
GEM LIPSTICK

The Post-Purchase Workflow

An Automation Map

*From order confirmation to 45-day nurture
by Rebuild Digital Marketing*

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01 · OVERVIEW

What this is

The complete strategic blueprint for what happens between the moment a customer pays you and the moment they decide whether to buy again — the seven-email post-purchase system that turns one-time buyers into brand believers.

This document maps the two parallel workflows that fire on every successful purchase: a transactional order confirmation (Email 0) and a marketing welcome+nurture sequence (Emails 1-6). They're built as separate workflows for legal, deliverability, and customer experience reasons explained inside.

Companion documents

The Email Sequence — seven paste-ready emails with full copy

The GHL Build Guide — step-by-step build for the full DTC funnel

The Cart Recovery Automation Map — the pre-purchase abandoned cart workflow

Who this is for

Any DTC brand owner who's already accepting orders but has no structured post-purchase email sequence beyond whatever the payment processor sends automatically. If your customer's first impression of your brand post-payment is a Stripe-branded receipt, you're leaving brand equity and lifetime value on the table.

02 · THE STRATEGY

Why two workflows, not one

Most DTC brands send a single post-purchase email — either a transactional receipt OR a brand-voiced welcome. Doing both, as separate workflows, is the structural choice that separates premium brands from templated ones.

“Two emails, two purposes. The receipt proves the order is real. The welcome proves the brand is real.”

Three reasons to split them

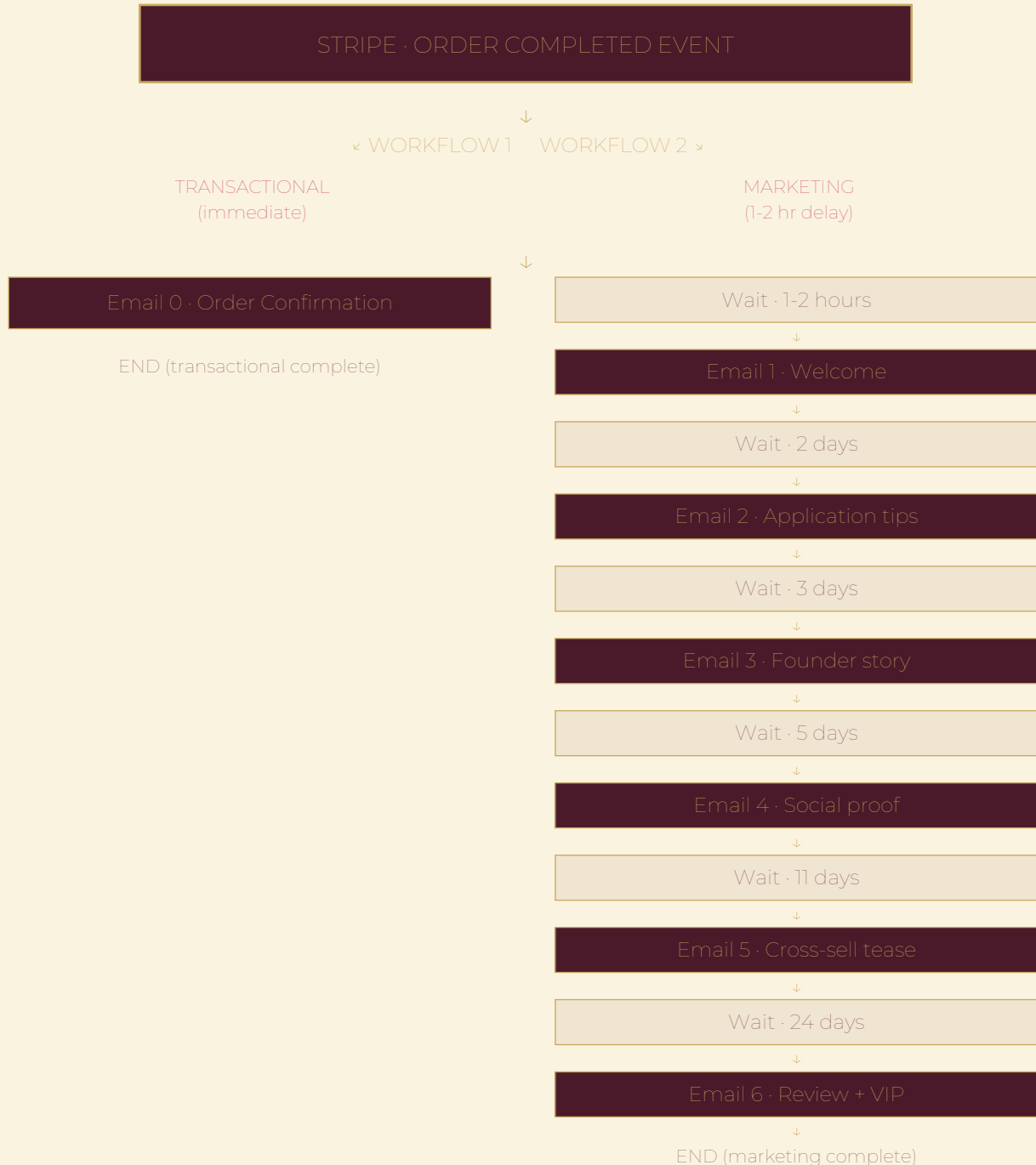
Legal and compliance. Transactional emails (receipts, shipping confirmations, return acknowledgments) are always allowed under email regulations — even to contacts who have unsubscribed from marketing. Marketing emails require explicit opt-in. Mixing them in one workflow creates compliance risk.

