

The
RETAIL
ACADEMY

BUSINESS BUILDER
WORKBOOK

**Re-engaging Your
Email List**



LETTER FROM SAL

Hi, my names Salena and I'm.....an email skimmer.

I'll admit I'm one of those #PainInTheAss customers who skims an email. Every email that goes past my eyeballs is via the "preview" pane in Outlook.

I can't remember the last time I ACTUALLY OPENED an email.

Well, truth be told, it only happens if I have to reply.

If your subject line catches my eye, I'll glance over to the preview pane to see if there's anything inside to pique my interest.

Often, I don't scroll past the first paragraph.....

The sad part is, I'm pretty sure that I'm in the majority of the population, which can seem pessimistic to us email marketing retailers, right? But before you abandon the whole concept of email marketing, I want to tell you there IS a way to fix this - to re-engage your audience AND make a truckload of sales in the process. Let me show you how....

INTRODUCTION


en•gage
[in-'gāj] verb

:to attract and hold
by influence :to hold
the attention of :to
come together

We all know what engagement means right? As an extension we know what re-engagement means too. Probably no need for a dictionary definition!

But what does engagement mean for our businesses and how important is it to keep track of exactly who is making connections with our brand and business?

How is engaging with our customers different, to simply keeping in touch with them?



**"If people like you,
they'll listen to you,
but if they trust you,
they'll do business
with you. "**

- Zig Ziglar

THE WHAT...

In 2017, marketing guru Seth Godin talked at length about building and rebuilding relationships and connections and what they mean for the future of our businesses.

He told us what we all instinctively know from our own personal lives and our own customer experiences...

“Build trust and earn attention. The entity that gets the most trust will get the most customers. Marketing is no longer about promoting what you sell. It’s about the stories you craft around those products or your business as a whole. People engage with stories... Trust is built with stories.... Profit is made in engagement” (Seth Godin)

Setting up opportunities and systems that enable you to regularly engage with your customers or re-engage with those you may have lost touch with, is paramount to building a strong and trusting customer relationship.

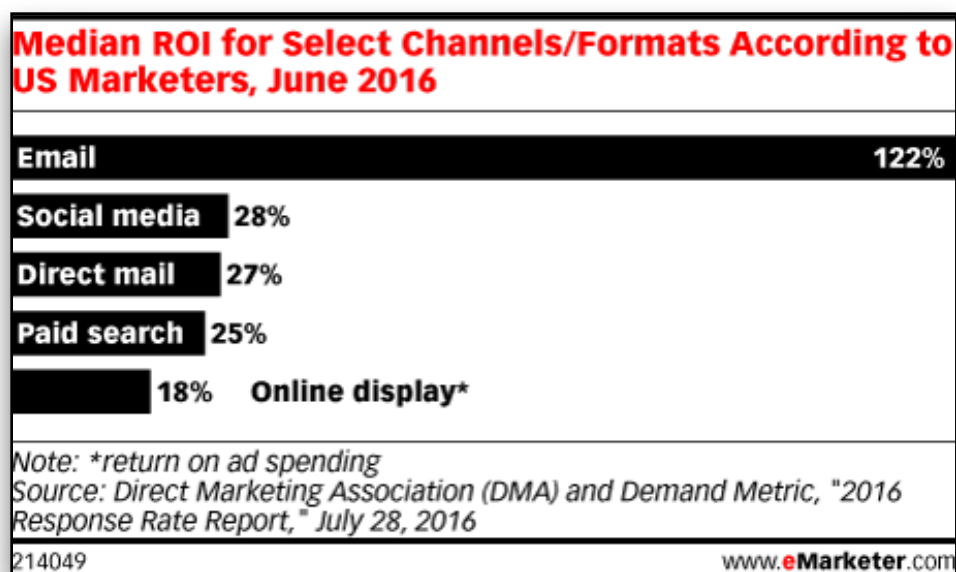
Customer engagement is highly correlated to customer loyalty. Customers who are more engaged with your brand or business will, by default, be more loyal to your brand. Loyal customers are those who choose to financially support you, regardless of the competition. They stay loyal to you because of how your brand makes them **feel**.



How Do We Measure Engagement?

Usually, when we talk about email marketing and "engagement", we immediately think of open rates and click through rates. And with a 2016 Direct Marketing Association Response Rate report study showing that:

"Email's 122 percent return-on-investment (ROI) continues to outperform all other channels, with the next-largest ROI at 28 percent for social media"



you can see how important it is to get as many people on your list engaging - but not just with opens and click-throughs. When it comes to re-engagement, we're using three key actions to influence our marketing;

- 1 PURCHASING (OR A CONVERSION)**
- 2 SOCIAL SHARING**
- 3 REFERRALS**

Customers who engage with your brand **become your biggest advocates.**

They're your community or your tribe.

Focusing on how to deepen the relationship you have with these customers is critical to your ongoing growth and success.

In tandem to this is ensuring you continue to spend energy re-engaging with those customers who no longer feel a loyalty to your brand. Making these metrics and measures part of your business KPIs will help track how well you are engaging with your customer base.

Who Do We Need To Re-engage With....?

Research shows that the average retail email marketing campaign open rate sits at around 19-21% for standard email marketing platforms like Mailchimp and Constant Contact. **However, with ecommerce-centric email systems like Klaviyo, the open rate nearly doubles to a massive 35%** (due to the powerful segmenting, and automation).

For easy comparison to your own results, the campaign email averages across all industries are:

- Open rate: 35%
- CTR: 5.46%
- Conversion Rate: 1.41%
- Revenue per recipient: \$1.17
- Average order value: \$99.80

source: Klaviyo.com

But if we work on the best-case scenario of a 35% engagement rate – that leaves **65%** of people who **haven't** opened, clicked or engaged with your content (and your brand).

What Do Your Stats Look Like?

ENGAGED:

DISENGAGED:

ALL OF YOUR CUSTOMERS HAVE BEEN HARD WON

Your subscriber list (aka customer database) has taken time and effort to build. You've invested money into the process of gathering their details.

It's easy to continue engaging with your tribe, those vocal brand advocates who suck up every word you send them (it's also good for our ego!).

But what about the potential gold mine of customers who have disengaged from your business. The people who made the effort to shop with you or liked what you were doing enough to sign up to your mailing list? Who were at some stage totally into you, but then stopped shopping with you or opening your mail or even worse, have directed your messages to their spam folder?

