

EMAIL MARKETING

The Email starter pack

Every template you need to kick start email marketing for your business: ready to copy, personalise and send.

How to use your starter pack

This pack contains every template you need to get started with email marketing, based on the foundations covered in our webinar 'Email marketing for small business owners'. Just copy the template that fits your goal, swap in your own business details and send.

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Three rules to keep in mind as you personalise these:

- One message, one email. Don't combine a product launch with a webinar invite: pick one goal per send.
- Write like you talk: use AI tools to draft, but always rewrite copy in your own voice before sending. A genuine typo beats a polished, generic sounding email.
- One clear action point. Every email should end with a single, obvious next step, not multiple links competing for attention.

Quick start checklist

- Choose one automation tool and stick with it (Mailchimp, Klaviyo or Brevo, mixing providers can flag your domain as spam)
- Add a subscribe link or QR code at checkout, on your website, and in your shop
- Set up permission based signup (confirm opt-in, be GDPR compliant)
- Send your welcome email to new subscribers
- Plan your first newsletter, and block out a 6 month sending calendar
- Aim to send every 3-4 weeks, not weekly, to keep response rates high

Emailing golden rules recap

SUBJECT LINES

- Short, accurate, and specific: avoid "free", exclamation marks, or anything that reads as spammy
- "Pancake Day for your office" outperforms a generic sales pitch: simple beats clever

WRITING

- Write like you talk: authenticity builds loyalty; AI sounding copy doesn't
- One message, one email, one call to action
- Ask a colleague to read your first few drafts: what's obvious to them is what will land with subscribers

SENDING

- Every 3-4 weeks is the sweet spot for most small businesses: weekly sends fatigue readers
- Stick to one email tool (Mailchimp, Klaviyo or Brevo): switching providers can hurt deliverability
- Plan 6 months ahead so seasonal sends don't sneak up on you

LIST BUILDING

- Start with people you already know: customers, website visitors
- Always get clear, confirmed opt-in (UK GDPR)
- Quality beats quantity: a smaller, genuinely interested list outperforms a big, untargeted one

Remember

- Email is an add-on to your existing sales activity, not a replacement for it.
- It typically takes 7 touches to secure a client: email is one of several touchpoints.
- Keep it genuine, not salesy: that's the #1 lesson from businesses already doing this well.



Tools that might suit your needs

Mailchimp: affordable, widely used, strong templates

Klaviyo: good for ecommerce automation (abandoned basket, reorder flows)

Brevo: budget friendly, good all rounder for small businesses

Pick one and stay with it, sending from multiple providers can flag your domain as spam.

Ready to send templates

Six templates covering the full first month send calendar. Copy one, personalise the placeholders in brackets and send.

01 Welcome email

Send automatically the moment someone subscribes. Introduce your business, your values, and what they can expect.

SUBJECT LINE OPTIONS

- Welcome to [Business Name]: here's what to expect
- Thanks for joining [Business Name], [First Name]

EMAIL BODY

Hi [First Name],

Thanks for signing up, you're now part of the [Business Name] community! We're [one line on who you are and what you do].

Here's what you'll get from us:

[tips / offers / behind-the-scenes / early access — pick one].

We send emails about once a month, useful stuff only, no clutter.

Talk to you soon / Kind regards

[Your name], [Business Name]

CALL TO ACTION

Explore our [website / menu / shop] → [link]



TRUST ASSETS

Social Links : Instagram / Tiktok / Facebook / Youtube

FOOTER BLOCK

[Business Name], [Registered address]

You're receiving this because you [signed up on our website / made a purchase].

[Unsubscribe] · [Update preferences]

02 Reusable monthly newsletter

Your core, repeatable template: reuse the structure each month and swap the content.

SUBJECT LINE OPTIONS

- [Month] update from [Business Name]
- What's new this month (mention any new product launch, new location opening, or if there is anything in the news that affects your customers, let them know)

EMAIL BODY

Hi [First Name],

Here's what's been happening at [Business Name] this month:

[One update, tip, or story – keep it to a single topic]

[Optional: one small offer or seasonal note related to the topic above]

See you soon,

[Your name]

CALL TO ACTION

Read more / Book now / Shop the update → [link]

TRUST ASSETS

Add Google, TrustPilot or any industry ratings and Awards

FOOTER BLOCK

[Business Name], [Registered address]

You're receiving this because you [signed up on our website / made a purchase].

