



DOJOMOJO

HOW-TO GUIDE

# How to Create an Email Drip Campaign



[www.dojomojo.com](http://www.dojomojo.com)

# What's a drip campaign?

An email drip campaign is a series of 4-5 automated emails designed to build a relationship with subscribers and convert them into an engaged audience.

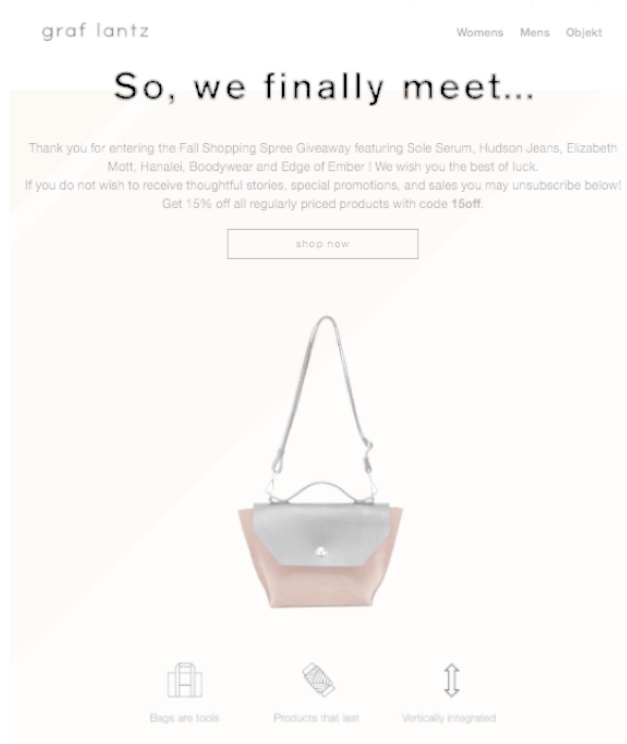
Triggered once a new subscriber joins your list, these run in chronological order and are spread out across a couple of weeks. Drips are a powerful marketing tool to immediately engage and activate email leads.

In this guide, we'll walk you through building a drip campaign that will turn email leads into dedicated readers or users of your product.

# Get Ready

First, you'll want to integrate with your ESP. An **ESP integration** allows DojoMojo to send new email addresses directly to your ESP. This lets you reach your audience more quickly, and time is of the essence. Reaching users as soon as they enter your giveaway keeps your brand top of mind for new subscribers. This leads to increased open rates and creates a foundation for a relationship with your audience.

# Email 1: Welcome Email



← A reason to stay: The discount and CTA entices the reader to click and visit your website for content or a promotion.

← First impression: Product image or short copy works well to explain your brand.

## Trigger

Send immediately after the user joins the email list.

## Sample subject lines

“GIVEAWAY CONFIRMATION: Welcome to [Brand Name]!” or  
“Thank you for entering the giveaway – it’s nice to meet you!”

## Content

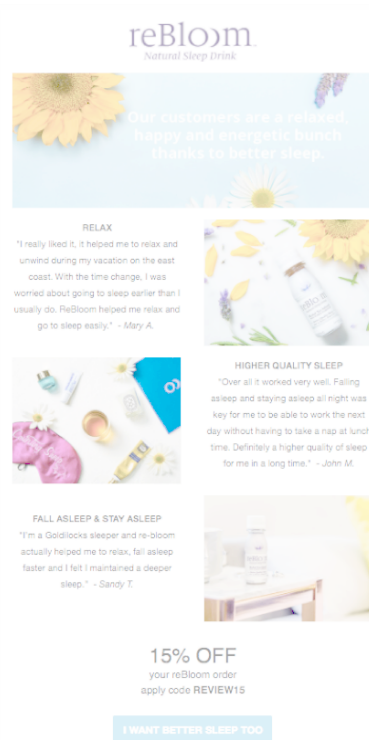
This email first impression is especially important – it will be a core reason why this reader will want to stay engaged with your brand. This first touch should remind the reader how they joined your list, explain what your brand does, and convey why the reader should be interested. It should be visually appealing enough to be engaging, and should include a clear CTA to entice a reader to click through to your site for a great piece of content or a promotional offer/

**DO** build trust with your reader. Incentivize them to start a free trial, read an article, or interact with your website, etc.

**DON'T** ask them to spend money yet. You need to show some value before making an ask. Keep your email brief and to the point.

**Tip:** Some brands have success in reducing unsubscribe rates by actually making it clear that the reader is free to leave the list. If you do mention the unsubscribe option, pair it with a positive alternative. For example, “You are free to unsubscribe at any time, but before you do, check out all the awesome things we’re doing.” If your content is strong enough, the unsubscribe mention is not needed.

