

The emails that sell *while you're making.*

Five automated emails, set up once, that welcome new subscribers, bring back almost-buyers and turn first orders into second ones. With the copy to start from.

What's inside

- 1 The short version**
What flows are, what they're worth and which to build first.

- 2 Set up the basics**
Sending, consent and a simple template. Do this once.

- 3 Grow the list**
Signup offers that aren't a discount, and where to ask.

- 4 The welcome series**
Three emails, with copy.

- 5 Abandoned checkout and browse reminders**
Bringing back people who nearly bought.

- 6 After the order**
Thank-you, care, reviews and the second purchase.

- 7 Win-back, plus a gift reminder**
For customers who've gone quiet, and for gift buyers.

- 8 Writing, measuring and your first 30 days**
Benchmarks, a build checklist and a revenue calculator.

WHO THIS IS FOR

Brands with an online store and an email tool (Shopify Email, Klaviyo, Mailchimp, Omnisend or similar) who send the odd newsletter but have little or nothing running automatically.

WHO WROTE IT

Aralas Creative is a marketing studio run by makers and publishers. We write and set up email flows for creative product brands, in their own voice, from their own photos.

CHAPTER 1

The short *version*.

A flow is an email, or a short series, that sends itself when someone does something: signs up, leaves a basket, places an order. You write it once. It keeps working every day after, including the weeks you're busy making, packing or at a fair.

What each flow earns, on average

FLOW	AVERAGE	TOP 10%
Abandoned cart	\$6.77	\$13.70
Welcome series	\$5.75	\$13.27
Browse abandonment	\$2.08	\$4.32
Post-purchase	\$1.80	\$2.77
Win-back	\$0.82	\$1.60

Revenue per person who receives the flow, email only. Klaviyo benchmark data from more than 110,000 customers, published October 2026. Averages across all industries.

What that could mean for you

Say 300 people join your list each month and 200 leave a basket.

$300 \times \$5.75 = \$1,725$ from the welcome series

$200 \times \$6.77 = \$1,354$ from abandoned cart

That's about **\$3,000 a month** at average performance, from two flows you set up once.

Your numbers will differ with your prices, products and list. Use the calculator on page 13 with your own figures.

The order to build them

- 1 Welcome series
- 2 Abandoned checkout
- 3 Post-purchase
- 4 Browse abandonment
- 5 Win-back

CHAPTER 2 · DO THIS ONCE

Set up *the basics*.

Great emails do nothing if they land in spam. These steps take an afternoon, and most of them you'll never think about again.

Make sure your emails arrive

- ☐ **Send from your own domain**, like `hello@yourbrand.com`. Not a Gmail address.
- ☐ **Authenticate your domain** with SPF, DKIM and DMARC. Your email tool walks you through it: you copy a few records into your domain settings. Gmail and Yahoo require this of bulk senders, and it helps everyone's emails land.
- ☐ Include a **one-click unsubscribe link** in every marketing email. Most tools add it automatically.
- ☐ Keep spam complaints **under 0.1%**, which is Google's recommended limit. Sending only to people who asked is the best protection.

Get consent right

- **UK:** people must actively opt in. No pre-ticked boxes. Existing customers can receive emails about similar products if they were given a chance to opt out when they bought, and in every email since.
- **US:** every marketing email needs an unsubscribe link, your postal address and an honest subject line.

Build one simple template

Your flows don't need a designer. They need to look like you and read well on a phone, which is where most emails get opened.

- ☐ Your logo, small, at the top
- ☐ One column, wide enough for a phone
- ☐ Your real product photos
- ☐ Text at 16px or larger, in a plain font
- ☐ One clear button per email
- ☐ A footer with your address, social links and unsubscribe
- ☐ Checked in dark mode, so your logo doesn't disappear

WHICH TOOL?

Use the one you've got. Shopify Email, Klaviyo, Mailchimp and Omnisend all have templates for every flow in this playbook. Klaviyo gives you the most control as you grow.

CHAPTER 3

Grow *the list*.

