

WELCOME EMAIL for chef and restaurant owner, spec

Background

Customers who share their email addresses when they visit the restaurant get this “welcome to the list” email from the chef and owner. The purpose is to demonstrate benefits they’ll enjoy as list members so they’ll open future emails and become frequent, engaged customers.

The key performance indicator is opens. Ideally, people will follow the instructions to make chef Brian a safe sender whose emails go into the primary inbox if they’re on Gmail. A bad indicator would be getting many unsubscribes from the email or to have people declaring it spam.

Deliverables include extra subject lines to test.

Welcome Email.

from: Brian Hoy
to: XXXX@XMAIL.com
subject: thank you gifts...

Ever notice how good food makes everybody happier?

I found that out as a kid in my mom’s kitchen.

Great food makes people laugh louder, talk smarter and stay longer. That’s magic. It’s why I became a chef.

Brian here. Welcome to the insiders’ email list for my restaurant, 19th & Main.

And thanks for joining! In future emails, YOU'LL...

- GET DISCOUNTS AND COUPONS for food and drink.
- BE THE FIRST TO KNOW about fun stuff coming up. From new menu items and limited-time specials -- like our summer All-Berries-All-The-Time desserts -- to theme nights like our Game of Thrones feast.
- GET FIRST DIBS on seats for special events. Like a private dinner when one of my chef friends visits from Bangkok or who-knows-where.
- HAVE A CHANCE TO WIN foodie adventures. How about a shopping trip with me to the Farmers' Market...followed by an improv cooking session and lunch using the best stuff we found?
- SEE YOUR KID EAT (AND COOK!) VEGETABLES. Join me as I help your kids magically turn broccoli, cauliflower, cukes and squash into healthy treats they'll gobble down. Accio, fork!
- IMPRESS YOUR FAMILY AND FRIENDS with a homemade signature entrée or dessert. With a step-by-step recipe and an exclusive link to a how-to video, only you will know how easy it was to make.
- PICK MY BRAIN . I'll share my best secrets with list members when you email me your burning questions...whether it's time-saving food-prep secrets, my favorite way to serve catfish or tips for rescuing overcooked veggies. Got questions about making and serving drinks? Our bartender has secrets, too.

One more thing – To be sure you get my emails, add me to your safe sender list.

If you're on Gmail, right-click this email in your inbox, click "Move to Tab" on the pop-up menu, then click "Primary."

See you round the table.

Brian

Alternate subject lines to test

Marcia Clemmitt mcl Emmitt@gmail.com

wanna see your kid eat broccoli?

I always knew I'd do this...

our bartender has secrets, too...

Marcia Clemmitt mcl Emmitt@gmail.com