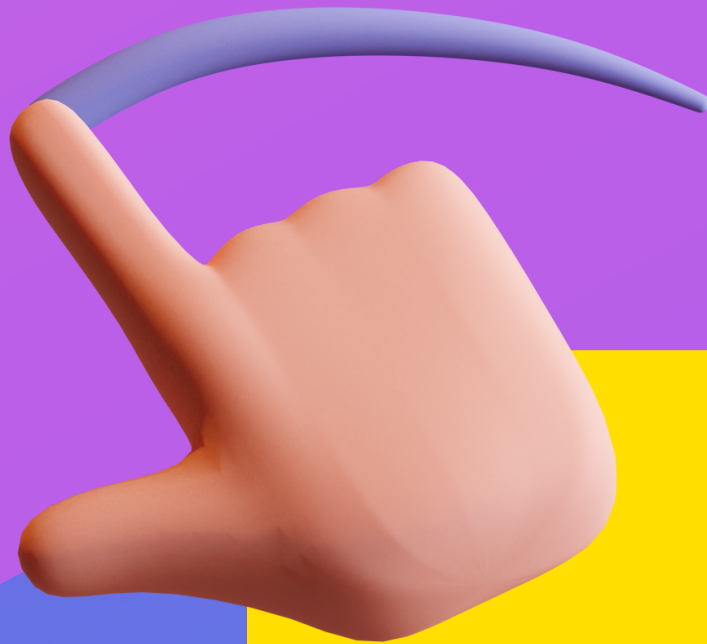


4

WAYS TO IMPROVE YOUR WELCOME MAILER





BE REPLY-ABLE

Avoid generic no-reply “from” email addresses so your new lead can engage with you



BE IMPOSSIBLE TO IGNORE

Add a subject line that is
impossible to ignore.



BE SINCERE

Ensure the email copy is sincere - no salesy content! Rather position your brand in a consultative role. Offering assistance with pain points will help leads optimise their free trial.



BE HELPFUL

Include a useful and relevant resource, like a how-to guide to help the lead get started.