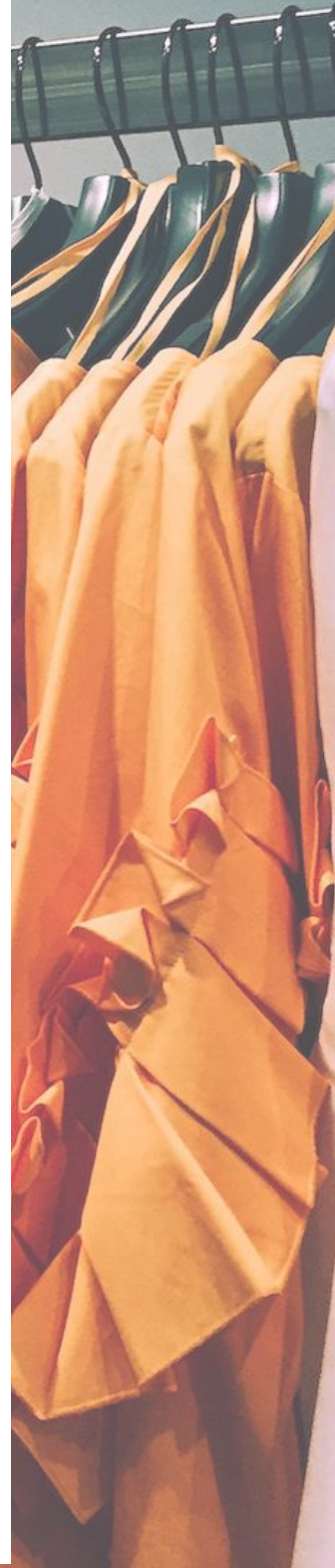
What are you doing to win them back?

Maybe you're like 90% of business owners and have told yourself it's just part of the deal – not everyone is that into you, it's "just one of those things" and it takes less effort to continue to focus on the low hanging fruit (the customers who love what you're putting out there!).

But what if you could reconnect with even a portion of those people who have dropped off your radar. What if an extra 10% or 20% of your existing subscribers were encouraged to re-engage with your business (ie they purchased something, they referred someone, or they shared their experience on social media!).

What would that mean to your bottom line?

It'd be pretty good, right?



Are you creating opportunities to ENGAGE your customers or just keeping in contact...?

The difference between keeping in contact and creating an opportunity for ENGAGEMENT is significant.

According to Paul Greenberg from HubSpot (and the Hubspot peeps know a thing or two..), customer engagement is “the ongoing interactions between company and customer, offered by the company, chosen by the customer”


Keeping in contact is a one-way relationship – you provide information to the customer with no requirement for interaction (though of course we always hope there will be).

Engagement on the other hand is a two-way relationship, a relationship built between you as a business and the customer who chooses to interact with you.

Engagement is about building a deeper understanding of your customer and providing your customer with opportunities to develop a deeper understanding of your business. It’s about providing opportunities for your customer to know your brand, to know you and build a relationship of trust and understanding.

In the next part of our Action Plan, I’ll look at some of the things that hinder engagement and how you can work towards implementing simple remedies to ensure better engagement .

YOUR THOUGHT & IDEAS



**"People don't buy
what you do. They
buy WHY you do it "**

- Simon Sinek

THE WHO...

WHAT'S (NOT) WORKING..

Knowing how you're currently connecting with your customer base is a good starting point to implement change. Often simple modifications to what you're already doing will see massive improvements to your engagement levels.

Let's have a look at a few reasons people become disengaged and how we can work to win them back...

1 Your timing's all wrong...

How often you engage with your customers is as important as what you're telling them.

Building a customer relationship is not dissimilar to building a real life relationship.

So many businesses fall into the trap of being full on in the beginning (they send a welcome email, maybe a handwritten note with their orders, follow up with an email or a request for the customer to share on the socials or complete a review) and then they cool right down... Maybe the odd newsletter but pretty much crickets or intermittent contact.

Building trust in a customer relationship requires predictability.

Predictability doesn't mean intensity. Work out how often your tribe wants to hear from you or how much you have to tell them then set up automated systems to deliver content at those intervals. It might be weekly, fortnightly or monthly. It might even be daily or several times a day. Test your market and see how often people want to hear from you. The only non-negotiable is it needs to be predictable.

Later in this Action Plan we'll show you how to run a really basic automated re-engagement sequence to help win back some of those customers who have dropped off your radar. You can then go on to use this to set up regular email campaigns to your subscribers.

How often do you currently communicate with your customers beyond the initial welcome period?

How often do you think your customers want (or need) to hear from you?

2 You're all about the hard sell...

One of the quickest ways customers disengage is by constantly being sold to. Engagement is about building a **relationship**, it's not about using and abusing your community for quick sales.

Engaging is about telling your story, imparting your wisdom, building trust. When creating your content ask yourself "what does this person need to believe to buy from me"...

A former client of mine is the perfect example of how selling doesn't always convert to sales.

Eliza had enviable engagement with the face to face customers in her brick and mortar store. She had a seriously impressive customer retention rate, her referral rate was huge but her online sales and digital engagement were lousy.

What her digital content lacked was the humour, the personality, the passing on of experience, the stories, the connection she built naturally with her real life customers. Her digital content was entirely focused on selling product.

In one session we changed two things:

1. We dropped the sales pitch that tinged every single newsletter or mail out and we started pulling together smaller pieces of content – stories, backgrounds, product reviews, images, words of advice, snippets of the conversations she had in store.

2. We automated the content so it would come out at the same time each fortnight, instead of arriving in inboxes ad hoc, when there was a product launch, season change or stock needed moving (customers see right through that stuff) .

It was so exciting to see results almost instantly. In less than a month sales ,in Elizas online store increased by more than 30%. And she hadn't mentioned the word "sale" even once! Engagement on her social media pages also increased and referral rates improved. It was an engagement win.

How many "sales" or product promotion emails do you send monthly?

What other types of content could / do you include in your digital marketing strategy?

3

Irrelevance - The big "I"

How quickly do you switch off when someone starts telling you something you have ZERO interest in or is completely irrelevant.... pretty quick huh?! Your customers are the same when you send content they're not interested in (no matter how hard you hammer them with it) they just disengage.

Irrelevance = snooze-ville.

About two years ago I purchased one of those personalised necklaces ... you know, the ones where you have the name of your family or a loved one engraved on a disk. It's the kind of thing you really only need one of. Ever, in your entire lifetime. Maybe two at a push.

