

New Signup Sequence

Install Javascript, Zapier, Stripe to send new signups to Funnelfly in real time.

Send custom fields and track custom actions using Javascript to know if your customers are using your features or not.

Welcome new customers, send tips and getting started guides.

Follow up to increase user engagement.

Quickly call new customers after signup, right from inside the app.

Placeholder text — this is placeholder text, which must be edited or removed.

{{firstName fallback "there"}} — this is variable and it will be replaced with a contact first name upon sending email.

Step 1 — Day 1

Welcome new customer, send three getting started tips, call customer within first 5 minutes after signup.

✉ **Subject: Welcome to {{us.yourBusiness fallback ""}}**

Hi {{firstName fallback "there}},

I am Shegun, CEO at Funnelfly. — introduce yourself. I'll be sending you some helpful messages over the coming weeks to make sure you get the most out of **{{us.yourBusiness fallback ""}}**:

convert more leads into customers. — what is single most important value of your product/service?

What is most important actions for your customers to get started? Replace section below

Here is quick todo list to get started:

- add contacts. You can add few contacts/leads manually to test, upload CSV or install integrations (e.x. JS, Stripe, Zapier).
- select email sequence template (e.x. **Cold Outreach**), edit copy to be more specific to your product/service.
- set your first sequence live.

And if you have any questions while getting set up, just get in touch.

{{signature}}



Email Verification

Automatically verify customer's email



Phone call

Create a task to call new signup within 10 minutes of signup

Step 2 — Day 2

When contacts is NOT uploaded or added

Follow up the next day if a customer is not engaged with your product by using certain key features. Use condition (send custom field using Javascript, e.x. contactsCount=10) to skip email if feature is used.

✉ **Subject: Let's remove the block**

Hi {{firstName fallback "there}},

Before you can realize the true power of Funnelfly and our sequences, you need to add your contacts. You can add add contacts from the home page.

[Open home to get started](#)

There are several ways to do this:

- [Upload a CSV of your contacts](#)
- [Integrate Zapier, Javascript or other integrations](#)

If you need any help — let's talk! You can book a slot here: **{{us.meetingsLink fallback ""}}**

{{signature}}

Step 3 — Day 3

When first sequence is NOT live

Follow up the next day if a customer does not engage with key features of your product. Use condition (send custom field using Javascript, e.x. featureOneCompleted=true) to skip email if feature is used.

✉ **Subject: Help offer**

Hi {{firstName fallback "there}},

I see you signed up recently, but didn't set your first sequence live. Do you need any help? Just hit reply.

[Open sequences](#)

{{signature}}

Step 4 — Day 4

When gmail is not connected

Let customer know about other important features. Use Javascript integration to skip sending email.

✉ **Subject: Use Gmail? Get Personal and connect your account.**

Hi {{firstName fallback "there}},

If you use Gmail for your outreach, you'll want to connect your Funnelfly account to Gmail!

Why? Funnelfly can send email through your Gmail account. Emails from Gmail appear more personal which increase open rates and response rates. This means better conversations with leads and more sales for your business.

[Connect Your Gmail Account](#)

Need help? Check out our [knowledge base article](#) or click 'reply'. I'm always happy to help.

{{signature}}

Steps 5 — 5

Sign up for full Sequence

Step 6

When first sequence is NOT live

Ask why they didn't use your product, so you can improve in the future.

✉ **Subject: Not for you?**

Hi {{firstName fallback "there}},

I noticed you didn't active a sequence in Funnelfly. I'd love to learn why so we can improve.

{{signature}}