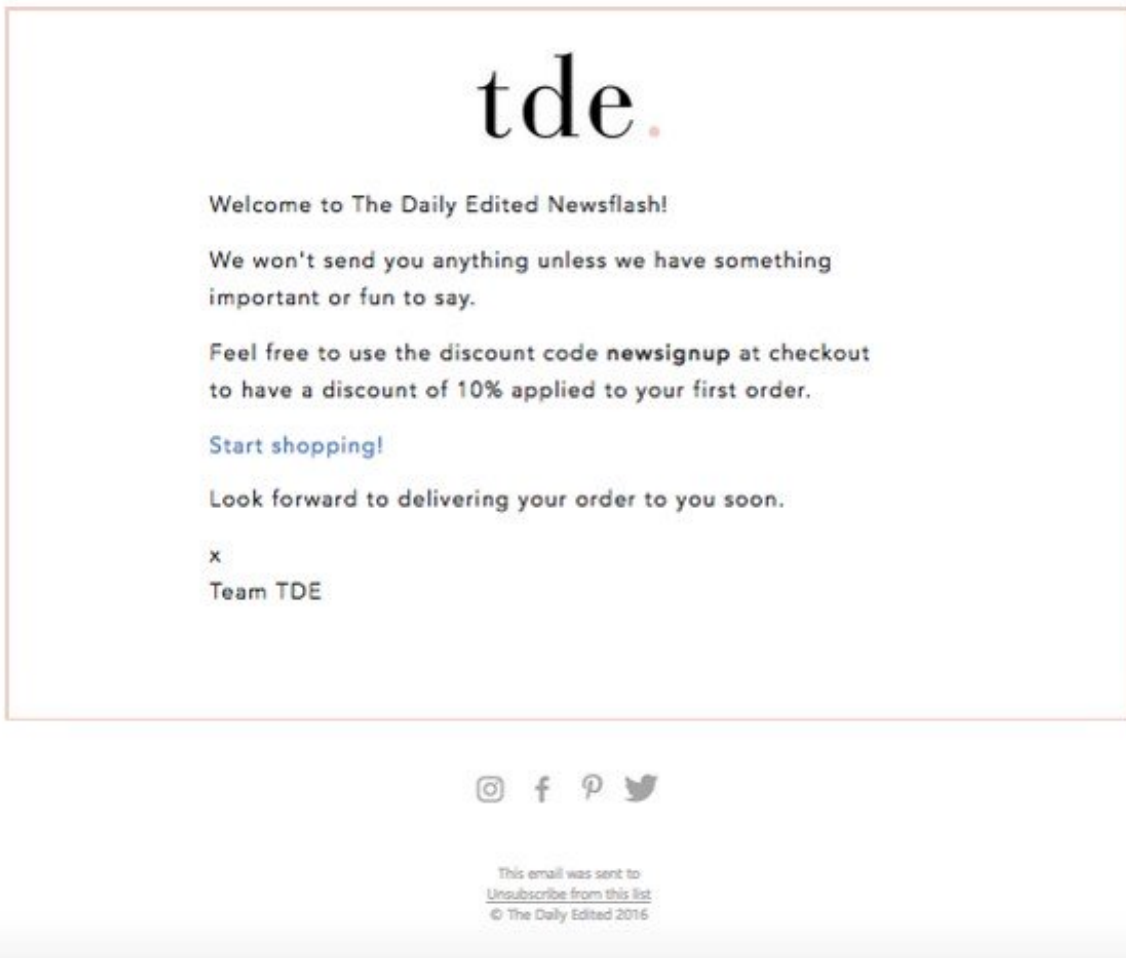
You might not be able to read the text in this welcome email from my tiny little screenshots, but the most important factor is clear for all to see.

Poppy Barley's visual images are stunning. Minimally styled images make the leather the hero. The muted colour scheme and brilliant lighting reassure the reader of the quality of the product.

Another critical addition is the user generated content taken from Poppy Barley's Instagram feed.

This inclusion allows customers to see 'real' images of the shoes on 'normal' people. And they still look breathtakingly beautiful. Customer photos are one of the best alternatives to that in-store sensory trial. If the subscriber can see the products in action on a person just like them, an online purchase is much easier to make.

The Daily Edited



The Daily Edited has created a different approach from other welcome emails.

Like Budgy Smuggler, they use welcome emails as a personal letter to new subscribers.

The second line of the email should be tattooed onto the forehead of every single email marketing professional...


┆ *"We won't send you anything unless we have something important to say."*

If all ecommerce brands lived by this rule, then the internet would be a much better place. And your email inbox wouldn't need a spam filter.