Well without fail, every week for the past two years I have received a sales email from that company advertising pretty much their entire range of necklaces. You'd think with an email arriving every single week for two years, when I wanted to buy a bracelet with an inspirational quote on it, that brand would be front and centre of my mind. Right?

But in all that time they'd not once mentioned they had bracelets in their range, so I went off looking elsewhere. Now possibly I could have clicked on their link and gone looking, but after years of irrelevant content I had completely disengaged. What a wasted opportunity to make a sale!

I can't over emphasise the benefits of segmenting your subscriber list. **Segmenting your customers enables you to send targeted, personalised and relevant content to your subscribers.**

Targeted emails will help you increase the relevance of the content reaching your customers and help persuade them your brand understands their real needs. This in turn builds trust and makes your brand more likable. Remember people buy from people (and brands) they like.

Don't fall into the trap of creating content that only appeals to your already engaged customer base. You've already won them over – your focus needs to be on maintaining a connection with and re-engaging with those who have switched off.

If you're in doubt about what your customers want to hear – ask them!!

Don't fall into the trap of creating content that only appeals to your already engaged customer base. **You've already won them over – your focus needs to be on maintaining a connection with and re-engaging with those who have switched off.**

Cookware giant LeCruzet give their customers the gold standard when it comes to choice about content that comes into their inbox! I'm not suggesting you need to go to this length but customers love having control over what they read. In section 4 of this Action Plan I'll give you an example of how you can use a survey to find out what your customers want to hear about.

**THANK YOU FOR SIGNING UP!
NOW, GET THE EMAIL YOU WANT AND NOTHING MORE.**

Share a little information with us and we'll tailor the email updates we send you.
We promise to only use your info in accordance with our [privacy policy](#) >

* This is a required field

EMAIL ADDRESS*

FIRST NAME*

ZIP CODE*

BIRTHDAY
MONTH ▾ DAY ▾

HOW OFTEN WOULD YOU LIKE TO HEAR FROM US?

As often as you can send! Once or twice a week Once or twice a month

WHAT WOULD YOU LIKE TO HEAR ABOUT?

New products, insider info, and special offers
 Events and happenings at retail stores near you
 Delicious new recipes

WHAT'S YOUR FAVORITE COLOR?

Orange Yellow Blues Reds Greens Neutrals

WHAT KIND OF COOK ARE YOU?

Just the basics
 Amateur foodie
 Professional chef

WHAT KIND OF COOKWARE DO YOU OWN?

Cast iron
 Stainless steel
 Bakeware
 Non-stick
 Just getting started

4 Lost In The Crowd...

Your customer's inboxes are overflowing with everyone else's marketing campaigns.

How does yours stand out from the crowd?

The biggest asset you have in standing out from the crowd is your subject lines, which should leave your recipients in no doubt what your email is about (in marketing speak, we call this a 'hook').

The best subject lines tell the whole story or draw you in, in just a few words. Try to think of your subject lines the same way a newspaper editor would create a headline.



Use The Co-Schedule Headline Analyser to help you create a click-worthy subject line:
<https://coschedule.com/headline-analyzer>

Find the "voice" of your brand and let it shine in your content. Images, infographics and graphics are all great ways to help you stand out.

Don't be afraid to have fun!

Jot down six campaign subject lines or content ideas you could use to encourage disengaged customers leading up to the holiday period.

**"The secret of
success is to do the
common thing
uncommonly well"**

**- John D Ruckerfeller
Jr**

THE HOW...

RUNNING A RE-ENGAGEMENT CAMPAIGN

If you're struggling with low open rates, your customer contact is not converting to sales, and/or people aren't referring you or sharing with their social circles; it's time to start making some changes...

The first thing you need to do is find out **EXACTLY** who's engaging with your brand and who isn't. **Don't be fooled into thinking just because someone hasn't opened your mail for 30, 60 or 90 days they're not that into you.**

You need a way of weeding out the people who are sleeping subscribers (the ones who want to hear from you but just can't really be bothered - like me!) and those that are genuinely totally disinterested in what you have to say.

Depending on your brand, a good place to start is targeting subscribers who haven't clicked or opened your emails in 75 days. If you want to be a bit less severe you could target customers who haven't engaged in more than 90 days.

If you have a brand that sees extreme seasonal or social fluctuations (ie you only sell ski clothing or Christmas decorations) feel free to jump onto the Facebook group or ask a question during your live coaching call, to discuss a relevant re-engagement time frame for your situation.

Committing to a re-engagement email campaign can be challenging. List-building is tough, time consuming and costly and the thought of losing some of your subscribers can be vomit-inducing.

Let me assure you, once the disinterested subscribers are removed, you can work towards improving open rates, link clicks, and conversions with a subscriber base who are **genuinely interested in making a connection with you.**



The are several benefits to cleaning out your subscriber list...

- ▶ Provides “real” stats on where your marketing is working (or not) - holding onto 20% or 30% of your list who will never click or convert will consistently give you skewed marketing statistics.
- ▶ Increased ability to tailor content to your tribe – by knowing exactly who’s on your list (and that they’re interested) you can start creating content that has maximum impact.



- ▶ Increased budget efficiency – the pricing packages of most newsletter programs fluctuate by the number of subscribers your list contains. If you have an extra couple of hundred inactive subscribers, you’re paying for something that you don’t need.

So let's dive in to see what a successful re-engagement campaign looks like, some email examples that work and how you can implement them in your own business.

HOW TO:

Let's just get this out of the way first....

