

You don't need a complicated email marketing system. You need five emails, sent consistently, to the people who already know you. Here's exactly what to send, what to write, and when to send it.

1

The Welcome Email



Send this the moment someone joins your list or to every past customer you're re-engaging for the first time. Keep it short: who you are, what you do, and what they can expect from you. This sets the tone for everything that follows. Send it within 24 hours of sign-up or first contact.

What to write: Introduce yourself by name. Mention your trade and area. Tell them you'll be in touch monthly with useful tips and the occasional offer. End with an invitation to get in touch if they ever need you.

When: Immediately on sign-up or list import

2

The Seasonal Reminder



This is your highest-converting email of the year. People forget to book maintenance until something goes wrong. A well-timed reminder before winter, before summer, before the busy season hits gets you the call before your competitor does. Send it 4-6 weeks before the relevant season.

What to write: One sentence on why now is the right time. One sentence on what you're offering. A clear way to book or get in touch. That's it.

When: 4 weeks before each season (at minimum, send twice a year)

3

The Past Customer Reactivation



You've done work for someone. They haven't called in 12+ months. This email exists to remind them you're still here and that they liked you enough to hire you once. It doesn't need to be clever. It just needs to show up.

What to write: 'It's been a while since we worked together +hope everything is still holding up well. If you need us again, or know someone who does, we'd love to hear from you.' Add a simple offer if you have one.

When: Once a year, to those inactive for 12+ months

4

The Referral Ask



Your best customers know other people just like them. Most of them would happily refer you they just never think to, because you've never asked. This email asks. Keep it direct and personal. Don't make it feel like a form letter.

What to write: Thank them for their business. Tell them referrals are how you grow. Ask if they know anyone who needs your services. Offer a small thank-you if a referral leads to a job (optional, but effective).

When: Once a year, to your best 20-30 customers

5

The Monthly Update



One email a month. Something useful, something honest, something that sounds like you. A tip relevant to the season. A job you're proud of. A common problem you've been fixing lately. The goal isn't to sell it's to stay front of mind so that when they need you, your name comes up first.

What to write: One useful thing. One sentence about your business. One clear way to get in touch. Keep it under 200 words. Plain text works fine.

When: Once a month, consistently this is the one that builds the relationship

Want us to set all of this up for you?

Fast Start gets your Mailchimp account set up, your list imported, and your first campaign live in 5 working days. \$499 + GST, one-off. Most clients move to a monthly package from there but there's no contract you're locked into.

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