

What type of

# CONTENT CAN BE CREATED?



# 1



Email

# NEWSLETTERS

Whether the latest news from the company or sales and promotions for your product/service, [email newsletters](#) provide a great structure for communicating that information.

# 2



Onboarding

## EMAILS

Customers who've decided to join in your journey need a warm welcome. These emails, when well-crafted, are proven to be an engaging way to introduce people to your culture and point to any initial resources that might prove helpful for the recipient.

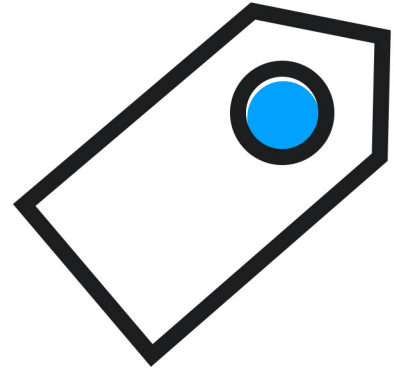
# 3



## Business **UPDATES**

Build loyalty with your contacts by notifying them on your latest updates, whether related to your products or your organization in general. This way they can explore your products/services.

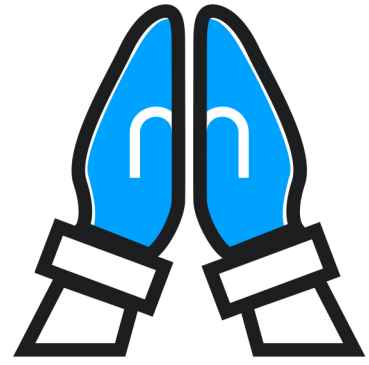
# 4



## Surprise **ELEMENTS**

Let your contacts know that they're special to you. Surprises can be really successful in building relationship with your contacts. Arrange contests, offers or sales that gives you opportunity to drive more revenue.

# 5



## Thank you **EMAILS**

Show people you value and care about them with the help of thank you emails. These can drive more engagement at all stages of your email campaigns.



## Smart email marketing software that drives sales



"We've been very impressed with the service; how easy it is to use; and it has achieved our goal of reaching all our members in one click. Thank you Zoho Campaigns for making our work trouble-free."



**Alastair Yates,**  
ADHD Richmond



[zoho.com/campaigns](https://zoho.com/campaigns) | [support@zohocampaigns.com](mailto:support@zohocampaigns.com)