Your welcome series can only welcome people who sign up. Most small brands ask once, quietly, in the footer. A clear reason to join and a few more places to ask can multiply signups.

Give a reason that isn't only a discount

10% off works. It also teaches new subscribers to wait for a code, and it costs a lot when your margins are tight. Try one of these first:

First look at restocks	"Small batches sell out. Hear about restocks a day before everyone else." Ideal for anything made in limited runs.
Free delivery	On the first order. Often cheaper for you than a percentage off, and it removes a common reason people abandon checkout.
A useful guide	A ring size guide, a care guide, a pattern, a styling guide.
A birthday treat	Ask for their birthday month, then send something on it.
Behind the scenes	New collections, works in progress and studio news, for people who love how things are made.

Where to ask

- **A signup popup.** Show it after 10 to 15 seconds or once someone has scrolled halfway. On phones, use a small banner rather than a full-screen box straight away: Google can rank pages lower when a popup covers the content on arrival.
- **At checkout.** A clear, unticked box to join the list.
- **Back-in-stock alerts.** Let people sign up on sold-out products. These subscribers know exactly what they want.
- **In the parcel.** A card with a QR code and a reason to join.
- **At fairs and markets.** A QR code on your stand, or a tablet with your signup form.
- **On Instagram and Pinterest.** A link in your bio to a signup page, and a mention whenever you announce a restock.

CHAPTER 4 · FLOW 1

The welcome *series*.

New subscribers are paying more attention to you now than they ever will again. Three emails over five days introduce you, show what makes your work different and help them choose. Anyone who buys leaves the series.

EMAIL 1 · IMMEDIATELY

Subject: Welcome to the studio (and your first look)

Hi [first name], thank you for joining us. I'm [your name], and I make every [product] here by hand in [place].

As promised: [the thing they signed up for: the restock list, the guide, the free delivery code].

If you'd like somewhere to start, these are the pieces people come back for most. [3 best sellers, photo and price each]

[Button: See the best sellers]

EMAIL 2 · DAY 2

Subject: Why every mug takes three days

Tell one true story about how your work is made: the material you chose and why, a step most brands skip, what you learned the hard way. Add a photo from the studio.

End with one or two reviews from real customers and a link to the product the story is about.

EMAIL 3 · DAY 5

Subject: Not sure where to start?

Help them choose. Answer the question people ask most before buying, link a short guide (sizing, gifts, which scent) and show three products for three different people or budgets.

If you gave a code, remind them when it runs out. Only if that's true.

CHAPTER 5 · FLOW 2

Abandoned *checkout*.

Someone added your product to their basket, started to check out and left. Often it's a distraction, not a decision. A short, friendly reminder brings a good share of them back.

EMAIL 1 · 1 HOUR LATER

Subject: You left something in your basket

Show the product with its photo and price, and a button straight back to their checkout. Add the reassurance people look for before they pay: delivery time and cost, your returns policy, and that it's made by hand.

Keep it short. No discount yet.

EMAIL 2 · 24 HOURS LATER

Subject: A few things people ask about the [product]

Answer the likely hesitation. Sizing, how it arrives, whether it's a good gift, how long it lasts. Add two short reviews. Offer a reply: "Just answer this email if you have a question. It comes straight to me."

EMAIL 3 · 48 TO 72 HOURS LATER (OPTIONAL)

Subject: Still thinking it over?

A last, light nudge. If your margins allow an incentive, this is the place for it: free delivery or a small gift, rather than a big percentage. If stock really is low, say so. Never invent scarcity.

CART OR CHECKOUT?

An abandoned **checkout** means they entered their email at checkout. An abandoned **cart** means a known subscriber added to cart but didn't start checkout. Klaviyo can run both. Shopify Email has abandoned checkout built in. Start with checkout.

DON'T LEAD WITH A DISCOUNT

If email one always contains a code, regular customers learn to leave their basket on purpose. Save incentives for the last email, or don't use them at all.

CHAPTER 5 · FLOW 3

The browse *reminder*.

