Welcome Email Sequence

5-Email Welcome Flow - Común Supply Co.

Client:	Común Supply Co.
Deliverable:	Welcome Email Sequence (5 emails)
Platform:	Klaviyo
Trigger:	New subscriber signup (pop-up, footer form, or landing page)
Copywriter:	Bas Rijksen

This is a sample deliverable. It shows exactly what you receive for every email project: a sequence strategy, finished copy for every email (subject lines, preview text, body, CTA), and flow logic your email team can build directly in Klaviyo or any ESP.

Brand Snapshot

Común Supply Co. is a Los Angeles-based apparel brand founded in 2020 by Ana Reyes, a former pattern maker at Everlane who got frustrated watching "sustainable" fashion brands charge $120 for a t-shirt made in the same Portuguese factories as everyone else. Her thesis: basics don't need a luxury markup. They need better materials, honest pricing, and a factory relationship you can actually trace.

The brand makes everyday essentials: tees, tanks, crewneck sweaters, joggers, and a handful of transitional pieces (overshirts, lightweight jackets) that rotate seasonally. Everything is made in two factories in Lima, Peru, using Pima cotton and recycled polyester blends. Price range: $38 for a tee, $68 for a crewneck, $78 for joggers. No sales, no markdowns. The price on day one is the price forever.

The target buyer is a man or woman aged 25 to 40 who has moved past fast fashion but can't stomach $95 for a plain white t-shirt from a brand whose "sustainability" claim is vague at best. They care about how clothes are made but they also care about their bank account. They want proof, not promises. They'll pay a fair premium for quality, but they won't pay for a brand story that covers up the same old margins.

Key brand facts:

- **Product range:** Tees ($38), tanks ($34), crewneck sweaters ($68), joggers ($78), overshirts ($88). All basics. No logos.
- **Materials + sourcing:** Two factories in Lima, Peru. Pima cotton, recycled polyester, GOTS-certified organic cotton on select items. Factory names and locations published on the website.

- **Pricing transparency:** Every product page shows the cost breakdown: materials, labour, transport, duties, and Común's markup. No other brand in this price range does this.
- **Offer:** 15% off first order (the signup offer that triggers this welcome flow). Free shipping over $100. Free returns within 30 days.
- **Email list:** 3,100 email subscribers, 22% open rate on campaigns (below benchmark). Current welcome sequence is a single email with the discount code. No follow-up. No brand story. No product education.
- **Social proof:** 890+ reviews, 4.7 average. Strong repeat purchase rate (34% of revenue from returning customers).

Sequence Strategy

The current welcome flow is one email: discount code, product grid, done. One email is a transaction, not an introduction. The subscriber signed up because they were curious. One email burns that curiosity in a single send and hopes the discount is enough to convert. For most people, it isn't. They forget the code, forget the brand, and never open another email.

This 5-email sequence is designed to do what a single discount email can't: build enough trust, understanding, and desire that the subscriber buys because they want to, not just because they have a code. Each email has one job. The sequence has one arc: stranger to first purchase.

Email	Send Timing	Job	Conditional Logic
1: Welcome + Code	Immediately on signup	Deliver the discount. Set expectations. Make one strong first impression.	Sent to all new subscribers.
2: The Factory Story	Day 2	Build trust. Show what makes this brand different from every other "sustainable" basics brand.	Only if no purchase after Email 1.
3: The Price Breakdown	Day 4	Address the #1 objection: "Why should I pay $38 for a t-shirt?" Show the cost transparency.	Only if no purchase after Email 2.
4: Social Proof	Day 6	Let customers sell the product. Reviews, photos, specific praise.	Only if no purchase after Email 3.
5: Last Chance	Day 8	Create gentle urgency. The discount expires. Give them a reason to act now.	Only if no purchase after Email 4. Discount code expires 24 hours after this email.

Exit condition: If the subscriber makes a purchase at any point during the sequence, they exit the welcome flow and enter the post-purchase flow. They should never receive a welcome email after they've already bought.

Discount mechanics: The 15% code is delivered in Email 1 and referenced in Emails 3 and 5. The code expires 10 days after signup (24 hours after Email 5 is sent). This creates natural urgency without a fake countdown timer.

The Emails

Email 1: Welcome + Discount Code

Purpose: *Deliver the promised discount and make a single strong first impression. This email has the highest open rate in the sequence (typically 50-65%). Don't waste it on a generic "Welcome to the family" message. Use it to set the tone, deliver the code, and plant one seed of what makes this brand different.*

Send: Immediately on signup

Subject line:

Your 15% code is inside (it expires in 10 days)

Preview text:

Plus: why we publish our factory costs on every product page.

Body copy:

Hey,

Thanks for signing up. Here's your code:

WELCOME15

15% off your first order. Valid for 10 days.

Before you shop, one thing worth knowing about us.

Every product page on our site shows a full cost breakdown: what the materials cost, what the labour cost, what we paid in shipping and duties, and what our margin is. We publish it because we think you should know what you're paying for. Most brands in this space would rather you didn't ask.

We make basics. Tees, sweaters, joggers. Nothing fancy. Everything is made in two factories in Lima that we've worked with since day one. The cotton is Pima. The pricing is honest. The clothes are built to stay in your closet for years, not months.

If that sounds like your kind of brand, your code is waiting.

Shop Now →

Ana

Founder, Común Supply Co.

Design notes: *Single-column layout. The discount code should be visually prominent (large text, maybe a dotted border box). One product image below the CTA: the bestselling Pima Crew Tee, clean flat lay or on-model shot. No product grid. No multiple CTAs. One email, one action: shop. Signed from Ana to set a personal tone for the rest of the sequence.*

Email 2: The Factory Story

Purpose: *Build trust through specificity. Every sustainable brand says "ethically made." Almost none of them show proof. This email names the factories, shows the people, and explains the relationship. It's the email that separates Común from the 200 other DTC basics brands in the subscriber's inbox. The goal is not to sell. The goal is to make them care.*

Send: Day 2 (skip if purchased)

Subject line:

The two factories that make everything we sell

Preview text:

Their names are Textil del Valle and Creditex. Here's why that matters.

Body copy:

Most brands say "ethically made" and leave it at that. We'll do better.

Everything we make comes from two factories in Lima, Peru: Textil del Valle and Creditex. We've worked with both since we launched in 2020. We didn't find them through a sourcing platform. I flew to Lima, visited nine factories, and chose these two because they let me walk every floor, meet the teams, and see the conditions myself.

Textil del Valle handles our knits: tees, tanks, and crewnecks. They're one of the few mills in South America that can process Pima cotton from raw fibre to finished garment under one roof.

That matters because it means fewer middlemen, tighter quality control, and a shorter supply chain.

Creditex handles our wovens and outerwear pieces. They've been operating for over 70 years. Their workers earn above the national living wage, and the factory is SA8000 certified for labour practices.

I publish both factory names on our website because I think you should be able to verify this yourself. Most brands won't do that. Ask yourself why.

See How We Make It →

Ana

P.S. Your 15% code (WELCOME15) is still active. Just thought you should know.

Design notes: *Include 1-2 real-looking factory photos (bright, clean, workers at machines, fabric rolls). Not stock photos. The factory images are the proof. If the brand has a "How We Make It" page, the CTA links there. If not, link to the bestseller collection. P.S. mention of the discount is soft and secondary. This email sells the brand, not the code.*

Email 3: The Price Breakdown

Purpose: *Address the #1 objection head-on: "$38 for a t-shirt?" The cost transparency model is the brand's most powerful conversion tool. This email shows the actual pricing structure and compares it to what a traditional brand and a luxury "sustainable" brand charge for the same product. The subscriber should finish this email thinking: "That's actually fair."*

Send: Day 4 (skip if purchased)

Subject line:

What a $38 t-shirt actually costs to make

Preview text:

We'll show you our margin. Most brands would rather die.

Body copy:

Here's the full cost breakdown for our Pima Crew Tee:

Cost component	Amount
Pima cotton fabric	$8.40
Cut and sew labour	$4.20
Trim, finishing, packaging	$2.10
Ocean freight + duties	$3.80
Warehousing + fulfilment	$2.50
Our margin	$17.00
Your price	$38.00

That's a 45% margin. For context: traditional retail brands operate at 60-70% margin on basics. Luxury "sustainable" brands selling the same quality Pima tee at $95 are running margins above 75%.

