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All Aboard!

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Even if you've spent time redesigning your app, optimizing user experience, and creating robust blog content, none of it matters if you can't get users to stick around. So start your relationship on the right track by expressing appreciation for users who actually opt in to hear from you. Effective welcome campaigns are a great way to set the tone for future interactions and, when done well, can serve as an effective way for users to form a bond with your company.



[**11 Welcome Campaigns That Really Get It**](#)

Number

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60% of welcome emails are opened,
per these findings on [customer engagement](#).

[link to <https://www.appboy.com/blog/mobile-customer-99-stats/>]

Quote

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*There is no friend like an old friend who
has shared our morning days, no greeting
like his welcome, no homage like his praise.*

Oliver Wendell Holmes, Jr., American judge and jurist

You had us at hello too, Oliver. Great relationships often start with warm welcomes, but it's continual [communication and interaction](#) that will get you closer to your goal of long-term user retention.

[link to <https://www.appboy.com/blog/10-point-mobile-onboarding-checklist/>]

Word

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Moniker

noun. name, or nickname.

What belongs to you but is used more by others?

No one wants to be addressed in general terms. Incorporating the user's name in messages adds the personal touch users appreciate. Brands who leverage [personalization](#) see conversion rates increase by 27%.

[link to <https://www.appboy.com/blog/customer-attributes-let-you-reach-your-customers/>]

Takeaway

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We all know how important it is to make a great first impression. Turns out that principle holds just as true in digital as it does in face-to-face interactions.

If you're ready to improve how you welcome your new customers, check out our [guide to onboarding](#).

[link to http://try.appboy.com/gc_mobile_onboarding/]



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