A subscriber looked at a product but didn't add it to their basket. They're earlier in deciding than an abandoned checkout, so the email should be softer: helpful, not pushy.

ONE EMAIL · 2 TO 4 HOURS AFTER BROWSING

Subject: The [product name], up close

"You were looking at the Luna hoops. Here's what you can't see in the photos: they're 10mm, light enough to sleep in, and gold-filled, so they won't turn your ears green."

Then show two related products in case that one wasn't quite right.

[Button: Take another look]

Settings that matter

- **Only for subscribers** who've agreed to marketing emails. Your tool recognises them when they click through from an email.
- **Once a week at most** per person. Nobody wants an email every time they browse.
- **Skip anyone** who has added to cart, ordered or received another flow email in the last day.
- **One email is enough.** A second rarely adds much here.

WHY IT'S WORTH BUILDING

It earns less per person than abandoned cart, but far more people browse than add to cart, so the total adds up.

CHAPTER 6 · FLOW 4

After *the order*.

The first order is the hardest one to win. These emails make the customer glad they bought, earn you a review and make the second order more likely. Send them to first-time buyers. Repeat customers can get a shorter version.

RIGHT AFTER THE ORDER**Subject: Thank you, [first name]**

Short and personal, from you, written like a note rather than a newsletter. What happens next, and when it will ship. If it's made to order, say how long making takes.

10 TO 14 DAYS AFTER DELIVERY**Subject: How are you finding it?**

Ask for a review. Make it one click, and ask for a photo if they're happy to share one. Reviews from real customers are what new shoppers, Google and AI answers all look for.

WHEN IT'S DELIVERED**Subject: How to look after your [product]**

Care and use. How to clean it, store it, wear it, burn it. Useful, not salesy. This is the email that cuts down "how do I..." messages.

3 TO 4 WEEKS AFTER DELIVERY**Subject: It pairs well with...**

One relevant suggestion: the matching necklace, the saucer for the mug, the refill, the next pattern. Or invite them to refer a friend.

MAKE THE THANK-YOU YOURS

The thank-you email is opened more than almost anything else you send. A short note from the person who made the product, with a photo of them in the studio, does more for loyalty than any discount.

CHAPTER 7 · FLOW 5

Win-back, *and a gift reminder.*

The win-back

For customers who bought once and haven't come back. Start it at roughly twice the usual time between orders. If you don't know yours, start at 120 days.

EMAIL 1

Subject: A lot has changed in the studio

What's new since their last order: collections, colours, restocks. Lead with whatever is closest to what they bought.

EMAIL 2 · A WEEK LATER

Subject: Something for you

A reason to come back now. A restock, a new piece that matches theirs or a returning-customer offer.

EMAIL 3 · TWO WEEKS LATER

Subject: Should we keep writing?

Ask if they still want to hear from you, with a one-click way to stay. Anyone who doesn't respond can stop getting campaigns.

Why letting people go helps

Sending to people who never open or click tells inbox providers your emails aren't wanted. That pushes all your emails toward spam, including the ones to your best customers. Removing them after the win-back keeps your list healthy.

Judge activity by clicks, not opens. Apple Mail and some other apps report emails as opened when nobody read them.

BONUS FOR GIFT BRANDS: THE GIFT REMINDER

If people buy your products as gifts, offer a reminder. In the thank-you email, or at checkout, ask: "Buying for someone? We can remind you a week before their birthday next year."

Those who say yes give you the date. Eleven months later, one email: "[Name]'s birthday is next week. Here's what's new since last year."

It's helpful, it's asked for, and it brings back customers at the moment they're ready to buy again.

CHAPTER 8

Write emails *that sound like you*.

The big brands' emails all look the same. Yours can sound like a person, because there is one. That's your biggest advantage in the inbox.

What works

- **Send from a person:** "Maya at Wren Studio", not "Wren Studio Team".
- **Subject lines that say what's inside.** "Your care guide" beats "You won't believe this".
- **Use the preview text,** the grey line after the subject. If you leave it blank, the inbox shows whatever text comes first in the email.
- **One email, one job, one button.**
- **Real photos** of your products and your studio.
- **Short paragraphs.** Two or three lines each on a phone screen.
- **Invite replies,** and answer them. It builds trust and it helps your emails land in the inbox.