We make less per unit than both. We're fine with that. The model works because we sell direct, we don't run sales, and we don't pay for department store shelf space. The $38 price is the real price, and it's the same price whether you buy today or six months from now.

Honest pricing, laid bare. Every product on our site has this same breakdown. Go look.

See All Price Breakdowns →

Ana

P.S. Your 15% code (WELCOME15) makes that $38 tee $32.30. Just saying.

Design notes: *The cost breakdown table is the centrepiece. Make it clean and large. Consider a visual: a horizontal bar showing how the $38 breaks down, colour-coded by component. Below the table, a simple comparison: "Traditional brand margin: 65%. Luxury sustainable brand margin: 75%. Común margin: 45%." The P.S. is the only selling moment. The rest of the email is pure trust-building.*

Email 4: Social Proof

Purpose: *By day 6, the subscriber knows the brand story, the factory story, and the pricing story. Now they need to hear from people who actually bought. This email lets customers sell the product. Real reviews, specific language, relatable experiences. The most persuasive reviews mention what they were wearing before and why they switched.*

Send: Day 6 (skip if purchased)

Subject line:

890 reviews. Here's what keeps coming up.

Preview text:

"I stopped buying from [big brand]. These are better and I know exactly what I'm paying for."

Body copy:

I could tell you our clothes are great. But you'd expect me to say that. So here's what actual customers say:

★★★★★

"I've been wearing the Pima Crew for about four months now. It's held its shape through probably 30 washes. My old tees from [major fast fashion brand] would be stretched and faded by now. The price breakdown on the site is what convinced me to try it. I'll be back for the crewneck."

Jake, 31, Brooklyn

★★★★★

"Bought three tees and the joggers. The cotton is noticeably softer than anything in this price range. I like that I can see exactly where my money goes. No other brand does that."

Priya, 28, Austin

★★★★★

"I was paying $85 for similar tees from a 'sustainable' brand that wouldn't tell me where they were made. Común publishes the factory names. That's all I needed to know."

Marcus, 36, Portland

890 reviews, 4.7 average. Not filtered, not cherry-picked. They're all on the site.

Read More Reviews →

Ana

Design notes: *Each review in its own card or block with star rating above. Include a customer photo if available (even a product-in-use shot helps). Keep to 3 reviews maximum. More than that and the email gets too long. The "890 reviews, 4.7 average" line at the bottom should be visually distinct. One CTA only: link to the reviews page or the bestseller collection.*

Email 5: Last Chance

Purpose: *Create urgency that's real, not manufactured. The discount code expires 24 hours after this email. The deadline is real. This email doesn't need to re-educate or re-tell the brand story. The subscriber has had four emails of context. This one is short, direct, and focused on one thing: use your code before it's gone.*

Send: Day 8 (skip if purchased)

Subject line:

Your 15% code expires tomorrow

Preview text:

WELCOME15. Last 24 hours.

Body copy:

Quick note: your welcome code expires in 24 hours.

WELCOME15 - 15% off your first order

If you've been thinking about it, now's the time. After tomorrow, the code is gone. We don't run sales and we don't extend discount windows. The price on the site is always the real price, which means this is the lowest you'll see it.

Where most people start:

The Pima Crew Tee ($38, yours for $32.30 with the code). It's our bestseller for a reason: Pima cotton, holds its shape, made in Lima. 640 five-star reviews.

Use Your Code →

Ana

Design notes: *Shortest email in the sequence. No images beyond one product shot (the Pima Crew Tee). The code should be large and prominent. The deadline should be clear. One product recommendation, one CTA. No browsing invitation, no collection links. The scarcity is real (the code actually expires), so the urgency is honest. Keep the design clean and the tone direct but not pushy.*

Flow Logic + Technical Notes

Platform: Klaviyo (also works in Drip, Omnisend, or any ESP with conditional flow logic).

Trigger: New subscriber added to list via pop-up, footer form, or landing page signup. Does NOT trigger for checkout abandoners or manual imports.

Exit condition: Placed Order (any order). As soon as the subscriber purchases, they exit this flow and should enter the post-purchase flow. They should never receive a welcome email after buying.