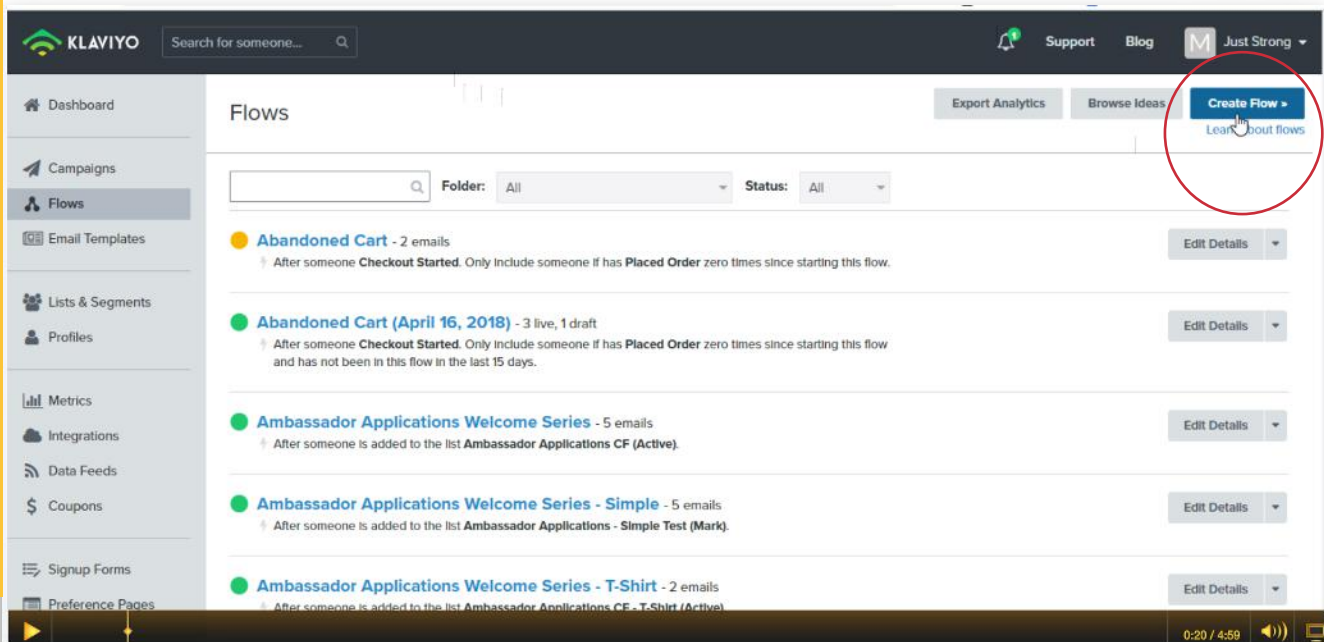
You're going hear me talking a LOT about Kalviyo (you can find a link in the Resources section of the portal). And there's a reason for that. Amongst all of the amazing data it provides, it also makes marketing super easy. If you are time poor and just want to press go, Klaviyo actually has a re-engagement series built in (in fact, it has dozens of 'flows' built in).

You COULD just press go, but I know that you're more over-achieving than "the average person", so I'm going to show you how you can easily create a re-engagement sequence inside Klaviyo. In the next section, I'll even provide some done -for-you scripts that you can just copy tweak and paste.

Now if you don't have Klaviyo, over the following pages, we'll walk through exactly why and how to create the re-engagement sequence, so you can recreate it in your own email service provider.

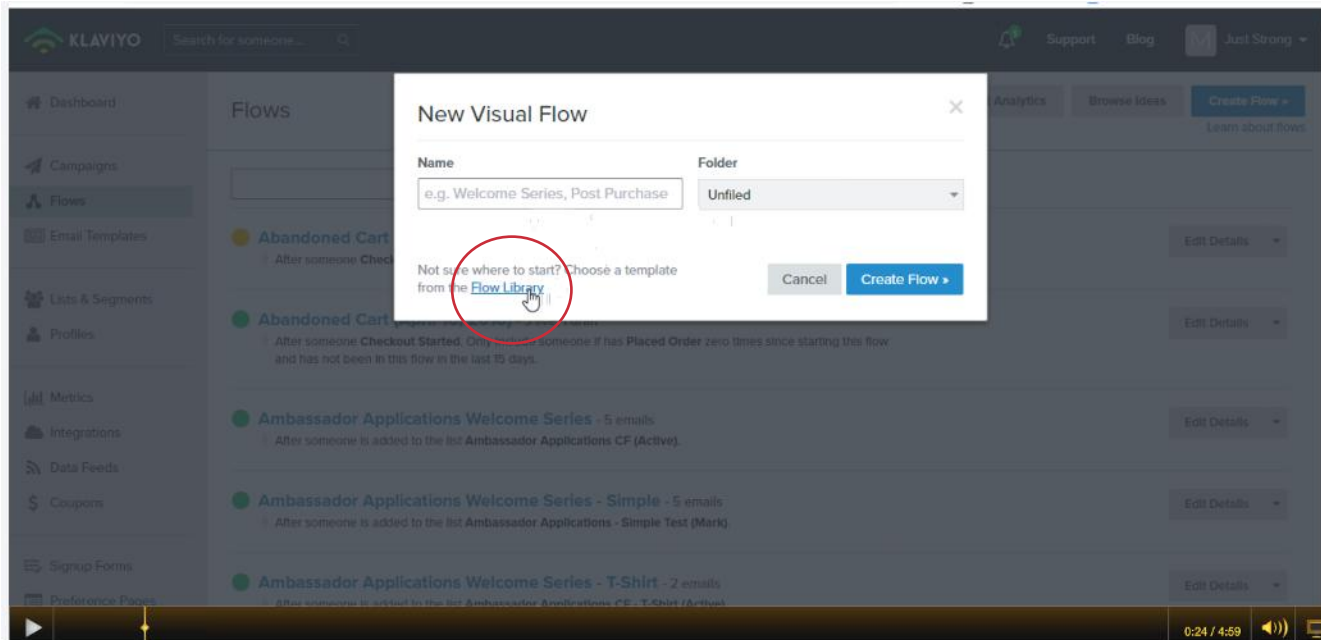
Sound good?

Let's go!

