

**Aitoc**



# Welcome Emails

User Manual for Magento 2

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1. Unzip and paste the extension file into your root Magento folder.
2. Connect to your server by SSH.
3. Go to your Magento root folder.
4. To install the extension, perform this command:

```
php bin/magento setup:upgrade
```

5. To switch the extension on/off, perform these commands:

```
php bin/magento module:enable Aitoc_WelcomeEmail  
php bin/magento module:disable Aitoc_WelcomeEmail
```

*You can activate/deactivate several Aitoc extensions at once by specifying their names separated by space in the command.*

### 3. Email Templates

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On this page you can find and edit all email templates in your Magento, including Follow Up email templates.

With Welcome Emails module, you don't get configuration or campaign settings. The module is triggered by a new registration and substitutes the default Magento welcome email with its own template. This template can be accessed and modified on the Email Templates page.

Registration events differ, therefore, the extension offers several welcome emails for each occasion.

ID	Name	Created At	Modified At	Content	Format	Action
7	Review Booster - Order Alert	Oct 8, 2018, 2:45:33 AM	Oct 8, 2018, 2:45:33 AM	{{var customer_name}}, how did we do??	HTML	<a href="#">Preview</a>
8	Abandoned Cart Emails Pro -	Oct 8, 2018, 2:45:33 AM	Oct 8, 2018, 2:45:33 AM	Did you leave something behind?	HTML	<a href="#">Preview</a>
9	Abandoned Cart Emails Pro -	Oct 8, 2018, 2:45:33 AM	Oct 8, 2018, 2:45:33 AM	We're still holding the product for you. Act fast if you want it.	HTML	<a href="#">Preview</a>
10	Abandoned Cart Emails Pro -	Oct 8, 2018, 2:45:33 AM	Oct 8, 2018, 2:45:33 AM	Let us teleport you back to your shopping cart	HTML	<a href="#">Preview</a>
11	Abandoned Cart Emails Pro -	Oct 8, 2018, 2:45:33 AM	Oct 8, 2018, 2:45:33 AM	Did you leave something behind?	HTML	<a href="#">Preview</a>
12	Abandoned Order Emails	Oct 8, 2018, 2:45:33 AM	Oct 8, 2018, 2:45:33 AM	We're still holding the product for you. Act fast if you want it.	HTML	<a href="#">Preview</a>
13	Abandoned Order Emails Pro - Third Order Alert	Oct 8, 2018, 2:45:33 AM	Oct 8, 2018, 2:45:33 AM	Let us teleport you back to your shopping cart	HTML	<a href="#">Preview</a>
14	Welcome Email	Oct 8, 2018, 3:26:47 AM	Oct 8, 2018, 3:26:47 AM	Thanks for stopping at {{var store.getFrontendName()}}?	HTML	<a href="#">Preview</a>
15	Welcome Email Confirmation Key	Oct 8, 2018, 3:26:47 AM	Oct 8, 2018, 3:26:47 AM	Confirm registration at {{var store.getFrontendName()}}?	HTML	<a href="#">Preview</a>
16	Welcome Email Confirmed	Oct 8, 2018, 3:26:47 AM	Oct 8, 2018, 3:26:47 AM	Your account at {{var store.getFrontendName()}} is now active	HTML	<a href="#">Preview</a>
17	Welcome Email Without Password	Oct 8, 2018, 3:26:47 AM	Oct 8, 2018, 3:26:47 AM	Finish your registration at {{var store.getFrontendName()}}	HTML	<a href="#">Preview</a>
18	Custom Order Status Change - Order Status Change Alert	Oct 8, 2018, 3:26:47 AM	Oct 8, 2018, 3:26:47 AM	Order status changed	HTML	<a href="#">Preview</a>

# 3. Events page

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## Welcome Email

Active: no campaigns

Instead of sending out a bland welcome email that will be deleted the moment it lands in the user's inbox, use this opportunity to communicate with your customer for the first time. For example, you can include a company image. Include your company logo and name, as well as some tips and tricks to create campaigns.

On the Events page, you can find your performance statistics as well as some tips and tricks to create campaigns.

