# Welcome Email Campaign

## PLAYBOOK

### The Key to Maximizing Sign-Ups for Your Discount Program



access

# Overview

This campaign includes a series of pre- and post-registration emails that introduce the discount program to your audience, encourage them to sign up, and educate them on the savings available.

Once members sign up and receive all of the post-registration emails, they are transitioned into our ongoing weekly emails, which deliver local deals, online discounts, and travel savings.

**Our welcome series helps set your discount program up for success in three ways:**

1. Introduces valuable discounts to your members so they can keep more of their hard-earned dollars, and reveals a multitude of ways they can save on everyday purchases.
2. Gives members quick and easy access to their deals by providing simple step-by-step instructions on how to sign up and start saving.
3. Members can personalize their experience. After members sign up, we invite them to share their zip code so we can send them local offers.

## FEATURES

This series includes two to four emails, depending on how many pre-registration emails members receive before signing up. Email features include:

- **Ability for members to opt out any time**
- **Detailed information on key benefits / features**
- **Sign-up instructions tailored with program specific information**
- **Branded with company/program logo**



## MEMBERS WHO GOT OUR EMAILS

**SAVED 48%** more when they received them each month.

## AND ARE

**6X** more likely to sign up from ongoing emails.

**7X** more likely to redeem a deal or book travel.

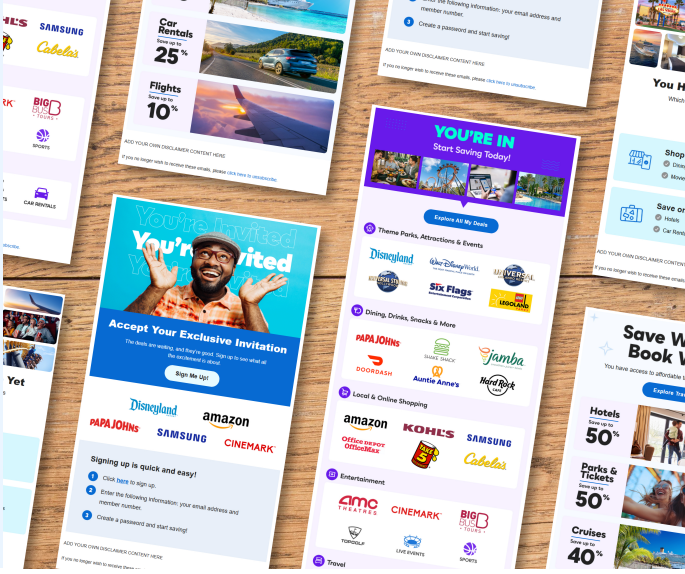
**51X** more likely to **sign up early** when receiving the **Welcome Campaign Emails.**

**Questions about which domain or email address your welcome emails will come from? Contact your Client Marketing Specialist (CMS).**

# Welcome Series HTML

If you decide not to have Access send your member emails, you always have the option to use our HTML. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader. Feel free to only use the emails relevant to your audience and program.

**Download HTML**




# Welcome Email Campaign: **Pre-Registration**

## OVERVIEW

You'll work with your Client Marketing Specialist (CMS) or Sales Rep to set an email launch date for your welcome series. As long as your email list is uploaded 48 hours before the email launch date, your welcome emails will be sent on the same day as the agreed upon email launch date.

After your program has launched, any new members that are added to your email list will receive the welcome emails 1-3 days after being added, depending on the verification process and what day of the week they are added. There are no sends on Saturdays and Sundays.

## HOW IT WORKS

Pre-registration emails one and two will send every 24-48 hours after a new member enters the program.

Each email provides simple and clear instructions on how to sign up.

Once a member signs up, they will not receive the subsequent pre-registration email. They will begin to receive the post-registration emails within 24 hours to confirm their program sign-up and help them start saving.