# Email 2: Reminder/Value Email



Use customer reviews to gain the reader's trust. If you have the support of a celebrity or influencer, include them.

Emails that present info without requiring clicks to readings and have one clear CTA are effective at directing traffic to where you want within your site.

CTA: Discounts that use "free" and "%" (such as Free Trial, and Save 20%) perform well.

## Trigger

Send 3 days after the previous email.

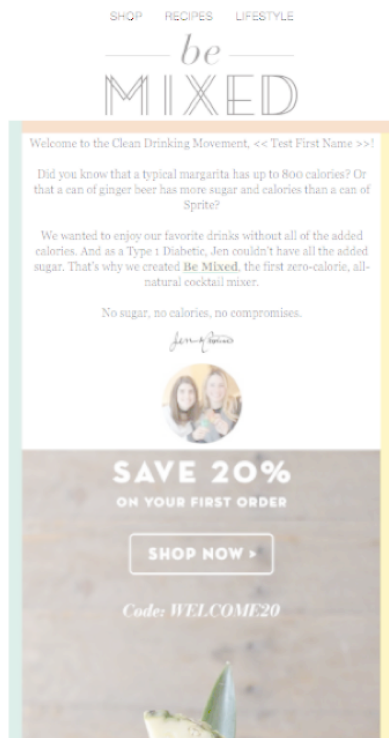
## Content

Build trust by providing the reader with something of value (an article, recipe, something they would find interesting or entertaining), giving them not only a reason to stay on your list, but also so that they can learn to trust your brand as a reliable source of information.

**DO** incentivize them to further interact with your site through a promotional offer. Try listing some of the benefits of your product or showing how it can impact their daily life.

**Tip:** Andrew Warner, founder of Content Ranked said "One of the best ways I've used to drive sales is by using mini-case studies in emails. I use those to tell a success story of how someone (who was once in their boat) managed to have success with whatever product/service I was providing."

# Email 3: Reminder Email



← A brief welcome letter from the co-founders addresses the recipient by first name and includes their own photograph to make it personal.

← Highlight the special deal available to them as a new subscriber.

## Trigger

Send 3 days after the previous email in the series.

## Sample subject lines

"An offer for you, {name}"

## Content

Make it personal – send it from CEO to personalize the message. Use merge fields to customize the text so that you include the reader's first name, which you'll have from the entry form.

**DO** remind the reader about your product/service.

Incentivize them to further interact with your website (read an article, watch a video, etc).

**DON'T** push too hard. You're reminding and incentivizing but you're still providing value – not just trying to get the sale.

# Email 4: Value Content Email



← A clean email offering attractive and enticing content encourages your readers to continue with your brand.

← It's okay to repurpose an article you already have, like a recipe or an informative blog post about why your product is great.

← If you make the special offer the only hyperlinked item in the email, then the only opportunity to click is to sign up for a trial.

## Trigger

Send 3 days after the previous email in the series.

## Content

This email is the warm up for the ask, a last chance to build trust and provide value before going for the sale. This message should remind the reader about your product/service and provide the reader with some type of value, such as an informative piece of content like a blog post or article.

**DO** tee up the sale. This email reduces churn by building your reliability as a source of information. You want them to stay engaged with your list, so that they will make a purchasing decision later.

## Sample subject lines

"Healthy smoothie to start your day"

**Tip:** Tyler Sprunk, CMO at Simple Strat gave us this information about offering value in your drip, "Whenever you onboard new email leads, you want to offer them value right away without asking for much in return. Providing your new leads with something like a good piece of educational content can help you build trust and credibility, determine how interested the lead is in what you have to offer, and ensure that they'll keep opening your emails in the future."

# Email 5: Reminder/Final Offer Email



← A fun quiz further encourages the reader to visit your website and to continue subscribing for interesting content.

← Offer the special deal available to new subscribers one more time.

## Trigger

Send 3 days after the previous email in the series.

## Sample subject lines

"Find your perfect cocktail"

## Content

This is the ask email. Make sure you highlight the CTA and continue to provide valuable content.

**DO** make your offer shine. This is the final welcome email, so offer them one last incentive to buy your product or service.

That's it! You can now transition the reader to your normal marketing messages.

For maximum success, keep your drip fresh by regularly updating your imagery and content. Use analytics to determine which emails are working best for you, and apply those learnings to optimize your drip.





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# Questions?

[support@dojomojo.com](mailto:support@dojomojo.com)



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