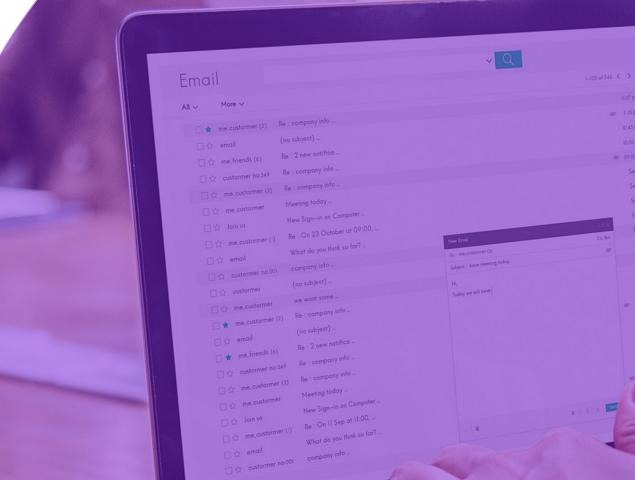# GIST

SaaS Email Marketing Templates

Introduction

We're glad you liked the templates and wanted to take a copy for your hard drive!

These emails were made to help Software-as-a-Service businesses better communicate with their users.

If you haven't tried Gist for your organization, we'd love for you to try us out. Our platform handles all the vital marketing, sales and support needs — in one place.

Best,

The Gist Team

Table of Contents

Here's a quick table of contents to help you see the templates at a glance.

Welcome Email

Sending a quality welcome email sets the tone for your brand. Do you want to to drive installs? Introduce yourself? Drive traffic to another resource?

All of these things could potentially be done in the first email. In short, don't waste the welcome.

●●●

To: [Recipient's email address]

Subject: Welcome to {Company Name}!

Hi {{subscriber.first_name}},

Welcome to the {Company Name} Community!

If you're ready to get up and running with {Tool/Company Name}, we highly suggest you check out {Insert Relevant Resource/Link}.

And if I/we could ask you one question: What are you hoping to achieve with {Tool/Company Name}?

Best,

{{Your Name}}

User Onboarding

New users are the lifeblood of any software company. Pairing in-app prompts with emails can provide both you and your users with a double dose of benefit.

For those tools who can have users sign up for a freemium/trial and not install, we've included a template for you, too!

● ● ●

To: [Recipient's email address]

Subject: First Things First

Hi {{subscriber.first_name}},

We're excited to see you have {Product Name} installed and ready to go!

You may have already begun getting acquainted and we have a {Insert resource} [A tutorial/explainer video, quick-start guide, etc.] to help you hit the ground running.

{Insert video if applicable}

Don't see the video? Click here to go right to it!

Best,

{{Your Name}}

Subscriber to User

Not all SaaS companies have both emails of non-users and users alike. If you don't, you may want to consider it. If not, you want to nurture those non-users into getting user status.

● ● ●

To: [Recipient's email address]

Subject: Enjoying our content? You'll Love {Product Name}

Hi [Person's Name],

We really hope you've been enjoying our content!

You may know that we've developed a product called {Product Name}.

{Product Name} was made to:

- {First Benefit/Feature}
- {Second Benefit/Feature}
- {Third Benefit/Feature}

Want to know the best part?

There's a free forever plan! [Or there's a free trial/discount]

In order to get access, you only need to {Insert desired action}. You can quickly head to {Desired location} by clicking right here.

Best,

[Your Name]

Trial to Paid

If you have a free trial, you'll want to prompt users when the trial is almost over. You should be nurturing them through the trial, but when it's close to being done – it's time for a push.

To: [Recipient's email address]

Subject: Free Trial Ending (Action Required)

Hi {{subscriber.first_name}},

We hope you've been enjoying the free trial of {Product Name}!

In {timeframe}, the trial will be over. Here's what that means for you: {Important information like losing data, features, etd.}

Don't worry, you can keep using the free version [If you have one] as long as you'd like. However, if you want to keep using the full version, you'll have to {insert desired action}.

Unsure about whether or not to go with a paid version? You can {insert CTA here like book a demo/watch video, etc.}.

Best,

[Your Name]

Encourage Install

Some SaaS products have more than one step. For instance, Gist users can sign up for our product without installing it to their website. By encouraging installs, we boost our engagement and free to paid conversions.

● ● ●

To: [Recipient's email address]

Subject: IMPORTANT: Install Action Required

Hi {{subscriber.first_name}},

We noticed that {Product Name} still hasn't been installed.

In order to get access, you must {Insert desired action}. You can quickly head to {Desired location} by clicking right here.

By using {Product Name}, you can:

1. {First Benefit/Feature}
2. {Second Benefit/Feature}
3. {Third Benefit/Feature}

Keep in mind, that you won't be able to access these features without {Synopsis of desired action}.

Best,

{{Your Name}}

Integration Announcement

Integrations are great for users and even better for promotion and partnerships.

To: [Recipient's email address]

Subject: {Your Company Name} + {Integration Company Name} New Integration!

Hi {{subscriber.first_name}},

Being able to {Core integration capability} just got so much easier.

{Your Company/Product Name} now fully integrates with {Integration Company/Product Name}. What does this mean? Here's a quick rundown.

- {First Benefit/capability}
- {Second Benefit/capability}
- {Third Benefit/capability}

Ok. How do I integrate?

Glad you asked, {Details, link to how-to vid/post}

Best,

{{Your Name}}

Merger/Acquisition

So many founders want that coveted exit strategy. Or, they want to remain in the company without ever worrying about money again. So, they sell.

If you have sold, hope to sell or want to scoop up companies like Michael Douglas in Wall Street – here are a couple of templates to help.

● ● ●

To: [Recipient's email address]

Subject: {Company Name} is now a part {Company Name}

Hi {{subscriber.first_name}},

We are so excited to announce that the awesome team at {Company Name} are now a part of the {Your Company Name} family!

What this means for {Your Company Name} users:

{Change Details}

What this means for {Acquired Company Name} users:

{Change Details}

[OR]

It's important to know that you will not see any loss of benefits, features and functionality. {Product Name} is awesome, which helped us in our decision to add it to our growing company.

To the Future,

{{Your Name}}

Merger/Acquisition

So many founders want that coveted exit strategy. Or, they want to remain in the company without ever worrying about money again. So, they sell.

If you have sold, hope to sell or want to scoop up companies like Michael Douglas in Wall Street – here are a couple of templates to help.

• • •

To: [Recipient's email address]

Subject: Video: {Company Name} is now a part {Company Name}

Hi {{subscriber.first_name}},

We are so excited to announce that the awesome team at {Company Name} are now a part of the {Your Company Name} family!

 What this means for {Your Company Name} users:

{Change Details}

What this means for {Acquired Company Name} users:

{Change Details}

[OR]

It's important to know that you will not see any loss of benefits, features and functionality. {Product Name} is awesome, which helped us in our decision to add it to our growing company.

To the Future,

{{Your Name}}

Video Email

Sending videos in emails is getting easier, but it can still be tricky.

● ● ●

To: [Recipient's email address]

Subject: Video: {Title of video OR a play on the title/content}

Hi {{subscriber.first_name}},

We just released an awesome new {Video type (Explainer, vlog, etc.}.

You can click here to watch it on the site, or watch it right here from the comfort of your inbox. Let us know what you think!

Best,

{{Your Name}}

Survey Request

If you want to know things about your users – ask them.

To: [Recipient's email address]

Subject: Psst. Can we get your opinion?

Hi {{subscriber.first_name}},

It would be amazing if you could take {Approximate survey time} to tell us {Quick reason for the survey}.

Here's the link for the survey.

You may be thinking, "But why are you surveying?"

Here's the specific reason for this survey:

{Insert further explanation of the survey reasoning}.

Make sense? Here's that link again. Taking the survey really helps us and we appreciate it!

Best,

{{Your Name}}

Site Maintenance

When your app or website needs maintenance, it's a good idea to let your users know the details. Doesn't take much, but can make a big difference in your communication.

To: [Recipient's email address]

Subject: Upcoming Maintenance Downtime

Hi [Person's Name],

We will be performing scheduled maintenance on {Insert timeframe}.

We are making a few necessary security and performance improvements and during this time, there will be an interruption of {Product Name} services, including {insert affected features}.

Periodic maintenance like this is necessary to improve the performance of our service, but we understand the impact it has to your business. We do our best to keep these interruptions to a minimum, and appreciate your understanding as we continue to grow together.

If you have any questions, please reach out to our support team at {support contact details}

Have a wonderful weekend!

[Your Name]

Referral Request

Getting referrals can significantly increase your revenue with less effort than winning new clients to your product(s). That said, you have to make the effort to ask your users to refer you to their colleagues.

● ● ●

To: [Recipient's email address]

Subject: Are you loving {Product Name}?

Hi {{subscriber.first_name}},

By now, we hope you're seeing the potential and even experiencing the benefits of {Product Name}.

We're working hard to continue improving the current product and have some exciting plans for the future.

Here's the ask: Know anyone who would also love {Product Name}? You're awesome and we want to serve more people like you!

Plus, referrals are how a company like ours can grow without high price ad spend and cost increases. And if you know someone you'd like to refer, it just takes two easy steps:

1. Forward this email to the person/people
2. Ask them to click this link

Thanks for considering the referral!

[Your Name]

New Content

It's likely that your blog topics are interesting to your target buyers. If so, sending them regular emails with new content is a great way to drive traffic and build trust with your email list.

