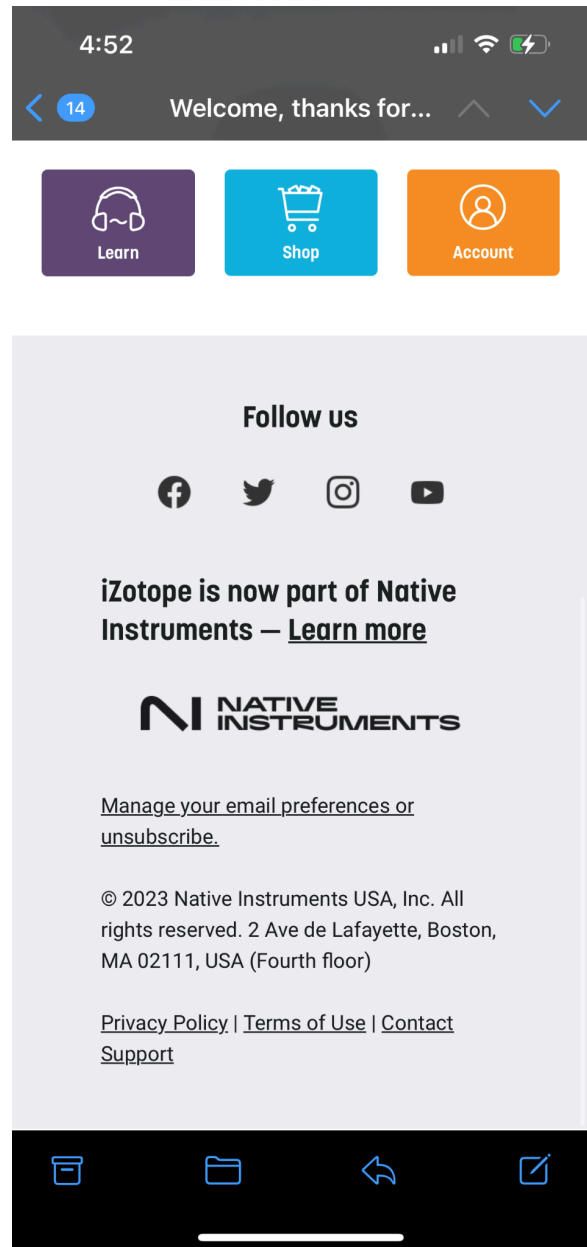
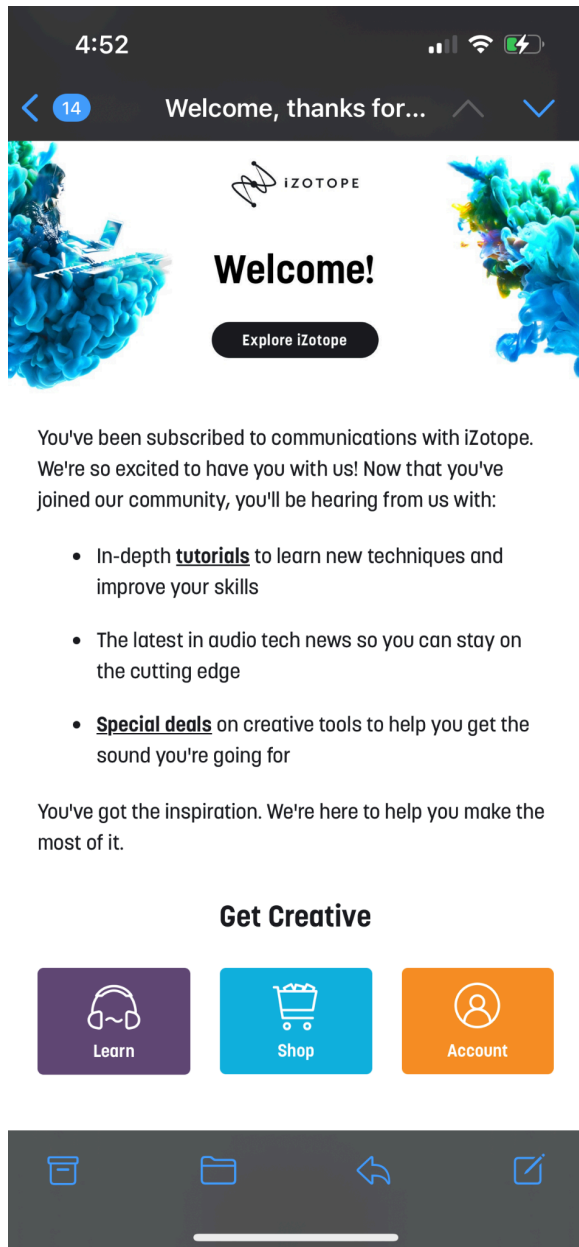


Welcome Email Analysis + Welcome Email Attempt

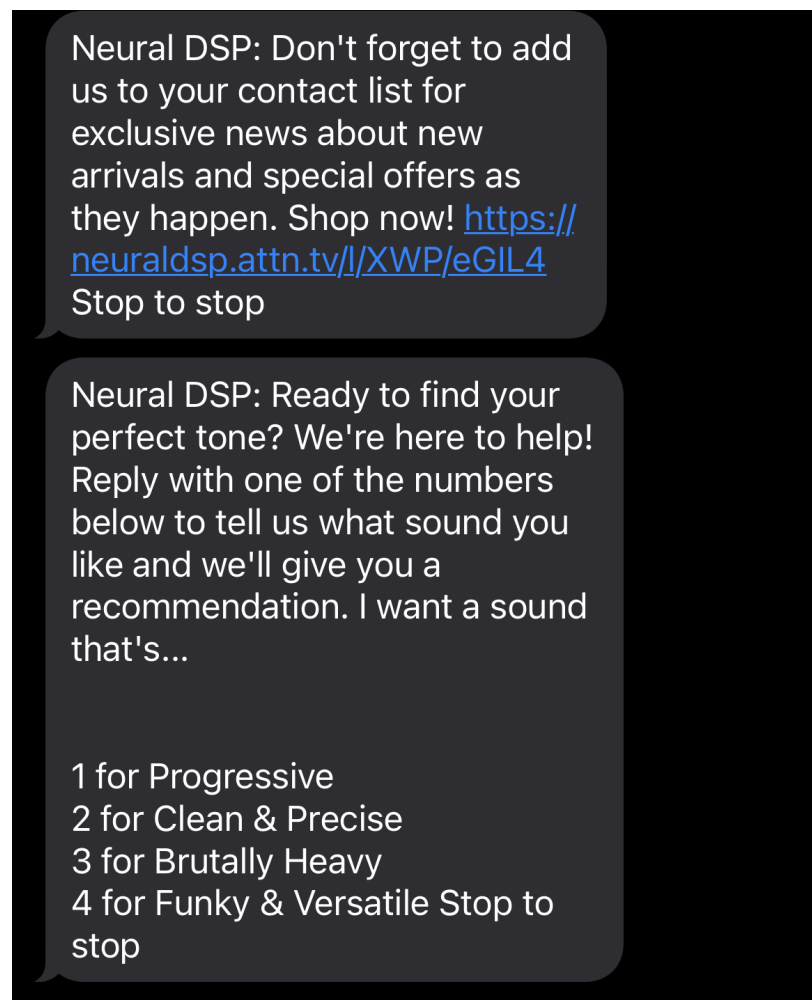
Company #1: Izotope, Inc (a music production company)