[Unsubscribe] · [Update preferences]



💡 **Tip:** if you have images, add an image as a header in your template, or at the end of your email to catch the reader's attention.

💡 **Tip:** Pick your topic from whatever's most newsworthy that month: a launch, a new location, or something in the news affecting your customers. Don't try to fit more than one story in as it may dilute the message.

03 Subscribed confirmation email

Confirms opt-in (GDPR-friendly) and sets expectations for what subscribers signed up for.

SUBJECT LINE OPTIONS

- Please confirm your subscription
- You're almost in – confirm your email

EMAIL BODY

Hi [First Name],

Thanks for your interest in [Business Name]! Please confirm you'd like to receive our emails about [tips / offers / news – be specific].

We'll send [tips / guides / discounts] around once a month, no spam, ever.

[First name], [Last name], [Job Title]

CALL TO ACTION

Confirm my subscription → [link]

TRUST ASSETS

Add Google, TrustPilot or any industry ratings and Awards

FOOTER BLOCK

[Business Name], [Registered address]

You're receiving this because you [signed up on our website / made a purchase].

[Unsubscribe] · [Update preferences]

04 Abandoned basket / reorder reminder



Automated nudge for an incomplete purchase, or a prompt for a repeat order.

SUBJECT LINE OPTIONS

- Still thinking it over?
- Your order is waiting for you
- Time to reorder?
- [Product name] is waiting for you.

EMAIL BODY

Hi [First Name],

We noticed you left [item/order] in your basket, it's still saved, ready whenever you are.

[Optional: one line reassurance, e.g. free returns / limited stock / seasonal relevance]

[Optional small incentive to close the loop, e.g. "Order in the next 24 hours for free delivery."]

CALL TO ACTION

Complete my order → [link]

TRUST ASSETS

Add Google, TrustPilot or any industry ratings and Awards

FOOTER BLOCK

[Business Name], [Registered address]

You're receiving this because you [signed up on our website / made a purchase].

[Unsubscribe] · [Update preferences]

05 Seasonal promotion – Christmas / New Year

This email should be sent well in advance, most B2Business start in September, whilst B2Consumer small businesses start in October

SUBJECT LINE OPTIONS

- Christmas for your office
- Stock Up for the Christmas season

EMAIL BODY

Hi [First Name],

'Tis the season! Here's what we've got for Christmas: [one clear seasonal offer or product].

[One line on why now — limited stock, order cut-off dates, busy December schedules.]

CALL TO ACTION

See the Christmas menu / offer → [link]

TRUST ASSETS

Add Google, TrustPilot or any industry ratings and Awards

FOOTER BLOCK

[Business Name], [Registered address]

You're receiving this because you [signed up on our website / made a purchase].

[Unsubscribe] · [Update preferences]

6. Seasonal promotion: back-to-school / summer refresh

Use obvious seasonal anchors (back-to-school, summer, new season) as a natural, low effort reason to send.

SUBJECT LINE OPTIONS

- Time for a [back-to-school / summer] refresh
- New season, new [product/service]
- Need more staff (Recruitment businesses)
- Need [product/ service] to kick start the year / boost your summer

EMAIL BODY

Hi [First Name],

It's that time of year again — [back-to-school / summer] means it's a great moment for [product/service].

[One clear offer or update tied to the season]

[Optional urgency line — e.g. "Offer ends [date]."]

CALL TO ACTION

Get started → [link]

TRUST ASSETS

Add Google, TrustPilot or any industry ratings and Awards

FOOTER BLOCK

[Business Name], [Registered address]

You're receiving this because you [signed up on our website / made a purchase].

[Unsubscribe] · [Update preferences]

6 month content calendar

Nordine's advice: plan seasonal sends at least six months ahead so you always know what's coming next.

MONTH	SUGGESTED THEME / SEND
Month 1	Welcome series live + first monthly newsletter
Month 2	Product/service spotlight or customer story
Month 3	Seasonal tie-in (relevant to your industry)
Month 4	Behind-the-scenes / values-led update
Month 5	Seasonal promotion (e.g. summer or back-to-school)
Month 6	Review performance, refresh templates, plan next 6 months

Good luck! And let us know how this is going for you at marketing@capitalise.com, we'd love to hear your feedback.



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Excellent



114 reviews