●●●

To: [Recipient's email address]

Subject: {Title of blog or Concept the blog covers/answers}

Hi {{subscriber.first_name}},

Description of the topic, highlighting the question the blog answers, etc.}

In today's post [May want to link to the post on "today's post"], you'll find:

- {First relevant bullet point of content}
- {Second relevant bullet point of content}
- {Third relevant bullet point of content}

Click here to read the post [You can also use a tool, like Gist, to add a button that says "Read the Post"]

Best,

[Your Name]

Live Event

Putting on or going to a live event is a great way to build a solid community of brand ambassadors.

But you have to get them to show up to your meetups. One of the best ways is via an email sequence.

To: [Recipient's email address]

Subject: Come See Us at {Conference Name}!

Hi {{subscriber.first_name}},

It's official, {Company Name} will be {What you're doing at the conference (i.e. attending, having a booth, keynoting)}.

We want to meet you!

If you're interested, we'll be at {Place/Time}.The venue isn't huge, so we'd like to hear from you if you plan on stopping by.

You can hit reply or let us know right here.

Best,

[Your Name]

Lead Magnet Delivery

If someone signs up for your free resource, you'll have to give them access, right? An email helps them to save it for later.

To: [Recipient's email address]

Subject:Delivery: {Resource title}

Hi {{subscriber.first_name}},

As promised, here's {Resource title}.

{Instructions to obtain lead magnet.}

Best,

[Your Name]

Email Course

There are a ton of Lead Magnets, but one of the simplest and most popular options is the email course.

● ● ●

To: [Recipient's email address]

Subject: Day One: {Lesson Title}

Hi {{subscriber.first_name}},

Welcome to the first email in {Title of course}.

Brief: In today's lesson {Give synopsis of lesson}.

Content:

{Write the content of your lesson. Be sure to keep sentences/paragraphs short and write it like and very actionable blog post}.

Homework:

Now that you have the lesson, it's time to put it to action. Here's what you can do before the next email gets to your inbox.

1. {Action point}
2. {Action point}
3. {Action point}

Best,

[Your Name]

Discount/Scarcity

We know that SaaS is an ongoing product that isn't limited, but prices can go up and deals can go away.

●●●

To: [Recipient's email address]

Subject:

Hi {{subscriber.first_name}},

The intention was for last night to be the end of the {Offer/Sale/Discount} But since {Insert reason for delay} and my dev team hasn't yet pushed the update to take it down. So, it's still technically available.

I figured I would do something really "markety" and send this one last chance email :) We will be pushing the update live first thing tomorrow morning to remove the {Offer/Sale/Discount}.

Want {Description of sale/discount}? Then get it today while you still can.

Here's what {Offer/Sale/Discount} Includes:

1. {Offer Detail}
2. {Offer Detail}
3. {Offer Detail}

Here's what is coming in the future…

1. {Planned feature}
2. {Planned feature}
3. {Planned feature}

This is it…for real… :) Tomorrow morning, the app will be updated to reflect this as well.

We look forward to having you along for the journey!

Cheers,

[Your Name]

Demo Pitch

Another "closer" type email, demos are the bread of butter of many SaaS companies sales strategy. These should be offered toward the end of the buying cycle. If a knowledgeable rep can walk qualified prospects through — it's way more likely they'll buy.

● ● ●

To: [Recipient's email address]

Subject: Can I/We Show Your Around?

Hi {{subscriber.first_name}},

It takes knowing all of the details to make a good decision. Maybe you're considering {Product Name}, but want to see it up close and personal.

If that's the case, I want to offer you a chance to do just that. On your schedule.

To book a time for a walkthrough, check out the calendar and choose the date/time that works best around your schedule.

Here's what to expect:

{Description of what a demo with you entails.}

Best,

[Your Name]

Customer Success

Helping your customers succeed lowers churn and improves your recurring revenue. Emails can keep your users improving over time. Below is one email that you can tailor to each feature of your product(s) to show users how they can get every benefit of your tools.

● ● ●

To: [Recipient's email address]

Subject: How to {Insert feature}

Hi {{subscriber.first_name}},

You may have been exploring through the {Product name} features and found {Feature name}.

We wanted to show you exactly how this feature can:

- {First feature use/benefit}
- {Second feature use/benefit}
- {Third feature use/benefit}

 Just {Insert CTA. I.e. Watch the video, click to read the full tutorial, etc..}

Best,

[Your Name]

Contest Announcement

Running a contest is a strategy being used by many top companies. To really see the exponential growth, you'll want to use your current list to kick off your contest to the world.

● ● ●

To: [Recipient's email address]

Subject: We're Having a Contest!

Hi {{subscriber.first_name}},

We're so excited about {Big initiative/change/launch}!

To celebrate, we're giving away {Prize(s)}!!

