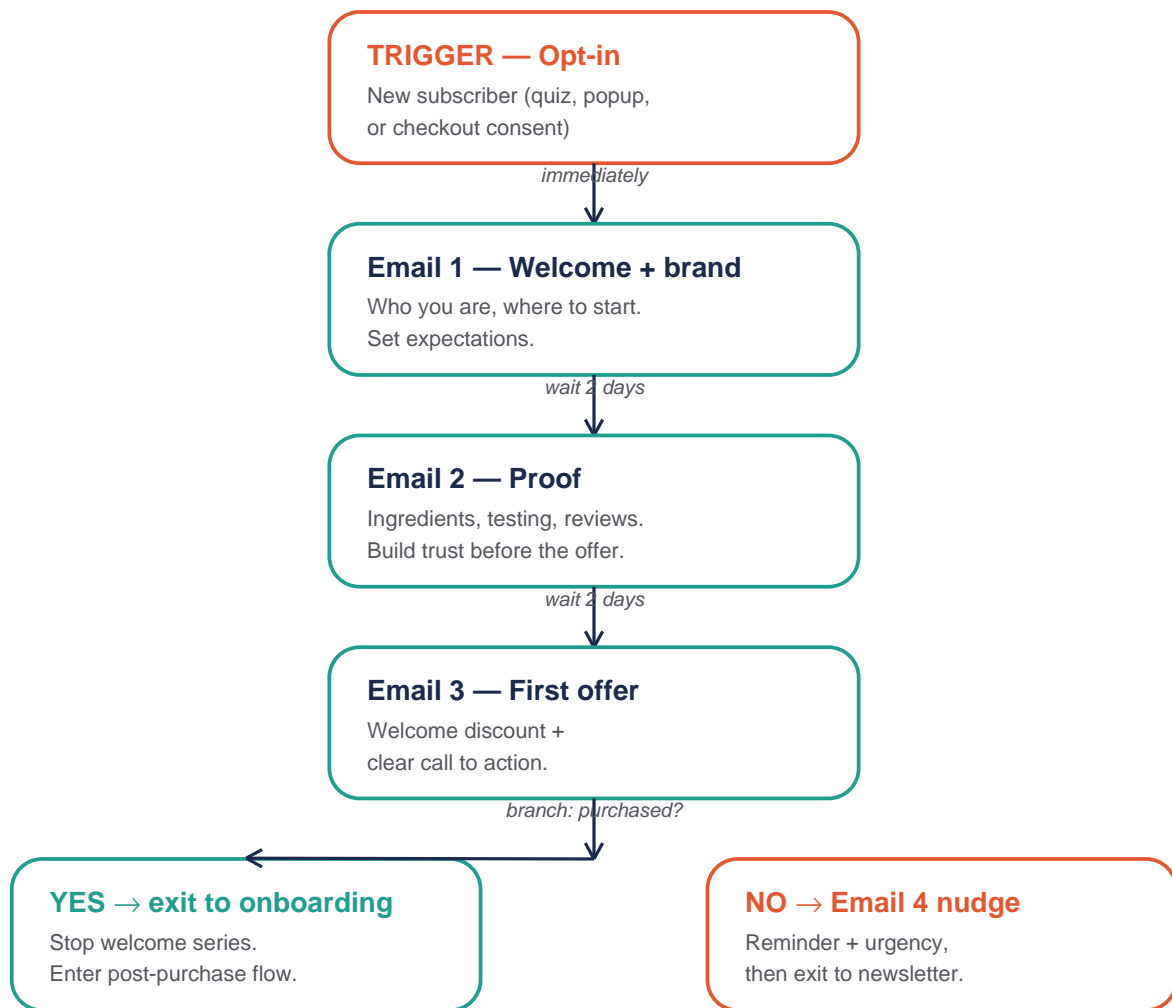


GlowKit — Welcome-Series Workflow

The first automation every D2C brand should build. zoho.social/learn/marketing-automation/how-to-set-up-marketing-automation/



Test with a seed list before you ship. See page 2 for the launch checklist.

Welcome-Series Launch Checklist

Before you build

- Opt-in sources defined (quiz, popup, checkout consent) with clear consent language
- Welcome offer decided (discount, gift, or free shipping) and margin-checked
- Sender name, from-address, and reply-to set; domain authentication (SPF, DKIM, DMARC) passing

The workflow

- Trigger = new subscriber; entry rules prevent existing customers entering
- Email 1 (welcome) sends immediately; Emails 2-3 spaced ~2 days apart
- Purchase branch: buyers exit to post-purchase; non-buyers get one nudge then exit
- Every email has one primary CTA and a visible unsubscribe

Test before you ship

- Send the full sequence to a seed inbox (Gmail, Outlook, Apple Mail, mobile)
- Check merge tags render (no raw {first_name}); links tracked and correct
- Confirm timing/delays behave with a test profile; images have alt text
- Deliverability: spam-score check; suppress role addresses and hard bounces

After launch

- Watch opt-in-to-first-order rate for 2-4 weeks
- A/B test subject lines and the offer email once you have volume
- Review at 30 days; move the winner into your baseline (see Lesson 8 on ROI)