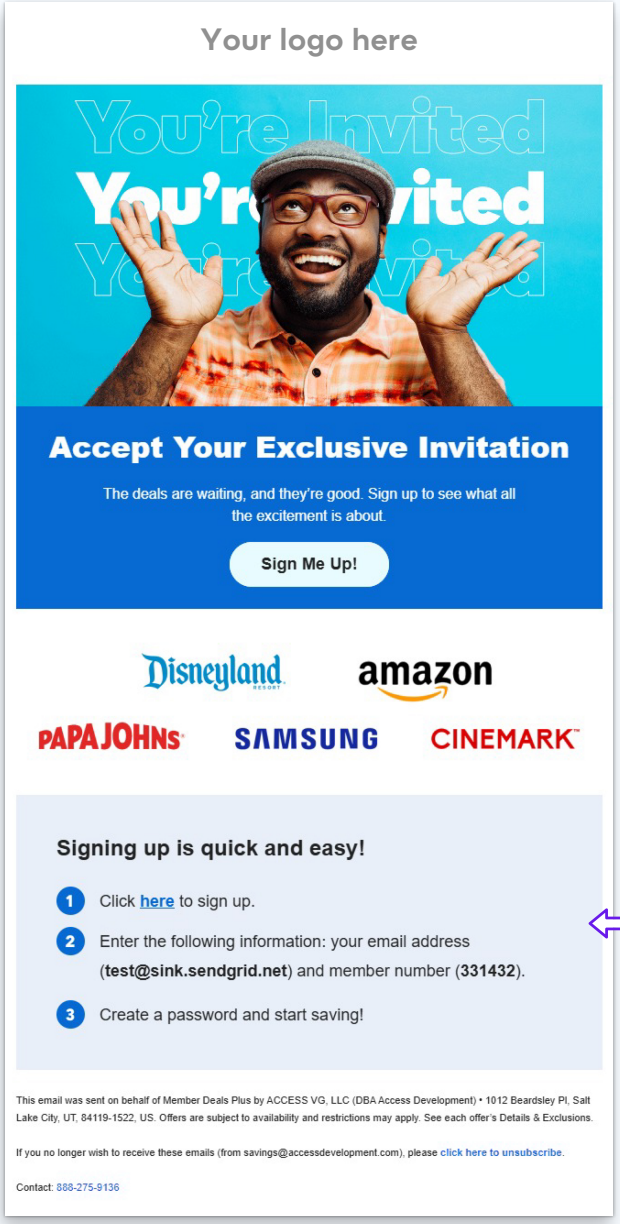
> We knew launching this program would require some effort, but we didn't imagine it would take off this quickly.
>
> — Vicki Rodgers, *Assistant Manager of Member Benefits of California Teachers Association*

The California Teachers Association met their **12 month goal in only 6 months.**

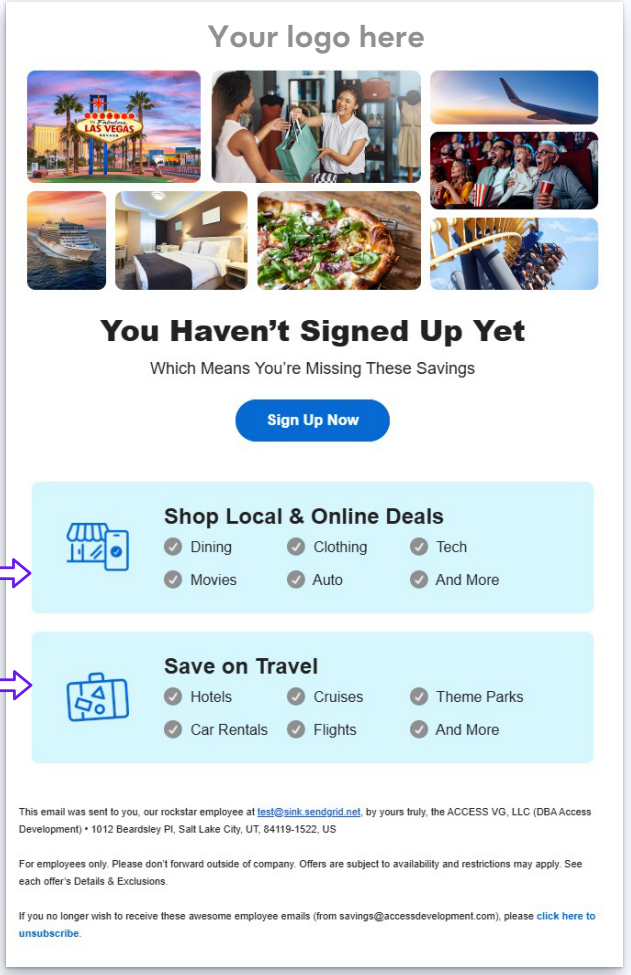
> We have been impressed with the Access Perks program and the positive response from our employees at every level of the organization. Staff truly value the local discounts and travel savings, and the level of engagement has exceeded our expectations. Access Perks has been an affordable, meaningful way to support employee appreciation and morale.

