

Welcome Email Campaigns

Engaging new patrons and building great first impressions



You know first impressions matter. So, why should your library be any different? A timely, targeted and attractive email campaign is a proven way to build that great first impression and set the stage for better informed and more engaged patrons.

But why are welcome emails such an important part of your email marketing strategy? And how can you make sure you give people a great reason to open them? Let's find out!

Why bother with a welcome email campaign?

Welcome emails are a proven method of reaching your new patrons – for a number of reasons. To better understand them, we're going to take a closer look at how these messages can influence your audience.



They give you a chance to connect right away

Welcome emails are a fantastic way to connect with your patrons right away. Furthermore, you can offer them important insights on how your library is there to help them.

Your welcome emails should contain useful information about the services available at the library. Avoid turning your welcome email into a boring guide. Avoid the urge to talk about EVERYTHING the library has to offer...keep your writing short and to the point and focus on key items you want to highlight.

Setting up welcome emails is easy – Patron Point’s automation saves you so much time!

Begin building preferences

When you send out welcome emails, it’s a great opportunity to begin to build engagement. You can offer new patrons a chance to set up their preferences or respond to a simple survey. Some people may want to subscribe to your newsletters, new title notifications, events information, their preferred language and more. With a campaign, you don’t need to ask for all their information up front, you can get information on a specific subset of questions in each email...slowly building a complete preference picture of that patron.

Basic Rules for Writing a Great Welcome Email

As you can see, welcome emails can go far beyond a simple greeting. They can elevate your brand, inform your new patrons about library services, and can be a great tool to gather preferences and other information.

Now, let’s see how to write welcome emails people want to click on!

Subject lines

A catchy subject line makes all the difference in open rates – every email marketer knows that. However, remember that the content of your email always has to deliver on your promise.

Getting people to open your email is just the first step. Don’t let vanity metrics sabotage people’s perception of your brand.



Use our A/B testing feature to try out different variations of the subject line to measure which one gets the best results.

Keep your message relevant

So here is the real challenge for libraries. With such a wide range of services on offer at most libraries and with such a wide range of demographics and customer interests, how do you know what is relevant for each patron?

Our suggestion is not to create a single email but create a series of emails that break the library services into sensible groupings and these emails get sent out automatically over a defined period.

You can create different emails for different library card or patron types i.e. one for adult cards and another for youth cards with appropriate design and content.

Some examples of the topics libraries have found useful things to include in your welcome emails are:

- Welcome from Library Director
- Some information on your physical collections
- How to access your digital resources
- Information about your events and programming
- Spotlight on staff members
- Volunteering opportunities, how to join your Friends Groups etc.

Campaign Timing and Cadence

Cadence describes how many emails are sent and the amount of time between each of the emails, as well the email content and the audience receiving the emails. Experience tells us that an initial email sent immediately when the patron joins the library followed by 3-4 emails over the next few



days works best. However, it is entirely up to you how you set it up. Patron Point's powerful automation offers great flexibility and the ability to experiment and monitor results.

Create eye-catching designs – not plain text emails

Every library has its own brand, marketing strategy, and tone of voice. Your communication revolves around these core elements. The way your emails look should always reflect your library's personality.



Your welcome emails set the tone of what people can expect from your future communications helping you build a recognizable look and feel. The library logo, font and colors should be present your welcome emails and echoed in your newsletters, patron notifications etc.

Create Calls To Action (CTAs)

Welcome emails are a great place to direct people to further information on your website. But remember, keep your email copy short and to the point. Then use hyperlinks and buttons to specific landing pages where they can read more detail for example your events page or information about your digital collections.

Don't overdo it. One or two CTAs per email are more than enough to get people to interact with you.

Does your email look good on mobile?

Ensuring your emails are mobile-friendly is a must. With more than 46% of emails being opened on mobile devices, you can't afford to overlook this crucial detail. By using our mobile friendly templates you can ensure your emails show up properly on all devices.

Putting it into practice



Every library that subscribes to Patron Point gets a welcome email campaign included within their subscription.





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By setting this up with you, we are able to show you around the Patron Point platform and explore how all the components work together such as the email editor, the A/B testing functionality, the workflow tools where we set up the cadence, how to build segments to define the audience and the reporting tools and dashboards.

This means we offer you our standard mobile friendly templates and work with you to set up a standard email welcome sequence that you can customize with your content and start getting value from Patron Point immediately on starting your subscription.

All set?

Welcome emails are essential to introducing your library services and laying the ground for further engagement. If people have entrusted you with their email addresses, they most likely enjoy hearing from you and using the services of the library.

Make the most of that by:

- keeping your promise: give people what they signed up for
- get their attention with helpful content
- strive to educate and entertain
- always offer something of value.

As they start using library services, you will be able to leverage your patrons' behavior and preferences to segment your audience and further personalize your campaigns to them to help them explore things they haven't discovered yet.

For now, use your welcome emails to start engaging with your audience. Get to know each other so you can build a long-lasting, fruitful relationship.

For more information see www.patronpoint.com/welcome

