

## Re-Engagement Campaign - Re-Engagement Series

The following email series is designed to go out to anyone on your list who has NOT opened or clicked one of your emails in the last 30 *(or 60 depending on how aggressive you want to be in your "pruning")* days.

Once someone clicks on a link in an email in this series, they should be considered re-engaged at which point they should be removed from the series.

**NOTE:** These emails are VERY personal...

### **THAT IS BY DESIGN!!!!**

PLEASE, resist the urge to *"professionalize"* them or to change the "I's" to "We's" or anything else that will de-personalize these mails. If your readers are going to stay engaged, they need to know they're doing business with a person...A SINGLE PERSON...not a nameless, faceless company.

**Message #1 – Send the day of or the day after someone has been classified as "unengaged".**

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#### **MESSAGE #1 NOTES...**

This email is intentionally takes a more "subtle" tone and doesn't make a big deal out of the fact that they haven't opened an email in over 30 (or 60) days.

It also has a little good will content in the P.S. to encourage re-engagement.

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**Subj:** Hello...(knock, knock)...anyone there?

**Subj:** Are you ok?

**Subj:** Hey **[FIRST NAME]** is everything ok?

Hey... It's been a while since you've opened or clicked on one of my emails, so I thought I'd check in on you and let you know what you've "missed" in the last **[XX]** days.

Check it out:

**[INSERT BULLETED LIST OF MOST POPULAR BLOG POSTS, REPORTS, VIDEOS, INFOGRAPHICS, ETC FROM THE PAST 30 DAYS...]**

I know with travel, family and the daily grind of work it's hard to stay on top of things, but you subscribed to this newsletter because you wanted **[INSERT KNOWN BENEFITS AND DESIRED END RESULTS]**...

...so you'll forgive me if I give you the occasional "poke" just to make sure I haven't somehow slipped through the cracks. :)

Talk soon,  
**[YOUR FIRST NAME]**

P.S. I know that time management is something we all struggle with, so as an added gift I thought I'd let you in on my favorite productivity strategy of all time:

<http://pomodorotechnique.com/get-started/>

It really works, and best of all it's totally free! I hope you find it helpful...

**Message #2 - Send 2 Days After Previous Mail:**

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**MESSAGE #2 NOTES...**

This email is a bit LESS subtle (*note that it references it's been over 30 days since they opened an email*) but still puts the blame on outside forces.

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**Subj:** Is this your best email address?

**Subj:** is this still **[FIRST NAME]**'s email?

**Subj:** am I bugging you?

It's me again...

Sorry if I'm bugging you, but it's been over **[XX]** days since you've opened or clicked on a link in one of my emails, and I'm starting to think that you've moved on. :(

Then again, according to ReturnPath.com, 30% of people change their email address annually, so there's a chance we just don't have your best email address on file.

So since you're reading this right now, why not take a moment to update your contact info to the best and most current address...

...you know, the one you actually check every day. :)

**[LINK TO UPDATE CONTACT RECORD PAGE]**

By keeping your contact information up to date, you'll continue to receive all the most current and important information on **[INSERT TOPIC]** straight to your inbox each and every week.

So don't miss out!

Reactivate your subscription NOW while it's fresh on your mind:

**[LINK TO UPDATE CONTACT RECORD PAGE]**

Talk soon,  
**[YOUR FIRST NAME]**

P.S. By the way, here's a list of some of the things you've missed in the last **[XX]** days.

Do me a favor...click on at least one of these links just to show me you're alive and that you still want to receive content like this:

**[INSERT BULLETED LIST OF MOST POPULAR BLOG POSTS, REPORTS, VIDEOS, INFOGRAPHICS, ETC FROM THE PAST 30 DAYS...]**

### **Message #3 - Send 2 Days After Previous Mail:**

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#### **MESSAGE #3 NOTES...**

This email switches gears away from the *"why don't you love me anymore"* stuff into a survey siphon to encourage re-engagement.

The survey itself isn't as important as the act of re-engagement, so feel free to ask them anything. But keep it short and simple. In fact, we typically deploy a one-question survey.

**OPTIONAL:** On the thank you page following the survey, you can also give them a discount on a product as a *"Thank you for participating"* to add some monetization to this re-engagement campaign.

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**Subj:** Are you stuck?

**Subj:** What has you stuck?

**Subj:** How can I help YOU?

There are lots of things in **this [industry/business/world]** that can get us stuck...

So what has you stuck?

Tell me here:

**[LINK TO SURVEY]**

...so I know that I'm delivering the right kind of content to you.

Seriously, it'll take less than 30 seconds, and it will truly "HELP ME, HELP YOU!"

Here's that link again:

**[LINK TO SURVEY]**

It's literally just one question, and if you help me out I just might reward you with something cool on the other side. (Hint, hint...) :)

Thanks in advance,

**[YOUR FIRST NAME]**

**Message #4 - Send 2 Days After Previous Mail:**

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**MESSAGE #4 NOTES...**

This is the second email in the survey siphon campaign. As you can see it's essentially the same offer, just positioned more as an "*I need help*" message than the first email.

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**Subj:** I need your help...please

**Subj:** **[FIRST NAME]** can you help? Please?

**Subj:** **[FIRST NAME]** I need your help

I'm burning the midnight oil to produce a new **[VIDEO/BLOG/ETC.]** series for you, but I want to make sure I'm covering the topics that YOU are most interested in.

Will you go here and let me know if I'm on the right track?

**[LINK TO SURVEY]**

If you do, you'll not only help shape the content I send you each week...I'll also have a little "thank you gift" waiting for you on the other side.

So can you do it now while it's fresh on your mind?

**[LINK TO SURVEY]**

It'll take less than 30 seconds (literally!!) and I will be forever grateful.

Thanks much,  
**[YOUR FIRST NAME]**