

Who am I writing to?

I am writing to business owners who've been closed and we're taking on board as agency clients.

They've already signed the contract to work with us. They're already our customers

Where are they at now?

They will be sent the email onboarding campaign 1 hour after they've signed the contract.

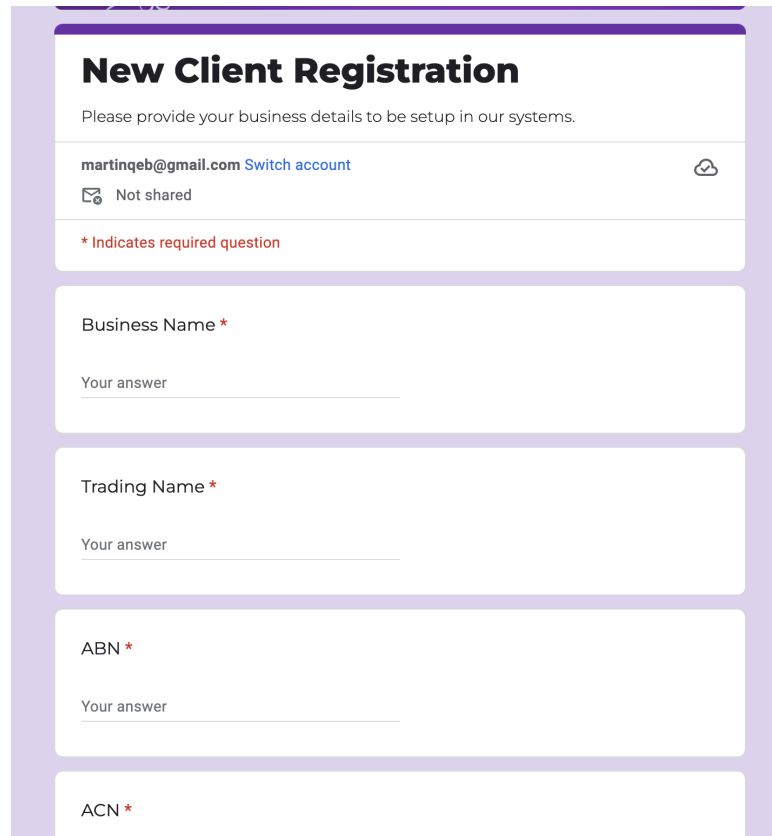
They are at the stage of the funnel where we're gonna start talking strategy.

Our customers likely hate this part of the process because of how tedious and boring going through the on-boarding process of agencies is.

Where do I want them to go?


We want them to take the following actions:


- Fill out the form below so we can input their information onto our system.

A screenshot of a 'New Client Registration' form. The form has a purple header bar. Below the header, the title 'New Client Registration' is in bold. A sub-header says 'Please provide your business details to be setup in our systems.' The form contains several input fields: an email field with 'martinqeb@gmail.com' and a 'Switch account' link; a 'Not shared' status with a lock icon; a red asterisk legend '* Indicates required question'; a 'Business Name' field with a red asterisk and a 'Your answer' placeholder; a 'Trading Name' field with a red asterisk and a 'Your answer' placeholder; an 'ABN' field with a red asterisk and a 'Your answer' placeholder; and an 'ACN' field with a red asterisk. The form is set against a light purple background.

New Client Registration

Please provide your business details to be setup in our systems.

martinqeb@gmail.com [Switch account](#) 

 Not shared

* Indicates required question

Business Name *

Your answer

Trading Name *

Your answer

ABN *

Your answer

ACN *

- Download the guides for giving us admin access to their system.
- Give us access to their systems (i.e. admin access to websites, access to their social media, google profile, google ads manager etc...) so we can manage their accounts.
- And book a strategy call with us so we can discuss our plans on how we're gonna go about their campaigns and so they can give us a good amount of insight into their target customers.

What do they need to experience to go from where they are now to where I want them to go?

Since a lot of the onboarding that digital marketing agencies do is boring, I'm certainly going to try my best NOT to be boring.

What they need to experience after every email is they need to gain more and more familiarity and trust with us.

What they need to NOT experience is as if our agency sees them as a simple transaction who's only there to help us pay our bills.

So I want them to know us better but at the same time I don't want to bore them with details about us that they don't care about – I want them to know us better in a way that lets them know what we can do for them.

I also want there to be excellent storytelling and a good sense of humour.

It has to be as simple as humanly possible – avoid overcomplicating it. We don't want clients being confused and overwhelmed and ending up calling us anyway.

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Email 1: Welcome and Set Expectations

SL – Welcome aboard! Let's get your brand Hoppin!

Hi [Client Name],

We're very excited to have you on board!

Think of us as your new strategic partners who're going to take digital marketing off your plate so you can focus on your business.

Here's a quick overview of what to expect over the next few hours.

Step 1: Fill out the form.

It's a simple form to get your basic business information loaded into our systems.

You can do that by clicking the button below.

[Button]

Step 2: Download these handy guides

Once you've done that, you'll be sent an email with our guides

That way you know how to give us access to your systems (i.e. websites, social media, google profiles, whichever service we've agreed upon on call).

Step 3: Strategy time!

We'll be mapping out your success strategy once you've done all the previous steps.

This 30 minute call will be to discuss your campaigns and share insights about your target customers so we can create campaigns that hit the mark.

And once all that is done...

You can pretty much sit back, relax, and let us do the marketing work for you.

Once again, here's the button to fill out the forms:

[Button]

And you'll get the email about the next step straight after that.

If you ever get stuck and need help, feel free to reply to this email or call us at [insert contact number].

Now let's make some magic happen!

[Email Signature]

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Email 2: Step 2 (Once previous condition has been fulfilled)

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Email 3: Step 3 (Once previous condition has been fulfilled)