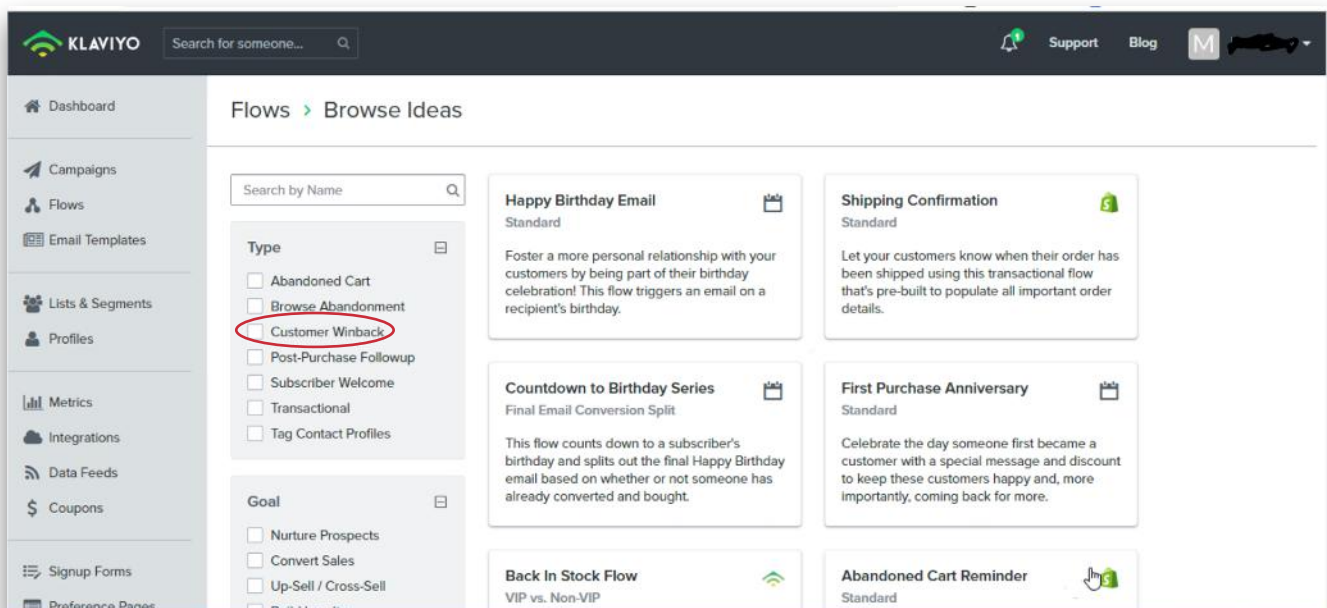


In the FLOW menu on the left hand side, you're going to click CREATE FLOW.

Click on the FLOW LIBRARY to pull up those pre formulated templates. The great thing about this, is the entire flow is already loaded, you just have to tweak!



Next, Click the CUSTOMER WINBACK option on the left menu

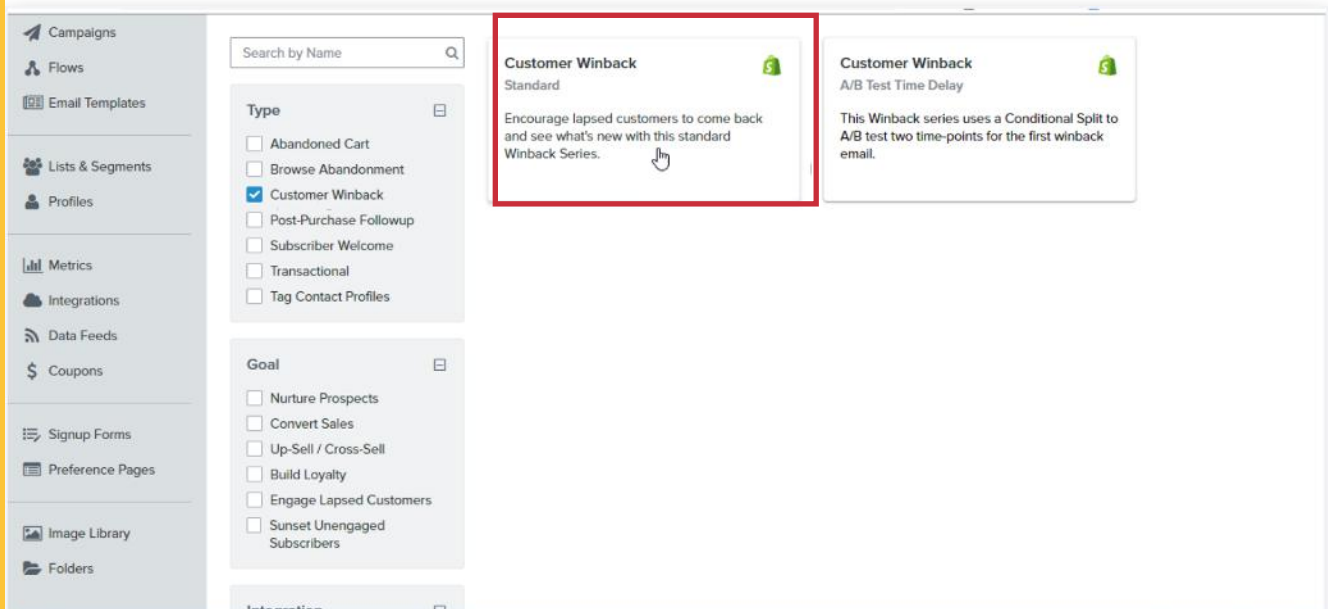


You'll have 2 selections to choose from. STANDARD and A/B.
For this example, we're just going to use the STANDARD option. (You're welcome to go through and choose A/B testing, it just means you'll have a bit more work to do, as the system will test 1 set of campaign emails and parameters against a separate set or emails and parameters.

It's a great feature, but if you're just starting out, stick with standard until you feel confident moving to that next level.

Remember: A simple re-engagement campaign is better than none!

So, click the STANDARD flow...



And that's it.

Jokes!

Actually, you're about 50 % done and all you've done is click a few buttons.