Suppression: Suppress anyone who is already in the abandoned cart flow or the browse abandonment flow. Don't stack automations. One flow at a time.

Discount code: Generate unique codes in Klaviyo (not a static code) to prevent sharing and enable tracking. Set expiration to 10 days from issue. The code should auto-expire so Email 5's urgency is real, not manufactured.

Send times: Email 1 sends immediately. All subsequent emails should be set to smart send between 8am and 11am in the subscriber's local time zone (if Klaviyo has the data) or 10am EST as default.

Expected performance benchmarks (DTC apparel):

- Open rate: 50-65% (Email 1), 35-45% (Emails 2-4), 40-50% (Email 5)
- Click rate: 8-12% (Email 1), 3-6% (Emails 2-4), 6-10% (Email 5)
- Flow conversion rate: 8-14% of subscribers who enter the flow
- Revenue per recipient: $2.50-$5.00 (depending on AOV and conversion)

Post-flow handling: Subscribers who complete all 5 emails without purchasing should be tagged as "Welcome Flow Complete - No Purchase" in Klaviyo. They stay on the main list and receive regular campaigns. They can be targeted with a separate re-engagement flow 30 days later.

Notes for the Email Team

- Every email is signed "Ana" because welcome sequences from a founder convert better than from a brand name. The subscriber should feel like they're hearing from a person, not a company.
- The brand voice is direct, transparent, and a little pointed. Común's positioning is built on calling out industry practices that other brands hide. The copy should feel confident, not aggressive. Picture someone who's done the homework and isn't afraid to share it.
- Email length targets: Email 1 (180 words), Email 2 (200 words), Email 3 (180 words), Email 4 (160 words), Email 5 (120 words). Short and getting shorter. By Email 5, the subscriber doesn't need education. They need a nudge.
- The discount code appears in Emails 1, 3, and 5. Not in Emails 2 and 4. Those emails sell the brand, not the offer. Mentioning the code in every email cheapens it.
- Subject lines are specific and lowercase (except proper nouns). No ALL CAPS, no exclamation marks, no emoji. The brand's tone is understated confidence. The subject lines should match.
- The P.S. in Emails 2 and 3 is a soft discount reminder. It should feel incidental, not desperate. If the P.S. feels like the point of the email, it's too prominent.
- Design should be minimal. One-column layout. Max one image per email. No heavy graphics. No animated GIFs. These should feel like emails from a person, not from a marketing department. White background, black text, one accent colour for CTAs (warm clay or muted olive to match the brand).
- Test subject lines on Emails 1 and 5 (highest open rates). For Email 1, test: "Your 15% code is inside" vs "Here's your code + one thing about us." For Email 5, test: "Your 15% code expires tomorrow" vs "Last day for 15% off."

What Changed and Why

Current Flow	What We Changed	Why
Single welcome email with discount code	5-email sequence over 8 days	One email converts 2-4% of subscribers. A 5-email sequence converts 8-14%. The extra emails don't cost anything but they build the trust that turns a code-holder into a buyer.
No brand story in email	Email 2 tells the factory story with specific names and details	"Ethically made" is meaningless without proof. Named factories, SA8000 certification, and an invitation to verify build trust that generic claims never can.
No price justification	Email 3 shows the full cost breakdown	The #1 objection for a $38 tee is "why so much?" The pricing transparency answers it with transparency that competitors won't match.
No social proof in email	Email 4 features 3 specific reviews	By day 6, the subscriber has heard the brand's story. Now they need to hear from people who bought. Specific reviews with names and locations convert better than star ratings alone.
No urgency mechanism	Email 5 creates real urgency with an expiring code	The code actually expires. The urgency is honest. "We don't run sales" means this is genuinely the lowest price. That makes the deadline meaningful.
No conditional logic	Flow exits on purchase, skips emails for buyers	Sending discount emails to someone who already bought is annoying and wasteful. Conditional logic ensures every email is relevant.
Generic brand voice	Emails signed from Ana with a specific, transparent tone	Founder-signed emails outperform brand-signed emails in welcome flows by 15-25% on click rate. The personal tone builds connection.
No flow performance tracking	Added benchmarks and post-flow tagging	Without benchmarks, you can't optimise. Without post-flow tagging, non-buyers disappear into the main list with no follow-up strategy.