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Automatic welcome e-mails: one message for each new contact in a group, and what to write

E-mail

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Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
Tax ID (NUIT) 401 191 607 · Legal entity no. (NUEL) 105 045 974 · Economic activity code (CAE) 62022

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Automatic welcome e-mails: one message for each new contact in a group, and what to write

E-mail Created on **November 13, 2026** 2 min read



The short answer: an **automatic welcome** is an e-mail that goes **once to each person who joins a contact group**, without you sending it by hand. It is the most read e-mail on any list, because it arrives just as the person has shown interest.

What it is for

Someone who signs up today and hears nothing for a month has forgotten you, and that is where spam complaints come from. A welcome e-mail straight away confirms the sign-up worked, says what comes next and builds the habit of opening your e-mails.

What to write

1. **Say thanks and who you are**, in one sentence. The person has to recognise the sender.
2. **Say what they will get and how often**: news once a month, seasonal offers, event notices.
3. **Give something useful now**: opening hours, a short guide, a link to your most visited page.
4. **One button**, for the first step you want them to take.
5. **A footer with the unsubscribe link**, as in every campaign.

One group, one welcome

Group	A welcome that makes sense
Website newsletter	What you publish, how often, and the most read articles.
New customers	How to reach support, where to see orders, your opening hours.
Event sign-ups	The date, the place or the link, and what to bring.

Only for people who asked to join.
Putting people who never signed up into a group so they get the welcome is an unrequested campaign under another name.

Look over your welcome e-mails now and then.
Because they go out by themselves, it is easy to forget one with old opening hours or an offer that has ended.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- **E-mail campaign segments: sending only to the customers of a city or a product** →
- **One contact list for SMS and e-mail: using your SMS Center groups in e-mail campaigns** →
- **Building an e-mail campaign block by block: header, text, image, button, divider and footer** →
- **Building an e-mail list legally: consent, sign-up forms and unsubscribing** →

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OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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