

#1 Welcome email

Purpose: product tour

From: Jennifer from 123 Form Builder <jennifer@123formbuilder.com>

Subject: Yay, you made it! Welcome to 123 Form Builder! 🍀🍊💙

Preheader: I'm Jenn & I'm here to show you how to get started

Content:

Hi <first name> or there,

First of all, thanks for your interest in our tool! I am excited to see how you're going to explore the many ways you can use 123 Form Builder. My name is Jennifer (everyone calls me Jenn), your dedicated customer success agent, and I'm here to help you get the most of your time with 123 Form Builder.

To quickly get you started, I recommend checking [our introductory video tour](#). After that it is gloves off time, so [go ahead and get your hands dirty!](#) Pick a template, personalize it and connect it with the tools you use. Happy with it? Publish it, and start seeing your dedicated dashboard filled with names!

If you have questions or would like us to go through your goals with 123 Form Builder, feel free to reply to this email. I look forward to helping you in any way possible!

Jennifer - Customer Success Agent

If you want me to stop sending you messages, please [click here](#).

#2 Do more email

Purpose: educational

From: Jennifer from 123 Form Builder <jennifer@123formbuilder.com>

Subject: Get 110% out of your forms

Preheader: Build the perfect form, collect unlimited data

Content:

Hi <first name> or there,

It is me again, Jenn. I hope you've had a chance to settle in with our cool product. I wanted to drop this email with some quick tips that will help you get the most out of your forms:

1. **Customize it.** There are so [many features to discover](#):
 - easy drag & drop builder
 - file uploading
 - conditional logic (my favourite!)
 - notifications via email or SMS
 - ... and countless others!
2. **Connect it.** Enjoy [integrations with the tools you use and love](#): Wix, HubSpot, Dropbox, Zapier, Google Drive, Mailchimp, Campaign Monitor, Unbounce, Marketo, and 80+ more! .
3. **Publish it.** Collect and analyze data in the dashboard or send them directly to your database, CMS, CRM, e-commerce platform, email marketing platform, cloud storage, or more.

Ok, short and sweet for today. If you'd like to explore more advanced features, just drop me a quick email and I will do my best to help :).

Jennifer - Customer Success Agent

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#3 Discount email

Purpose: upsell – only for those that ask for it

From: Jennifer from 123 Form Builder <jennifer@123formbuilder.com>

Subject: Your requested discount

Preheader: More forms, more data, your branding

Content:

Hi <first name> or there,

Okay okay, I know it is a bit pushy, but I thought I will give it a chance because....why not :). If you'd like to experience one of our superior plans, just use the code below and voilà, welcome to the land of limitless possibilities!

Simply add "**welcome15**" in the "*I have a discount code*" when you [upgrade](#), and you're all set!

Why upgrade, you ask? Hmm...because I get to keep my job? Kidding kidding, but seriously, there are so many superpower features to explore! For example:

- 15+ payment gateways
- encrypted data
- bye-bye, unbranded forms!

If you need any help, or have any questions, I am only a quick "reply" away ;).

Jennifer - Customer Success Agent

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#4 Product tip 1 email

From: Jennifer from 123 Form Builder <jennifer@123formbuilder.com>

Subject: Pro Tip: Customize your respondents' experience

Preheader: How you design your surveys will impact how effective they are

Content:

Hi <first name> or there,

Nothing irritates a respondent more than being asked to answer a question that's not relevant to them. (OMG, I hope you don't find my emails irritating or irrelevant....I swear I am doing my best :).)

I wanted to share with you a really cool feature that personally is my favorite (I know, I am such a geek). It is called **conditional logic** (just saying it out loud makes me want to sit back with a glass of chardonnay on some imaginary rooftop in Spain and look down at the world). Anyway, it is a really cool feature! So, what is the big hype? Well, dynamic surveys using conditional logic essentially change what a respondent sees and what happens next, based on their responses.

Creating different actions triggered by different responses results in a personalized and, ultimately, improved experience for your respondents.

What's in it for you, you ask?

Or, maybe I should ask what's in it for *your* audience? Ah, you see where I am going with this? You get to give your audience the **best experience** ever, because the talk on the street is that delighting your audience is what brings them back...so I got you covered there ;).

All this Conditional logic talk made me so excited, so I'm going to hop onto the imaginary rooftop I was talking about, but do let me know if you want to see how this can work for you.

Jennifer - Customer Success Agent

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#5 Product tip 2 email

From: Jennifer from 123 Form Builder <jennifer@123formbuilder.com>

Subject: Integrate 123 with the tools you love. We won't be jealous, we promise.

Preheader: We get along with your favorite tools so you can do more with your form

Content:

Hi <first name> or there,

Guess who's back into your Inbox :). Let's face it, companies, big or small, need advanced solutions that make complex processes simpler, faster, and more efficient (sorry, they made me write this sentence...but it is kind of true, though, and for once since 2019 I cannot blame Covid-19 for it :)).

Ok, back to what they told me to write...And that's exactly what our in-house rockstar – ahem, our form builder – does for hundreds of thousands of people around the world.

It provides all the features they need to automate their data collection processes and workflows with forms that are easy to build, maintain, and integrate with the tools they know and love.

Ok, so now it is me typing...god, I hope you're still here. Anyway, I hope what they asked me to type resonated with you. Frankly, it kind of makes sense too. If you want to explore some of the cool options (psst, conditional logic ;)), then just let me know and we can get you up and running in a really short time.

Talk soon,

Jennifer - Customer Success Agent

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#6 Discount reminder email

Purpose: upsell - only for those that opened the "product tips" emails & plan=free

From: Jennifer from 123 Form Builder <jennifer@123formbuilder.com>

Subject: Let's help you do more

Preheader: More forms, more data, more of your brand

Content:

Hi *<first name>* or *friend*,

Look at you, you superstar! I see you're doing a great job with our product, and I want to give you a bit of help to do even more (hmm, maybe I should pitch this sentence as a new t-shirt to the swag team....anyway...).

This is a gift from me to you...ready...drum rolls...**15% of a one time discount (yay!)**. All you need to do is send me a video of you doing 50 pull ups...ok ok, I am kidding...I can barely do two pull ups, btw. Anyway, you simply need to add "**welcome15**" in the "*I have a discount code*" when you [upgrade](#).

Do I really need to mention why to upgrade? Of course I do, otherwise our Head of Product Marketing will make *ME* do 50 pull ups...haha. Ok, here are some of the gazillion powerful features you can do to make your boss think you're the new superhero in the company: :

- 15+ payment gateways
- encrypted data
- bye-bye, unbranded forms!

You better go get that red cape, SuperYOU...;)

Do let me know if I can help you any further.

Jennifer - Customer Success Agent

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#7 Ask for feedback email

From: Jennifer from 123 Form Builder <jennifer@123formbuilder.com>

Subject: 123 Form Builder values your opinion

Preheader: Want to share your point of view?

Content:

Hi <*first name*> or *there*, it's me, Jenn.

My series of emails to you is coming to an end :(This will be the last email in my Onboarding series. I know I know, I will miss you too, but don't worry you can always email me whenever you feel the need to chat about conditional logic, or an imaginary rooftop in Spain ;).

Before I wrap it up, I have one small favour to ask. I'd appreciate it if you could spare a moment to share your **feedback** about our product, based on everything you've seen from me so far? This will help me understand if I'm still doing the best I can to assist you and others make the most of it – and get even better at it!

Ok, this is it. If you'd ever like to [try more advanced features](#), shoot me an email anytime :).

Have a great day!

Jennifer - Customer Success Agent

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