Sequences

Sequences are one of the most powerful features of ConvertKit. Imagine you want to create an e-mail course on Domain-Driven Design. You write eight e-mails with eight different concepts and ideas. If you use broadcasts to do this, you get the following results:

- On the 1st of June, you have 1000 subscribers, and you send out the first mail.
- From the 1st through the 8th of July, you get 100 new subscribers. They haven't received the first mail because they joined your newsletter a few days later.
- On the 8th of July, you have 1100 subscribers, and you send out the second mail.

The 100 new subscribers never got the first e-mail. They started your course on the 2nd e-mail. This is obviously not what we want. The first part of the solution is to create a sequence. The second part will be discussed in the next chapter.

A sequence is a set of e-mails grouped together. Using the DDD e-mail course as an example, you can create a sequence like this:

- Sequence name: Domain-Driven Design Course

  - 1st e-mail: What Is DDD?
  - 2nd e-mail: Using DTOs
  - 3rd e-mail: The Benefits of Value Objects

We want to send one e-mail per week but only on Wednesday. So we can specify delays between each e-mail:

- 1st e-mail will be sent on the first Wednesday after you publish the sequence.
- 2nd e-mail will be sent on the 2nd Wednesday.
- 3rd e-mail will be sent on the 3rd Wednesday.

We can implement this logic using a scheduled console command. ConvertKit even lets you create automation where you can link together multiple sequences using conditionals.

Each e-mail in the sequence can have custom subscriber filters; each subscriber has a different status when consuming a sequence. Let's take a look at an example.

We have the following subscribers: