

## Workflow: Seal the Deal Onboarding

The following campaign illustrates how you can combine both direct mail and email to strategically accomplish key marcom goals.

### GOAL: Welcome and Onboard New Buyers

After a customer buys, they enter the honeymoon period with your company. Cement the relationship, ward off second thoughts, lay the groundwork for a positive experience, and gain referrals or endorsements.

**Approach:** Make your customer feel welcome and feel your presence, send a welcome package through the mail. It will get noticed, can be shared, and will serve as a reminder of the new relationship. During this campaign, validate the choice the customer made, and provide easy, clear onboarding information.

### SUGGESTED CAMPAIGN:



**NOTE:** For particularly involved or complicated products and services, the onboarding process may extend beyond four weeks. For other products, the process may be shorter and simpler.