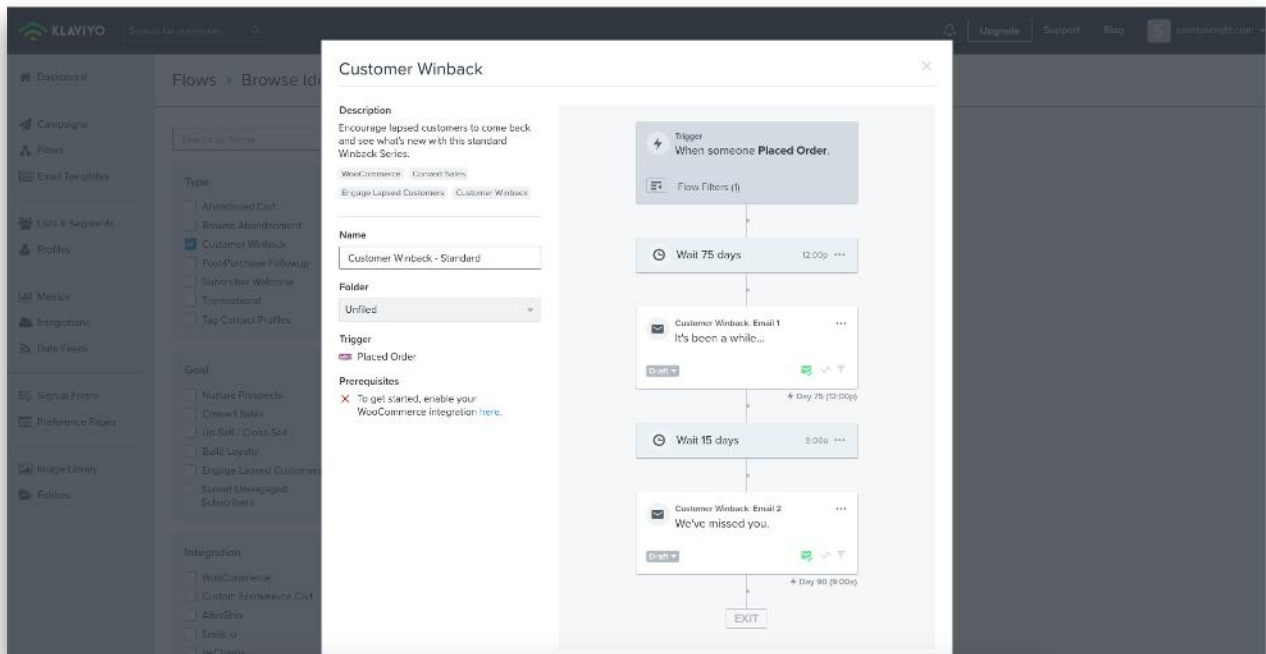
Pretty awesome, right?

As I said, this is why we LOVE Klaviyo - your new automated email re-engagement sequence is all set up, ready for you to go.

No messing about, trying to sort out automations. All you need to do is tweak the timings (if you want) and the copy (recommended - you'll find plug & play scripts in the next section of the Action Plan).

Best of all, if this sequence works well, you won't have to do much going forward. If you find it needs some tweaks, it's as simple as clicking a few buttons and editing some text.

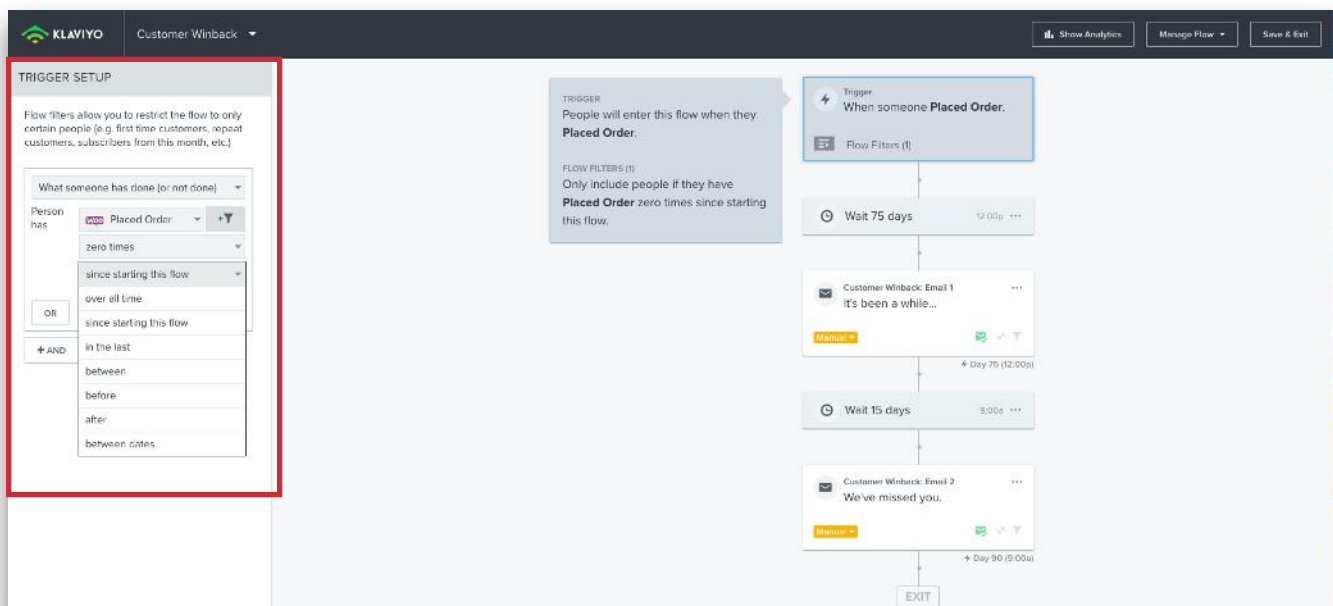
Your automation flow should look something like this:



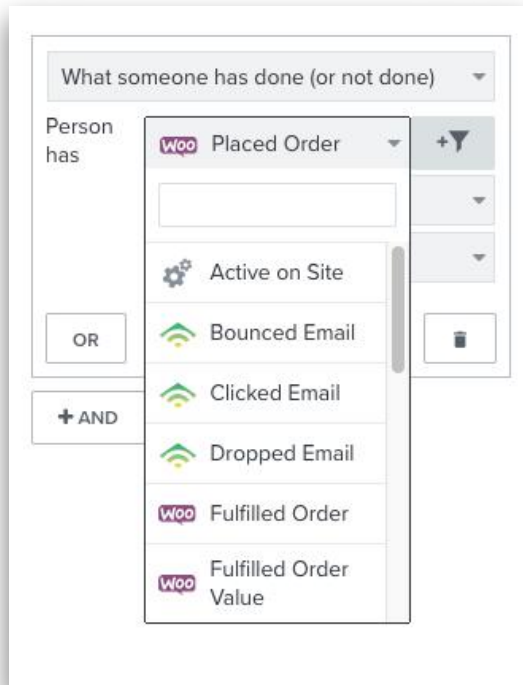
Ok. now the fun starts.

The first thing we need to do, is to choose the TRIGGER. Basically, you need to decide whether you want to re-engage people who HAVE purchased, or those who HAVE NEVER purchased.

