

10 Tips for Writing the Best Onboarding Emails

This is an extra resource to go along with the original article:

[*The Do's and Don'ts of SaaS Customer Onboarding*](#)

1. Create a list of tutorials to take the customer from beginner to advanced user, then write emails that make the customer excited to check out the tutorial. In your email, be sure to include the number one takeaway from each tutorial.
2. Craft messages to your customers based on their activity in the app. If the customer hasn't logged in within a specific amount of time, send out re-engagement emails to encourage activity.
3. Send out the initial welcome email within the first 24 hours after the customer signs up.
4. Create customer personas based on their goals. Ask your customers what they're hoping to accomplish with your product during the checkout process. Then personalize your emails according to those goals.
5. Share case studies and testimonials to help your customer see different aspects of your service.
6. Don't forget to upsell! You can use your email messages to get the customer to upgrade to the more expensive plan/ service. Once you've earned their initial trust, it's a lot easier to push the upgrade.
7. Share older resources with your new customers such as emails that you've sent previously to your customers.
8. End each email with a clear call to action so that your reader knows exactly what step to take.
9. Send from a real person. Don't use email address names like "noreply@yourcompanyname.com." Instead use a name like "donna@yourcompanyname.com."
10. Encourage your new customers to respond to your emails. Add a P.S. that invites your users to ask questions and share concerns.