

# SAY & SELL

## Welcome emails: Why?

A welcome email series is the underused, no-brainer sequence that just might get you a \$5M week. Here's why you need one.

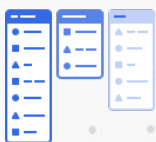
### It's easy.

This sequence auto-sends to people when they sign up for your email list. Just set it and go. Simple.



**Open and click-through rates are the highest you'll get on any email campaign.**

› Make the most of peak attention — right after your audience opts in — to leave a strong impression. Deliver lead magnets, introduce your brand story, and congratulate them for being proactive.



**It's a chance to segment your audience.**

› Capitalize on “sign-up momentum” by asking people to tell you what they want (so you can give it to them). You can collect information by tracking open rates, replies, link clicks, and even whether they've forwarded an email.



**You'll stand out from the crowd.**

**ONLY 39%** of brands send a welcome email.<sup>1</sup>

**41%** of brands don't send a welcome email within the first 48 hours.<sup>2</sup>

**27%** of brands sent ZERO emails in the first 3 weeks.<sup>3</sup>



**Email-list loungers have already decided not to buy from you.**

› Painful, but true. The people hanging out on your email list have had plenty of time to check out what you do and get “nurtured” from lead into customer — but they've chosen not to take the next step. For a majority of businesses, most new sales come from new leads, where excitement is high.



**You may see incredible results, like:**

**89%** more revenue<sup>4</sup>

**332%** more sales<sup>5</sup>

Interested in growing your sales? Check out our [Welcome Email Series: A 6-Email Welcome Sequence You Can Steal.](#)

[Learn more](#)

ActiveCampaign 

<sup>1</sup>Ciceron “The First Impressions Email Marketing Study” (2013)

<sup>2</sup>Ciceron “The First Impressions Email Marketing Study” (2013)

<sup>3</sup>Ciceron “The First Impressions Email Marketing Study” (2013)

<sup>4</sup>GrowthLab

<sup>5</sup>CXL