Riverwood Center had more than **half its staff registered (53.8%) in the very first month.**

## EMAIL #1




## EMAIL #2




**Savings highlights to promote the value of the discount program**

**Information each member needs to sign up**

**Opt out link at the bottom of every email**

# Welcome Email Campaign: **Post-Registration**

## OVERVIEW

The post-registration emails are sent immediately after program sign-up. These emails are designed to engage new members and get them using their savings.

> Every day we're enrolling more members, and they look forward to the emails they receive from Access about merchant offers.
>
> — David Williams, *Associate Executive of OEA*

## HOW IT WORKS

Post-registration emails one and two are sent every 24-48 hours after a new member has signed up. There are no sends on Saturdays and Sundays.



From hotels and theme parks to cruises and car rentals, a variety of travel offers are featured to get members engaging with their travel benefit right away.



These emails showcase offers across shopping, dining, movies, health and wellness, and more, helping members start saving instantly.



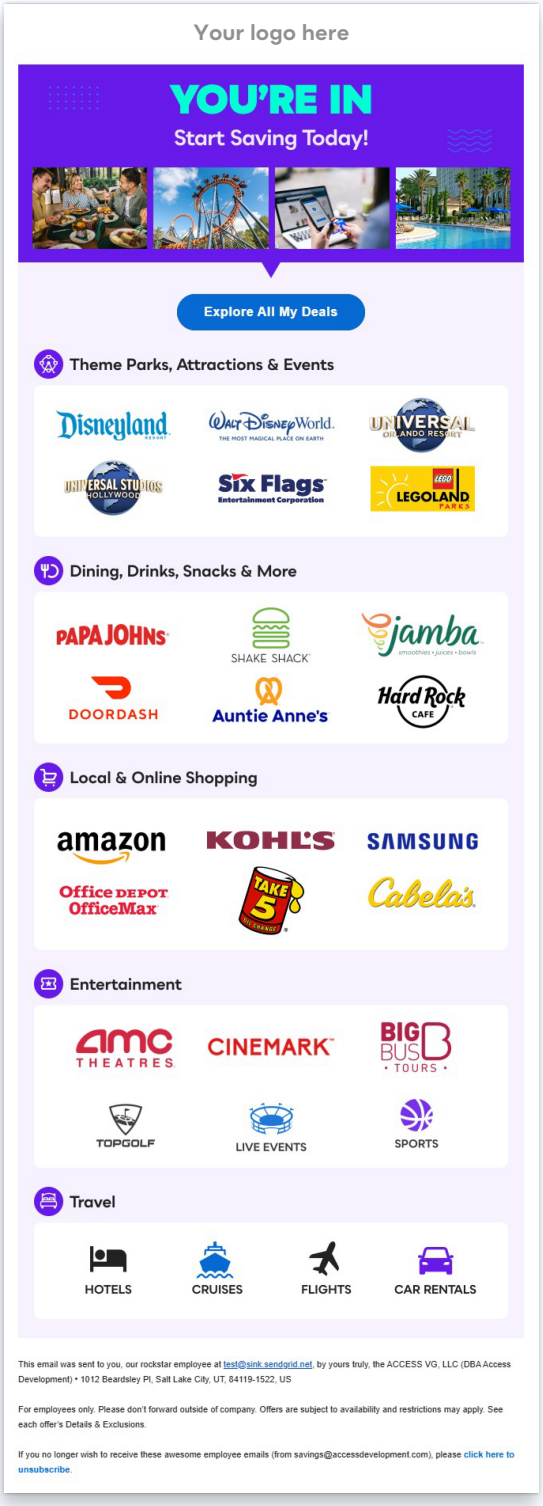
Each email features savings across multiple categories—shopping, dining, hotels, cruises, car rentals, and more. Content is dynamic, so categories are automatically shown or suppressed based on each member's subscription, ensuring everyone sees the version relevant to their benefits.

