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Lifecycle Emails

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Lifecycle vs Newsletter

- Newsletter – sent to all of your users at once.
- Lifecycle – each email is sent to each user at the same point in their lifecycle. Examples:
 - At sign up, send email A,
 - A week after signing up, send email B,
 - 3 days after starting a free trial, send email C.
- What you will send will vary enormously depending on what your business does!

Why do lifecycle emails?

- Proactive customer support.
 - Extend a personal greeting and actively reach out to your customers
 - Check up on your customers that look like they might have had some trouble with your product or service
 - Delighted customers
 - You can't fake this. If you do you're just spamming.

Why do lifecycle emails?

- The best feedback you'll ever get
 - Find out why users are giving up on your product or service
 - Get engaged in conversations about what your customers want
 - Check up on your customers that look like they might have had some trouble with your product or service.

Examples

- On signing up
 - “Hi Joe, thanks a lot for signing up for AcmeWidgets! If you get lost, you can login again [here](#).”

If you ever have any problems or questions (or even just a simple suggestion about something we could improve) then please feel free to get in touch directly by replying to this email.

Regards,
Bob
Founder of AcmeWidgets”

Examples

- After starting a free trial
 - “Hi Joe, I just noticed that you started a free trial and I wanted to reach out and see how you were getting on with AcmeWidgets. Has it helped to improve your Widget processes? Have you had a chance to try our Widget factory?

I head up the development of our Widget Platform, so if you have any suggestions for what we could improve then please let me know. We're always open to feedback about what we can be doing better.

Regards,
Lucy
Chief Engineer of AcmeWidgets”

Examples

- Lost user
 - “Hi Joe, I noticed that you haven't used AcmeWidgets for a while and I just wanted to check if you'd had any problems that had put you off? Is there anything we can do to make AcmeWidgets easier for you to use?

Please let me know if there's anything I can do to help get you back on track, or why AcmeWidgets isn't suitable for you.

Regards,
Bob
Founder of AcmeWidgets”

Examples

- Cancelled payments
 - “Hi Joe, I'm sorry to see that you cancelled your paid account. If you could spare a few minutes, I'd love to hear what we did wrong. Is AcmeWidgets missing something that you need? We're always trying to improve our service so your feedback would be really valuable to us.

Regards,

Bob

Founder of AcmeWidgets”

Services for doing lifecycle emails

- Do them by hand – it's a mindset not just a process
- Make friends with the developer sitting next to you.
- Mixpanel (www.mixpanel.com)
- Customer.io (www.customer.io)
- Userfox (www.userfox.com)
- Drip (www.getdrip.com)

Remember!

- It's about engaging your customers in conversations and checking up on them. This is going to put you in the top 1% of support quality, and your customers are going to love you for it.
- It's a mindset and doesn't just apply to SAAS businesses.
 - Freelancers and consultants – are you following up with your clients a month after delivering your product or service?
- Get some great feedback!

Questions?

- To the bar!
- @thejpallen
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