What to avoid

- Countdown timers and "last chance" when it isn't.
- Subject lines in capitals or full of emojis.
- One big image with all the words inside it. Many inboxes hide images, and screen readers can't read them.
- Product claims you couldn't back up if asked.
- Buying lists or adding people who didn't sign up.
- A discount in every email.

Write the way you'd talk to a customer at your stall.

CHAPTER 8, CONTINUED

Measure, *then improve.*

What to look at for each flow

Revenue per recipient	The best single number for comparing flows. Compare with page 3.
Click rate	Whether the email made people want to see more.
Placed order rate	The share of recipients who bought.
Unsubscribes and spam complaints	Whether you're sending too much or to the wrong people.

Average click rates to compare against

FLOW	AVERAGE	TOP 10%
Welcome series	6.5%	13.3%
Abandoned cart	6.0%	11.3%
Browse abandonment	5.6%	9.8%
Post-purchase	5.1%	10.5%
Win-back	2.8%	5.8%

Klaviyo benchmark data, October 2026.

Every three months

- 1 Check each flow is still running and every link works.
- 2 Update products that have sold out or changed.
- 3 Find the flow furthest below average. Improve that one first.
- 4 Test one thing at a time: a subject line, the first email's timing or the main photo. Give it a few weeks before you judge.

Your first 30 days

Week 1	Domain authentication, template, signup popup and offer.
Week 2	Welcome series live.
Week 3	Abandoned checkout and post-purchase live.
Week 4	Browse reminder and win-back live. Note your starting numbers.

WORKSHEET 1

What your flows could earn

Find these numbers in your store and email tool for a typical month. Multiply by the average revenue per recipient from page 3.

FLOW	PEOPLE A MONTH	× AVERAGE	= PER MONTH
Welcome (new subscribers)		\$5.75	
Abandoned cart or checkout		\$6.77	
Browse (subscribers who browsed)		\$2.08	
Post-purchase (first orders)		\$1.80	
Win-back (lapsed customers)		\$0.82	
Total			

A rough guide, not a forecast. Higher-priced products tend to earn more per recipient.

WORKSHEET 2

Build checklist

- | | |
|--|--|
| ☐ Sending from your own domain | ☐ Browse reminder: 1 email, weekly limit |
| ☐ SPF, DKIM and DMARC set up | ☐ Post-purchase: thank-you, care, review, pairing |
| ☐ Template tested on a phone and in dark mode | ☐ Win-back: 3 emails, then stop campaigns |
| ☐ Signup offer chosen and popup timed | ☐ Every link clicked and checked |
| ☐ Checkout signup box, unticked | ☐ Test order placed to see the flows fire |
| ☐ Welcome series: 3 emails, exits on purchase | ☐ Starting numbers written down |
| ☐ Abandoned checkout: 2 or 3 emails | ☐ Review date in the diary, three months out |

Rather we *wrote and set them up?*

We'll write your flows in your voice, build them in the tool you already use and check every one fires before we hand over. Then we report what they earned at 30 and 90 days.

EMAIL FLOWS SETUP · \$299 ONCE (£239)

Welcome, abandoned-cart and post-purchase flows. About eight emails, written in your voice, set up in Shopify Email, Klaviyo or Mailchimp. Results report at 30 and 90 days.

WANT EMAIL LOOKED AFTER EVERY MONTH?

Social Growth includes two email campaigns a month, and Full Studio includes email automations alongside social and search. See every plan and price at aralascreative.com/pricing.

aralascreative.com · hello@aralascreative.com

We usually reply within one business day.

Sources: Klaviyo, flow benchmarks from more than 110,000 customers, published 2 October 2026; Google email sender guidelines; UK ICO guidance on PECR; US FTC CAN-SPAM compliance guide. This playbook isn't legal advice. © 2026 Aralas Creative.