

SEQUENCE: Welcome Series

DESCRIPTION: New user onboarding sequence

STEP 1: EMAIL - Send immediately

SUBJECT: Welcome to our platform!

CONTENT:

Hi there!

Welcome to our amazing platform. We're excited to have you on board and can't wait to see what you'll create.

To get started, simply log into your dashboard and explore the features we've prepared for you.

Best regards,

The Team

---END EMAIL---

STEP 2: WAIT - Wait 1 day

STEP 3: EMAIL - Send after wait

SUBJECT: Getting started with your first project

CONTENT:

Hi again!

Ready to create your first project? Here's how to get started:

1. Click the "New Project" button in your dashboard
2. Choose from one of our professionally designed templates
3. Customize it to match your brand
4. Publish and share with the world!

If you need any help along the way, just reply to this email and we'll be happy to assist.

Best,

The Team

---END EMAIL---

STEP 4: WAIT - Wait 3 days

STEP 5: EMAIL - Send after wait

SUBJECT: How are things going?

CONTENT:

Hello!

We wanted to check in and see how you're doing with your first project.

Have you had a chance to explore all the features? If you're stuck or have questions, here are some resources that might help:

- Help Center: www.example.com/help
- Video Tutorials: www.example.com/tutorials
- Community Forum: www.example.com/community

Don't hesitate to reach out if you need personal assistance!

Cheers,

The Team

---END EMAIL---

===END SEQUENCE===

SEQUENCE: Sales Follow-up

DESCRIPTION: Follow up with potential customers after demo

STEP 1: EMAIL - Send immediately

SUBJECT: Thank you for your interest in our product

CONTENT:

Hi there,

Thank you for taking the time to learn more about our product today. It was great speaking with you!

As promised, I'm sending you the information packet that covers:

- Pricing plans and options
- Implementation timeline
- Case studies from similar companies
- Next steps to get started

Please take a look and let me know if you have any questions. I'm here to help make this process as smooth as possible for you.

Looking forward to hearing from you soon!

Best regards,

Sarah Johnson

Sales Team

---END EMAIL---

STEP 2: WAIT - Wait 2 days

STEP 3: EMAIL - Send after wait

SUBJECT: Quick question about your evaluation

CONTENT:

Hi again,

I hope you had a chance to review the information I sent over.

I wanted to reach out with a quick question: What's the most important factor you'll be considering when making your decision?

Understanding your priorities will help me provide you with the most relevant information and ensure we're addressing your specific needs.

Also, if you'd like to schedule a follow-up call to discuss any questions, I have some time available this week.

Best,

Sarah Johnson

---END EMAIL---

STEP 4: WAIT - Wait 3 days

STEP 5: EMAIL - Send after wait

SUBJECT: Special offer - Limited time

CONTENT:

Hello,

I know you're evaluating different options, so I wanted to share something special with you.

For the next 7 days, we're offering a 20% discount on your first year when you sign up. This offer is only available to prospects who attended a demo this month.

Here's what this means for you:

- Save \$2,400 on our Professional plan
- Save \$4,800 on our Enterprise plan
- All the same great features and support

If you'd like to take advantage of this offer or have any questions, just reply to this email or give me a call at (555) 123-4567.

The offer expires next Friday, so don't wait too long!

Best,

Sarah Johnson

---END EMAIL---

===END SEQUENCE===

SEQUENCE: Product Launch

DESCRIPTION: Announce new product features to existing customers

STEP 1: EMAIL - Send immediately

SUBJECT: Exciting news - New features are here!

CONTENT:

We've got some exciting news to share!

After months of development and testing, we're thrilled to announce the launch of three major new features:



Advanced Analytics Dashboard



Mobile App (iOS & Android)



Zapier Integration

These features are now live in your account and ready to use. No additional setup required!

Want to see them in action? Check out our launch video: www.example.com/launch-video

Happy building!

The Product Team

---END EMAIL---

STEP 2: WAIT - Wait 5 days

STEP 3: EMAIL - Send after wait

SUBJECT: Have you tried the new features yet?

CONTENT:

Hi there!

It's been a few days since we launched our new features, and we're curious to hear what you think!

Have you had a chance to try:

- The new Analytics Dashboard?
- Our mobile app?
- The Zapier integration?

If you haven't explored them yet, here are some quick guides to get you started:

- Analytics Guide: www.example.com/analytics-guide
- Mobile App Tutorial: www.example.com/mobile-guide
- Zapier Setup: www.example.com/zapier-guide

We'd love to hear your feedback! Reply to this email and let us know what you think.

Cheers,

The Product Team

---END EMAIL---

===END SEQUENCE===