To choose which group you want to target, simply click on the grey TRIGGER box and you'll see the TRIGGER SET UP in the left pane:

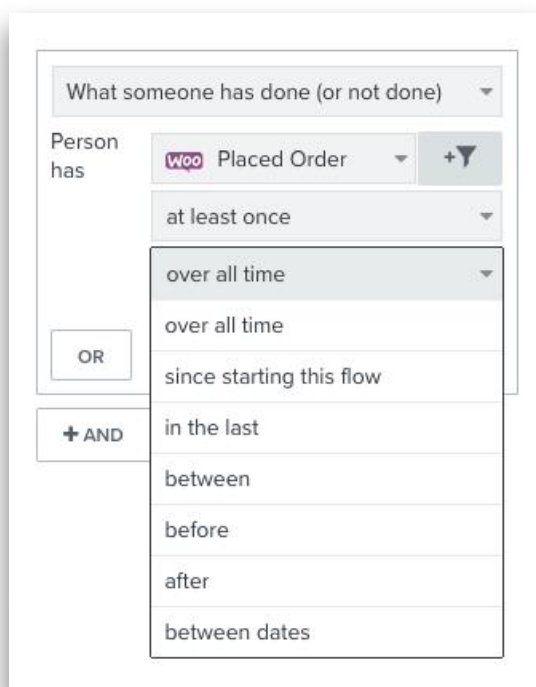
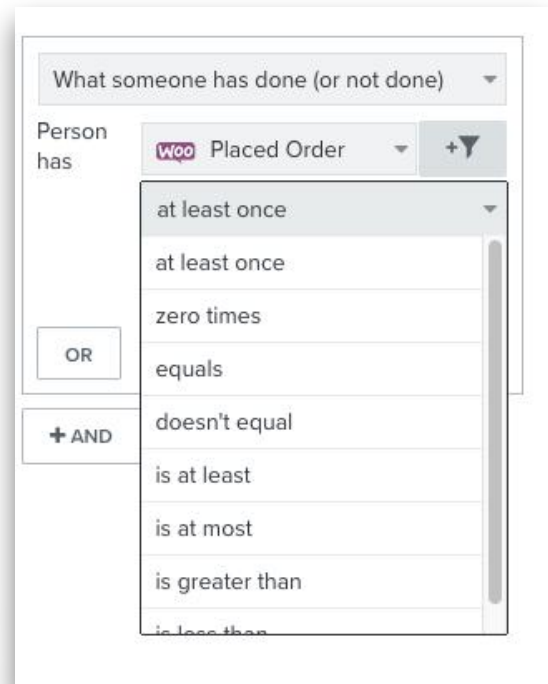


You have a lot of scenarios to choose from and I do recommend that as you become more familiar with your Customer's Journey, you add more (and more complex) flows into your ecommerce arsenal!



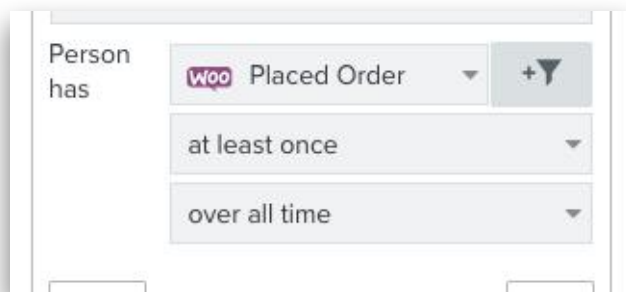
As you can see from this screenshot, you have A LOT of choices on which action you can choose to activate this flow.

The second dropdown box lets you choose how often the action has been taken.



And the next choice is when the action was taken.

You CAN get more complex, combining filters with and/or options, but for our example, we're going to choose **people who have bought from us before, at least once**.



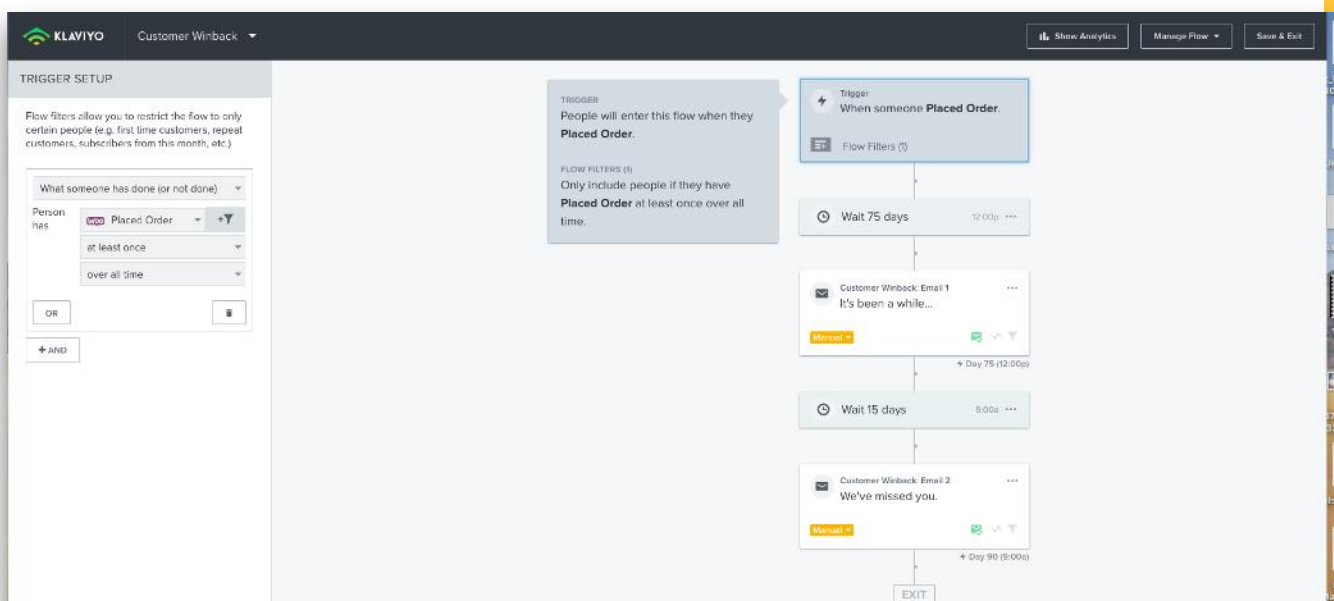
HINT: If you wanted to choose people who had never purchased, you would choose ZERO TIMES -> OVER ALL TIME

Next up, it's time to decide how long you want to wait, before sending this email out.

