

# Welcome email

## What is it?

The welcome email is a **message automatically sent** to all new subscribers, who subscribed via a [signup form](#), to greet them.

## Why you should use it

The Welcome email it is not only a confirmation email but can also be considered as the first "business card" we provide to those who know little or nothing about us and could be useful to highlight key things they should know.



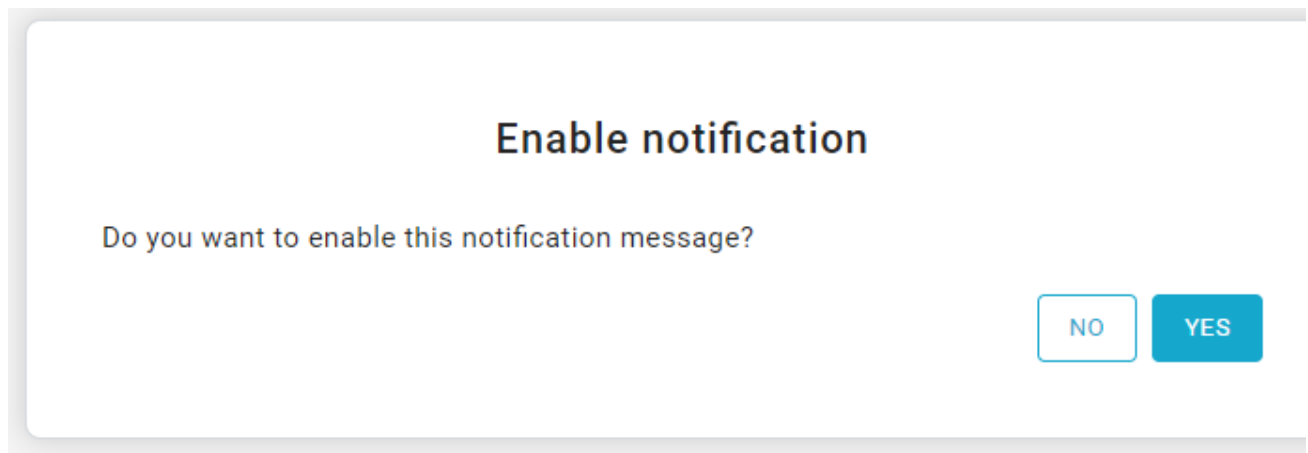
Read this [article](#) for suggestions and tips on how to optimize your welcome email

## How it works

By default the Welcome email is disabled. To enable it select *Database building > Welcome email*.

MailUp platform provides a default Welcome email. To preview the message click on "View preview". You can also modify the Welcome email using the BEE editor. To personalize the message, select "Customize". Once finished the editing, click on "Save & exit" button.

A pop-up message will ask you to confirm your willingness to enable the notification message. Select "Yes" to proceed.



Use the Overview page to check if your message is ready to be sent.

## Welcome email

Settings / List settings / Notification messages / Welcome / Welcome email

NEW EMAIL

Welcome email Welcome sms

The screenshot displays the 'Welcome email' management interface. At the top, there is a search bar with the placeholder text 'Search by message ID, subject or notes' and a 'Search in content' checkbox. To the right are 'RESET', 'SEARCH', and a plus sign button. Below the search bar is a 'Select all' checkbox and a 'Order Last updated' dropdown. The main area contains two message entries. The first entry is titled 'Welcome onboard!' and is a copy of message 13, created on 2018-07-16. It has 0 sent messages and is currently disabled. The second entry is also titled 'Welcome onboard!' and is message 13, updated on 2018-07-16. It has 0 sent messages and is currently active, indicated by a green checkmark and 'WELCOME MESSAGE' label. An actions menu is open over the second entry, showing options: 'Enable notification', 'Overview', 'Edit', 'Quick send', 'Create a copy', and 'Edit sent number'. At the bottom, there are three buttons: 'CREATE A WELCOME SERIES', 'NEW WITH WYSIWYG EDITOR', and 'SELECT AN EXISTING ONE'. The page shows '1 - 2 of 2' items.

Starting from now your Welcome message is enabled and will be sent to new subscribers.

To change the welcome message you can:

- create a new message using the BEE editor by clicking on "New email" placed in the top right,
- use a message created previously, selecting "Select an existing one",
- create a new message with the editor HTML.

If you have created a new message and want to use it as Welcome email, select "Enable notification" from the Actions menu on the right. Use the same menu to disable an active message.



As said, the Welcome email is sent **only to those who subscribe via a [signup form](#)**. If you'd like to send a welcome message also to imported contacts you can use a [workflow](#) (onboarding) or a [task](#), setting as the condition "email subscription".

Now that your Welcome message is enabled, you can also create a [Welcome Series](#) to help your subscribers knowing better your product or service.