Deliverability isolation. If your marketing emails ever get flagged as spam (it happens), having transactional emails in a separate workflow on a separate sending stream protects your receipts from being affected. Customers always get their receipts, even when your nurture is throttled.

Customer experience. A receipt-style email mixed with brand storytelling feels confused. A clean transactional email followed by a thoughtful welcome 1-2 hours later feels intentional. Two emails, two moods, two purposes.

03 · THE WORKFLOW

The flow at a glance



04 · EMAIL 0

The order confirmation

Email 0 is the email most DTC brands skip — and the one most prospects mention when asked what they wished their last online purchase had included. Pure transactional clarity, on-brand, immediate.

<i>Trigger</i>	Stripe “Order Completed” event
<i>Workflow type</i>	Transactional · no opt-out
<i>Send timing</i>	Within seconds of payment success
<i>Subject line</i>	Order #{{order.number}} confirmed
<i>Contains</i>	Order #, line items, subtotal, shipping, total, shipping address, expected delivery, tracking promise

Key design principles

- Order number in the subject line so customers can search for it later
- Facts first, brand voice last — the order details lead, the warmth follows
- Explicit mention that a welcome email is coming next — sets expectation, prevents confusion
- “Reply if anything’s wrong” line — catches order errors while they’re cheap to fix
- Customer service hours stated — establishes humans are available

05 · WORKFLOW 2

The welcome + nurture

Six emails sent over 45 days. The first lands 1-2 hours after the order confirmation — enough of a gap that it feels like a separate, intentional touch, not a robotic blast.

When	Email	Purpose
<i>1-2 hrs</i>	Welcome	Brand voice, first application guidance
<i>Day 2</i>	Application tips	Teach the product so they love it more
<i>Day 5</i>	Founder story	Trust through authentic narrative
<i>Day 10</i>	Social proof	Community + UGC invitation
<i>Day 21</i>	Cross-sell tease	Upgrade to next collection
<i>Day 45</i>	Review + VIP	Review request + loyalty program intro

*One exit goal protects you: when a customer requests a refund (tag **refund-requested** added), they immediately exit the marketing workflow. Without this, customers who returned a product still receive a "what did you think?" email three weeks later — which is exactly the kind of detail that destroys trust at scale.*

06 · BUILD NOTES

Implementation in GHL

Build these as two parallel workflows in GoHighLevel. Both fire on the same Stripe event but run independently — different timing, different exit conditions, different deliverability settings.

Workflow 1 · Transactional

Path · Automation → Workflows → + Create Workflow

Name: *Transactional · Order Confirmation*

Trigger: Order Submitted · Status = Paid

Actions: Send Email 0 immediately · add tag **buyer**

Exit conditions: none

Re-entry: allow

Workflow 2 · Marketing

Path · Automation → Workflows → + Create Workflow

Name: *Marketing · Welcome + Nurture*

Trigger: Order Submitted · Status = Paid

First action: Wait 1-2 hours

Then: Send Emails 1-6 with waits between (2d, 3d, 5d, 11d, 24d)

Exit goal: tag **refund-requested** added → exit

Re-entry: deny (so repeat purchases don't restart the nurture)



NEXT STEPS

Want this built for you?

If you'd rather skip the build phase entirely, this is exactly the kind of system Rebuild Digital Marketing builds in 90 minutes flat — including both workflows, the email copy, and the testing.

BOOK A FREE 30-MINUTE CALL →

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COMPANION DOCUMENTS

The Email Sequence — seven paste-ready emails
The Cart Recovery Automation Map — pre-purchase workflow
The GHL Build Guide — step-by-step DTC funnel setup

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