# Customer Onboarding Email Series

**Purpose:** This document outlines a sequence of onboarding emails to welcome, guide, and educate new customers about your product or service. These templates can be automated to ensure consistent communication and engagement during the early phase of customer journey.

## Email 1: Welcome Email

Hello **{firstName}**,

Welcome to **{companyName}**! We're thrilled to have you on board.

To help you get started, here are a few things you can do:

{#gettingStartedChecklist}

* **{title}:** {description}

{/gettingStartedChecklist}

We’re here to support you every step of the way.

Warm regards,  
*The {companyName} Team*

## Email 2: Getting to Know Our Product

Hi **{firstName}**,

Now that you’ve had a chance to log in, we wanted to show you some powerful features inside {productName} that can make your experience even better.

{#featuresList}

1. **{featureName}:** {featureDescription}

{/featuresList}

{^featuresList}We will soon share more details about what you can do with **{productName}**.{/featuresList}

Do you have any questions so far? Reply to this email and we’ll get back to you quickly!

Best,  
*{companyName} Success Team*

## Email 3: Tips From Other Customers

Hi **{firstName}**,

Our community has been achieving amazing results with **{productName}**. Here are a few ways other customers are getting the most value:

{#customerTips}

* **{tipTitle}:** {tipContent}

{/customerTips}

{^customerTips}Stay tuned as we’ll soon share tips from other customers to inspire your success.{/customerTips}

Feeling inspired? Give one of these strategies a try!

Thanks again for choosing {companyName}.

## Email 4: Help & Support Resources

Hey **{firstName}**,

We want to make sure you feel confident using **{productName}**. Below is a list of resources available to help you:

|  |  |  |
| --- | --- | --- |
| **Resource** | **Type** | **Link** |
| {#supportResources}{resourceName} | {resourceType} | {&resourceLink}{/supportResources} |

{^supportResources}We are currently updating our support materials. Please contact us directly for help.{/supportResources}

If you ever need assistance, just reply to this email or visit our support center.

We’ve got your back!  
*{companyName} Support Team*

## Email 5: Your First Success

Hello **{firstName}**,

Congratulations on completing your first milestone with **{productName}**!

{#successHighlight}We noticed that you’ve successfully **{achievement}**. That’s a huge accomplishment and a great step forward!{/successHighlight}

{^successHighlight}We hope you're enjoying your experience so far – keep exploring and making progress!{/successHighlight}

If there’s anything we can do to help you go even further, don’t hesitate to ask.

Cheers,  
*The {companyName} Team*

**Note:** If at any point you would like to unsubscribe from this email series, please click {&unsubscribeLink}.