This promise is refreshing. It's unexpected. The candour sparks interests from subscribers who are used to marketing emails crammed full of images, graphics, buttons, coupon codes and prices.


The email is plain and simple. One colour, a basic typeface, and a good old fashioned hyperlink to shop the store are plenty enough for The Daily Edit to achieve their objective — a friendly welcome with a commitment of genuine value.

Will Leather



FREE GROUND SHIPPING IN THE US

NEW ARRIVALS MEN WOMEN FOUND FAMILY GOODS



You'll be the first to hear about new arrivals, special offers and exclusive events. We promise to always bring you the best in handcrafted leather goods designed to inspire your journey and backed by our lifetime guarantee.

Please enjoy **15% off your first purchase** with the promo code below. Please note this promo code is only valid online.

PROMO CODE

4PLU-YX5-QRS





Will Leather have upped the game with their use of imagery. The images on the welcome email mesh well with the brands ethos and even include the same colour scheme as the email.

It's a straightforward welcome email with direct links to shop highlighted by colour-contrast call-to-action buttons. The option to shop women or men is helpful on two counts. Firstly, it streamlines the subscriber's shopping experience by pushing them one step closer to a sale.

More importantly, Will Leather can use the data from the email to improve future email communications. Women and men can be segmented into different groups, with images, copy and offers customised to suit each gender.

It's easy to use your welcome email to get to know your potential customer so you can personalise their experience with your brand. Just make sure you don't set an expectation you can't meet and exceed. Don't ask your subscriber for extra info unless you can reciprocate their time commitment with exponentially more value.

#8. Womenswear

Women's apparel might just be the most competitive online retail industry.

I actually dedicated an entire article to the importance of welcome emails for the womenswear ecommerce vertical.

You can read a detailed analysis of five brand's efforts right now:



Here's a link to the [five womenswear welcome emails](#) we analysed in detail. If you don't have time to read through the entire article, here's a quick recap...

Womenswear ecommerce welcome emails

Womenswear shoppers have an almost never-ending array of choice, and with this competition comes ever-decreasing profit margins and an abundance of juicy discounts.

Shoppers feel they can always delay purchase in the hope of an impending x% off sale.

It's your job to prove your brand truly cares about the reader. Explain why your subscriber should be prepared to regularly open your email, and support your brand with regular full-price purchases.

The best way to achieve this goal?

Stand for something.

Show subscribers that wearing your brand means more than looking good. Find your target audience's passion, and appeal to their emotion.

The 'subject line version' of your vertical's welcome email considerations

Menswear

Menswear welcome emails need to be short and sweet. Dudes don't care so much about how many followers your brand has on Instagram. It's all about value and convenience.

Jewellery

Focus on sensory content, it's important to show the quality and value of jewellery products with detailed, well-styled imagery.

Sportswear

Sportswear customers want to feel assured their purchase will be the right fit for them (in size and lifestyle). Some helpful, clear returns info will help reassure fence-sitters into a buy.

Electronics

Expensive purchase decisions mean research-based content, reviews, comparisons and buyers guides are critical welcome email elements for an electronics online retailer.

Swimwear

Customers purchasing swimwear online want to know what they are buying is of the highest quality, and the perfect fit. While you can't promise the ideal size, you can use your welcome email to give shoppers as much info as possible – on fit, materials, style, returns and delivery.

Homewares

Product imagery is vital when selling homewares. It's important to communicate the quality of the materials, style and construction of the products when a sensory in-store trial is not possible.

Leathergoods

Your welcome email needs to act as a substitute for the subscriber's nose and fingers. Evoke the beauty and quality of your product if you want to convince your customer to buy online.

Womenswear

Prove you're different to every other online clothing retailer. Show subscribers wearing your brand means more than looking good. Find your target audience's passion, and appeal to their emotion.

Remember - it's a 'WELCOME' email

More than anything, remember the meaning of the word 'welcome'.

Make your first impression a friendly one.

Act like you're finally meeting a long lost friend.

Don't just ask this stranger for money.

You want this kind of reaction from your new-found brand fan...



Don't settle for the generic 20% off discount code. Think hard about your target audience's specific needs and expectations. Give subscriber the email they want. Not the email your bank balance wants.

Help, don't sell.

A welcome email might be your brand's only chance to prove you truly care about your customers. It's your time to show your reader they're more than just an email address with a credit card number.

Full-price purchases, referrals and loyalty are the foundations of long term ecommerce profitability, and your welcome email is the concrete slab you need to build that base.

Email marketing can help you establish, nurture and retain repeat customers without having to continually shell out for discounts and paid ads.

If you make your brand mean more to subscribers, you can convince them to pay a premium to support what you stand for.

Use your first email marketing opportunity to establish and develop a lasting relationship with a potential lifetime customer.