> Access has played a significant role in promoting inclusivity by providing discounts and benefits that appeal to everyone. Once we got members to engage with the program, they were far more likely to see how the company was looking out for their financial well-being.
>
> — Hanna Low, *HR Benefits Specialist Spartan Companies*

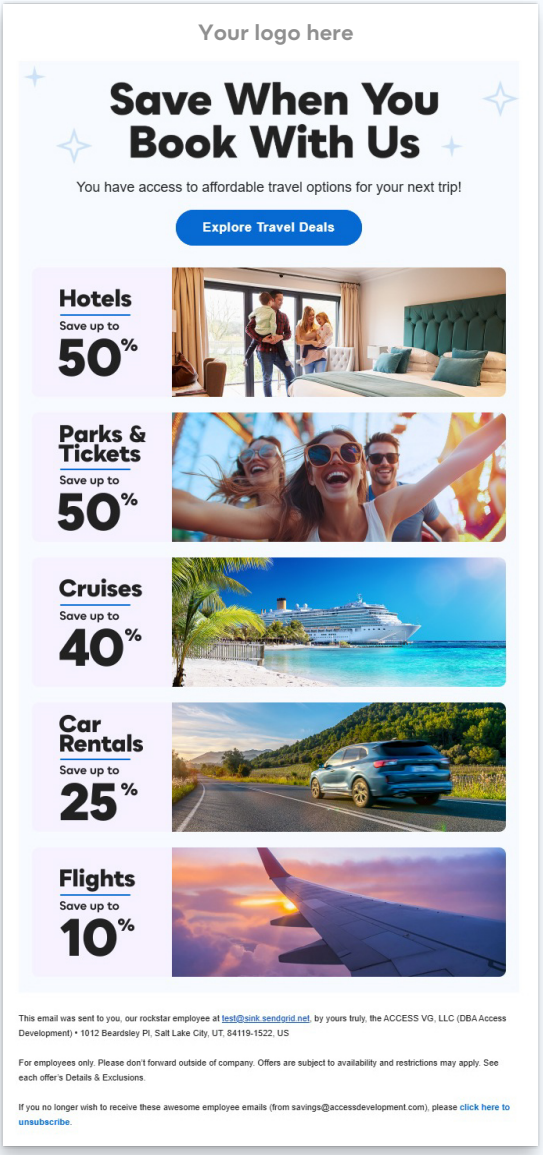
**Spartan Companies had an impressive**
**58% of their members sign up**
**within the first 24 months of its launch!**

**PRO TIP:** Want to increase the success of your welcome campaign? Before it launches, let your audience know about their exciting new discount program and to look out for an email that will help them get signed up.

## EMAIL #1




## EMAIL #2




Savings highlights to promote the value of the discount program

Opt out link at the bottom of every email

**To launch the welcome series email campaign for your program today, call your CMS or Sales Rep and we'll get you set up asap!**

If you don't know who your CMS is, call our customer service number and they can find out for you at 1-800-331-8867.

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