					Week	Month	6 Months	Year
Unsub	Sent	Opened	Clicks	CTR	Sales	Lifetime Sales		
2	453	222	54	11.9%	\$1563	\$4367		
+0 last 7D	+10 last 7D	+3 last 7D	+0 last 7D	last 7D	last 7D			

### TARGET AUDIENCE

New subscribers (signed-up only and subscribed via a purchase).

### TRIGGER

New customer registration event.

### WHEN TO SEND

Welcome email is a great opportunity to open a new channel of communication with your customers. This is likely the first email your brand new customer will get from you. Making the right decision when and what will be inside is crucial for success. Obviously, you will send the very first welcome email right after the registration.

- **Email #1:** Send immediately after registration

### CAMPAIGN GOALS

- Set subscriber expectations
- Encourage subscribers to connect on social channels
- Make a strong first impression
- Get subscribers back to your store
- Turn leads into first-time buyers
- Turn first-time buyers into repeat customers

### BEST PRACTICES

- Use either dynamic content or campaign segmentation to create different experiences for those who (a) are already familiar with your brand and have made a purchase and (b) know nothing about your brand and are yet to make a purchase
- Offer a discount, giveaway or free trial as an incentive to subscribe to company emails
- Include CTAs to follow you on social media or to check out your blog
- Avoid spam trigger words like Affordable, Apply now, Call

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← Back to register or connect an account    Delete Template    Reset    Convert to Plain Text    Preview Template    **Save Template**

## Template Information

You can customize your email message body. The extension provides default templates that can be customized according to your needs.

Template Name \*

Template Subject \*

Template Content \* 

```
<!--@subject Thanks for stopping at {{var store.getFrontendName()}} @-->
<!--@vars {
  "var customer_name":"Customer Name",
  "var module_data.entity_products":"Related Products",
  "var coupon.coupon_code":"Coupon Code",
  "var coupon.discount_amount":"Discount Amount",
  "var coupon.expiry_days":"Expiry Days"
} @-->

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns:v="urn:schemas-microsoft-com:vml">
<head>
```

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## Email Queue

Search icon | 3 notifications | admin user

Full list of all emails generated by Follow Up events can be found in Marketing -> Follow Up Emails by Aitoc -> Email Queue.  
You can generate emails manually provided their trigger condition corresponds to the extension settings.

**Generate emails**

Filters | Default View | Columns

Actions | 0 records found | 20 per page | 1 of 1

	ID	Created At	Scheduled At	Customer Email	Event Name	Status	Email Template Name
We couldn't find any records.							

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## Custom Order Status Change

Status: **install to activate**

This event helps you adapt Magento to your unique business workflows. Custom Order Status Change lets you assign multiple emails to specific order statuses, notify different people both inside and outside of Magento store about the order progress, and speed up order completion thanks to eliminating the communication steps that previously were performed manually.

**Example:** A company with a complex customized picking and packing process will benefit the most from this solution. Individual team members will be able to receive email alerts exactly when they need to do something with the order. This speeds up order processing and allows to track at which stage an order might get stuck longer than usual.

### TARGET AUDIENCE

Users who supervise detailed order progress throughout the system. Company employees who need to track custom order statuses more closely.

### TRIGGER

The system will check if an email has to be sent on each order status change.

### WHEN TO SEND

Email alerts are of course sent as soon as possible to speed up order processing.

[Install Custom Order Status Change](#)

You can purchase any lacking Follow Up module on the Events page.

### SUGGESTED INTERVALS:

- **Email #1:** Send an email immediately when the order changes its status. Explain why the user receives this particular email and what the custom status means

### CAMPAIGN GOALS

- Offer key support contacts in case of issues
- Adapt Magento order statuses to your business process
- Make order processing more efficient with automated email alerts

### BEST PRACTICES

- Streamline notifications about custom order status changes to



To ensure GDPR compliancy to your customers, you need to have an option to state / delete their personal data upon request. The current module allows you to export and import your orders which contain the following data about your customers:

Customer's email

This data can be found in the following tables:

```
aitoc_follow_up_emails_unsubscribed_list  
aitoc_follow_up_emails_emails
```

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