Want to enter for a chance to win?Here's how

{Contest Registration Details}

To view the full terms and conditions, click here. We're excited about the competition and hope you are too!

Best,

[Your Name]

Webbinar Invite

SaaS products love webinars. You can send emails to your list or even to cold prospects.

To: [Recipient's email address]

Subject: Webinar: {Title/Benefit of Webinar}

Hi {{subscriber.first_name}},

Want to find out how your competitors, like {Competitor Name} are {Insert desirable result}?

Over the past {Number of years}, {Your Company Name} has helped companies just like {Lead's Company Name} achieve results.

We've compiled our best strategies and are giving them away in an invite-only webinar this {day/time}.

It's a live webinar and we'll try to publish a replay, but it will only be available to those who register.

You can register right here. (Be sure to check out all of the bonuses for those who show up to the live presentation. :)

Best,

{{Your Name}}

Content Curation

Putting together an email that compiles your best content on a certain topic or time period is a great way to keep your blog alive and improve engagement.

● ● ●

To: [Recipient's email address]

Subject: Our Best {Topic} Content in One Place

Hi {{subscriber.first_name}},

Every piece of content should be the best we can possibly put out. But some blog posts perform better than others.

We're not upset about it at all. In fact, we want to show off those posts people have enjoyed – particularly about {Topic}.

To help, we've put together this "hub" of all things {Topic} and hope you enjoy it too! [You can link to a hub page or have a list of 3-4 titles/synopsis in the email.]

- {Blog Title}

{Synopsis}

- {Blog Title}

{Synopsis}

- {Blog Title}

{Synopsis}

Best,

{{Your Name}}

Case Study

If your current users are seeing results, it's always a good idea to document their journey. Then, you can send those results (in documented form) to trial users, new subscribers and anyone else who isn't currently paying for your service.

To: [Recipient's email address]

Subject: How {Company Name} Increased/Decreased {Core benefit} by {Specific Number/Percentage}

Hi {{subscriber.first_name}},

One of the biggest success-drivers in the {Target Industry} industry is {Key metric}.

{Company name} set out to improve their {Key metric} and with {Your Company Name}'s help – they did just that and more.

Click here to see exactly how {Company name} exceeded their goals.

Best,

{{Your Name}}

Bonus Content

One lead magnet may not be enough to attract all the leads your product targets. In this case, organizations produce multiple resources. Offering these resources to your list is a great way to draw them deeper into your brand.

• • •

To: [Recipient's email address]

Subject: Our Complete Resource Roster

Hi {{subscriber.first_name}},

Now that you're a subscriber, we'd like to show you all of the resources we've put together exclusively for our community.

You may have signed up for one of our {Tools, guides, etc}, but there's more content we've made.

Here' the list, feel free to {visit/download} any and all you'd like.

- {Resource Title}

{Synopsis}

- {Resource Title}

{Synopsis}

- {Resource Title}

{Synopsis}

We hope you find them all useful. If you do, be sure to share with your friend and help our community grow!

Best,

[Your Name]

Blog Onboarding

When someone signs up to your blog, it's different than a normal onboarding process. These may have zero interest in anything but your content.

• • •

To: [Recipient's email address]

Subject: First Things First

Hi {{subscriber.first_name}},

Glad the content has inspired you to sign up! I'm/We're really trying to create resources that {Insert target demographic} can use to {Insert common desire of target demographic}.

In fact, we're so crazy about it that {Product Name} was created with the same goal in mind.

Want to know more? You can click here to watch a short demo. [Or another resource/landing page]

Or to get access right now, you only need to {Insert desired action}. You can quickly head to {Desired location} by clicking right here.

Best,

[Your Name]

Bad News

All news can't be good news and sometimes you'll have to convey negative information to your users.

● ● ●

To: [Recipient's email address]

Subject: Rate Increase

Hi {{subscriber.first_name}},

{Current year} Has been a great year for {Company/Product name}.

{Insert positive description of year}

{Next year} hopes to be even more monumental.

{Insert brief description of what's on the horizon}

But {Insert public reasons for the need to raise prices. (Expenses, growth, etc.}

So, what does it mean?

{Insert details of the rate hike.}

Best,

[Your Name]

Achievement Notification

Part of customer success is making sure your users understand the progress they've made. Alerting them to certain achievements is a great way to encourage users while prompting them to make the best next steps.

● ● ●

To: [Recipient's email address]

Subject: You just {Describe achievement}!

Hi {{subscriber.first_name}},

Since using {Product name}, you have {insert achievement}!

That's like: {Comparison}. [For example, if they sent 500 emails with Gist, we'd say "That's like writing nearly two full-length novels!"]

Best,

[Your Name]

GIST

Want a Closer Look?

You can watch a walk through of all the Gist Platform has to offer. Or, you can even try it for free, right here!

WATCH THE DEMO!