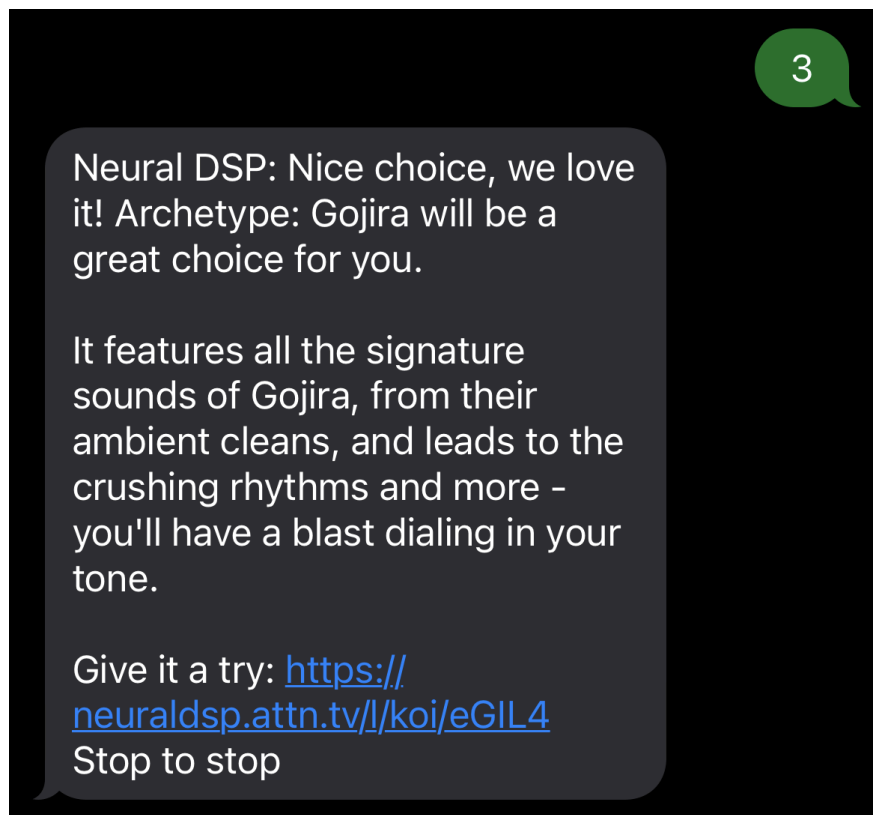
Thoughts: On the first read, it's clear that this is a solid welcome email. It's very punctual, for one; the email opens by thanking the customer for subscribing, and proceeds to state how their newsletter will provide value to them. They do so with an offset bullet point list, which draws extra attention to it. The points are each distinct and provide tangible value to the potential customer. The email closes with a call to action, putting the power in the consumer's hands, using both a closing sentence and a short row of buttons that link to various pages. Throughout the email, the writers place certain attention-grabbing phrases and words such as "cutting edge", "special deals", "inspiration", etc. These elements all combine to create a short and effective opening email for a newsletter.

Company #2: Neural DSP (a digital guitar amp company)

This one was interesting. While they have an email newsletter, it didn't send a welcome email outside of a confirmation link. However, when I first entered the page, they presented me with a plug-in giveaway if I gave them my email and phone number for contact. I obliged, and it took me into a new text conversation with them, where I was presented with this:



I don't think any other company in their market is doing this, but I like it. Their first text is nothing special, just a very standard welcome message with some key words to grab your eye. The real difference is in the second message. They immediately offer value to the customer by presenting them with options. Virtually everyone in the market for their products falls into a few different styles of guitar playing, so they immediately ask which type of guitar sound you're chasing, and provide the four most popular solutions for their customer base. I went ahead and replied with "3", and they followed up with this:



For context, they suggested to me one of their flagship plug-ins (made in collaboration with a very big metal band, Gojira). They gave a short and comprehensive description of it, and went so far as to provide a link directly to the free trial download page for the plug-in. Despite being unconventional, this is an excellent online contact method, and if I were in the market for buying another digital amp, I would almost certainly take advantage of that free trial, or at the very least go through their website to see what else they had to offer.

My Attempt at a Welcome Email

I'll quickly note that for this attempt, I'll try and focus more on the actual text rather than getting bogged down in the visuals (which I tend to do).

My company of choice: **Spitfire Audio**

Subject line: Creativity, Unchained



Welcome, [name]!

Thank you so much for joining our newsletter! Here, you'll hear about everything early. You can expect to be notified about:

- **Giveaways**
- **Comprehensive tutorials** that will help you take full advantage of the tools at your disposal
- **Creator interviews** to keep you informed on the latest techniques in audio production
- Seasonal **sales**
- **New instruments** from us
- And more!

We hope that you take full advantage of all our resources to unchain the creativity that's already inside! Be sure to stay tuned for the latest from us at Spitfire. Before we let you go, here are a couple popular plugin choices for producers new to Spitfire. Give 'em a spin, it's on us!

(Insert buttons below for [BBC Symphony Orchestra](#), [Hans Zimmer Strings](#), and [Piano Professional](#))



P.s. we offer excellent student discounts, click [here](#) to take advantage of them

*list of follow buttons below text

*unsubscribe option on the bottom