



THE BEAUTY SCRIBE

# Your Guide to Email Marketing

A clear, practical  
introduction to email  
marketing for skincare  
clinics and brands.



# Welcome!

Whether you're launching your first email campaign or finally ready to stop winging it, this starter kit will show you what's possible — helping you set yourself up for success, and know when it makes sense to get help.

This isn't a how-to. It's a guide to help you understand what's involved — so you can either do it yourself with more confidence or decide what kind of support you might need if you don't have the time or the tech skills.



*But first...*

## Why email still matters

It's personal, direct, and owned by you — no algorithms.

It builds long-term trust and drives bookings or sales.

Automated emails work in the background, so you don't have to.

You're building a valuable database of people who've chosen to hear from you.

Unlike social platforms, your email list is yours to grow, nurture, and use on your terms.

Email outperforms most other channels when it comes to return on investment.



# What does a welcome sequence look like?

On the next slide, you'll find an example of a strategic, well-paced welcome journey. The type I create for clients, from the first trigger when a client signs up to the sequence of emails to nurture them along the way, to the final call to action.

The frequency could be over five consecutive days, or timed over a longer period, depending on your approach to reaching and converting potential customers into loyal clients.

Once you've written the copy, designed each email to reflect your brand, and set up the sequence logic on your preferred email platform, it's ready to run on autopilot.



Your email sequence is triggered when a customer signs up for free download or subscribes to your newsletter

1

Email #1  
Introductory Email  
& Welcome

Day 1

2

Email #2  
Your Story or  
Brand Message

Day 2

3

Email #3  
Popular Services  
& Products

Day 3

4

Email #4  
Social Proof &  
Testimonials

Day 4

5

Email #5  
Offer or  
Call to Action

Day 5



# Which email platform should you use?

Here's a quick comparison of the most popular email platforms:

## Mailchimp

Simple setups.

Beginner-friendly.

Good templates.

Limited automation.

## Klaviyo

Great for online stores.

Powerful segmentation.

Advanced platform.

For experienced users.

## Flodesk

Beautiful branding.

Visual ease.

Great design.

Limited logic

## MailerLite

Budget-conscious.

Clean interface,

Solid automation.

Strong support

# Design and content that looks and sounds like you.

Your emails should feel like your brand – not a generic template.

Select clean, branded layouts featuring thoughtful images that accurately represent who you are.

Take the time to consider your brand's voice. This could come from who you are, what's important to you, but also the type of customer you'd like to attract – your ideal client.

Try to project a clear, confident tone that sounds like you – one that is conversational and always relatable.



# What you'll need to get started.

If you're planning to DIY (or you're getting ready to outsource), here's what to have on hand:

- A simple goal for your emails (e.g. nurture, promote, stay in touch)
- Your logo and brand colours
- A few good images (clinic, team, treatments)
- A list of services or products you want to promote
- A signup form (on your site or socials)
- A lead magnet (freebie, discount, or voucher)
- A booking link or strong call to action
- Access to your email platform (or help picking one)
- A rough idea of your send frequency



# When DIY isn't the best option.

Yes, you can do it yourself. But should you?

Email takes time. Strategy. Writing.

Formatting. Testing. Scheduling.

If you're already running a clinic or product-based business, that's a lot to ask of yourself.

Done-for-you means it's all handled — copy, setup, scheduling, testing, delivery.





Need some help getting started?

Whether you need an automated sequence, monthly newsletters, or both — I'll make sure your emails do what they're meant to do: nurture trust and drive results.

[Book A Call](#)

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