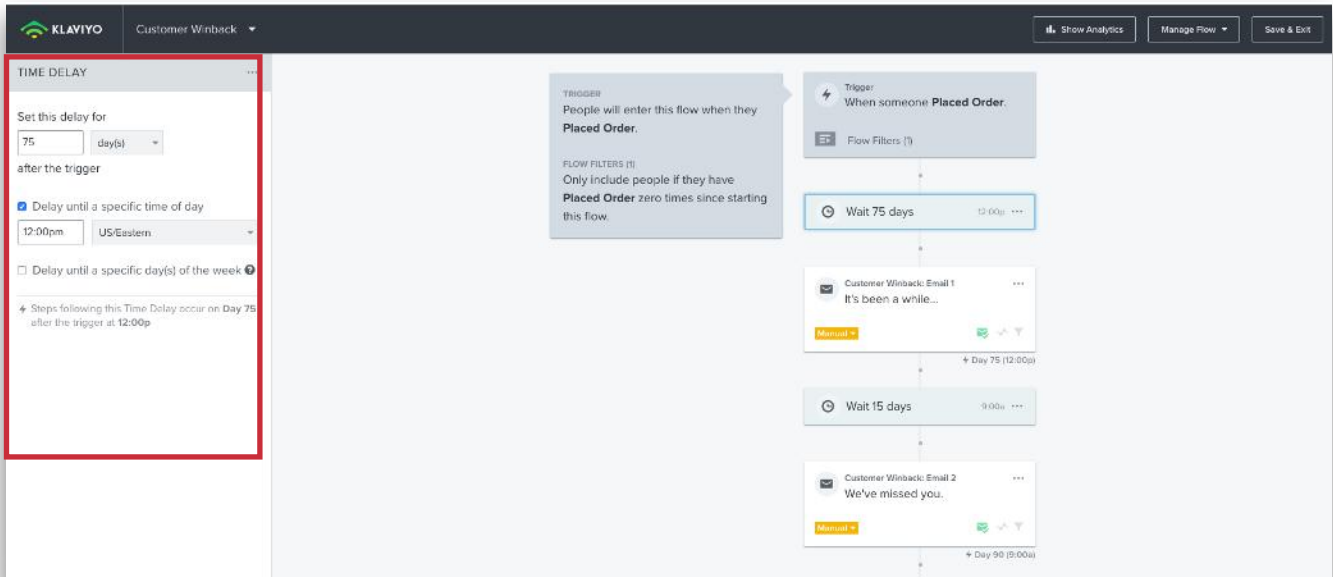
The preset timeframe is 75 days - 2.5 months. For most retail businesses, if a customer hasn't purchased in 75 days, you want to get back in front of them.

However, for some businesses (eg seasonal), you might need to extend that time out.

If you're a wholesaler, then you may want to shorten that time frame to 50 days.



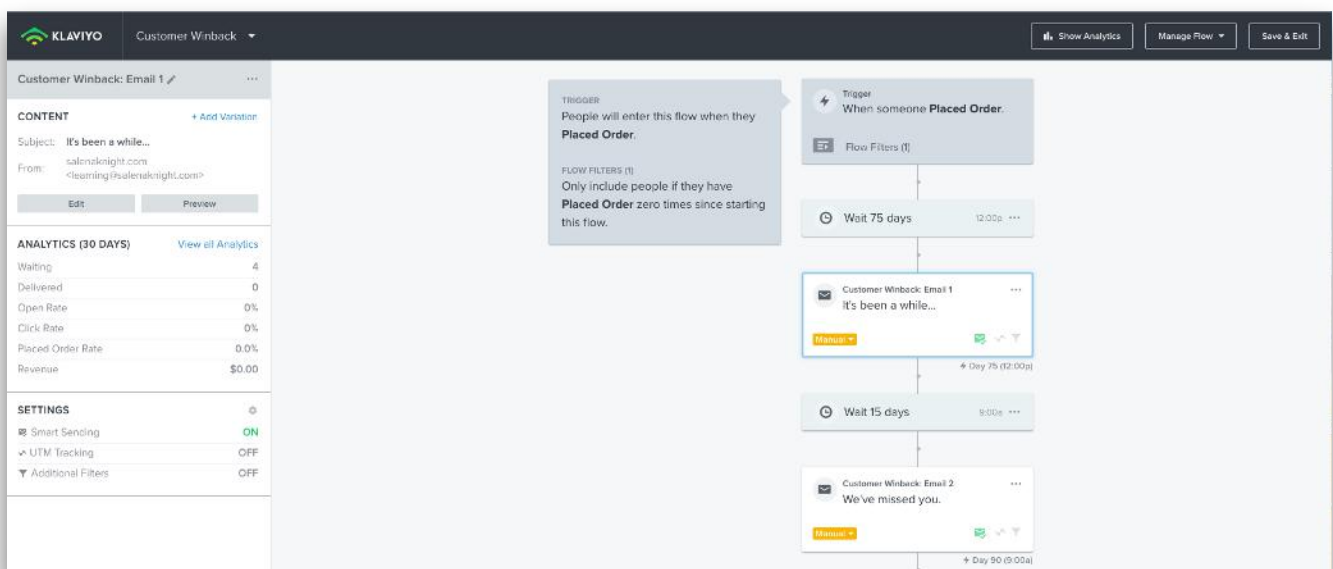
When you click on the TIME box within the flow, the options will pop up on the left pane.



Adjust the delay to your required number of days. You also have the option to send at a specific time of day and day of the week. Simply check (or uncheck) the boxes to adjust.

Stick with me!

Here's where you get to customise what goes into your emails. As I mentioned before, you'll find plug and play scripts in the next section.



Here again is why we LOVE Klaviyo.

If you look over on the left pane, Klaviyo will actually track the entire process. From how many people are waiting in the flow, through to the open rate, the click through rate, how many orders you received as a result of the email and the total revenue.

Pretty cool, huh?

The screenshot shows the Klaviyo interface for editing a 'Customer Winback' flow. On the left, a sidebar displays analytics for 'Customer Winback: Email 1' over the last 30 days. The analytics table is as follows:

Metric	Value
Waiting	4
Delivered	0
Open Rate	0%
Click Rate	0%
Placed Order Rate	0.0%
Revenue	\$0.00

Below the analytics, there are 'EDIT' and 'PREVIEW' buttons. The main flow editor shows a sequence: Trigger (When someone Placed Order) → Flow Filters (Only include people if they have Placed Order zero times since starting this flow) → Wait 75 days (12:00) → Customer Winback Email 1 (Subject: It's been a while...) → Wait 15 days (9:00) → Customer Winback Email 2 (Subject: We've missed you.).

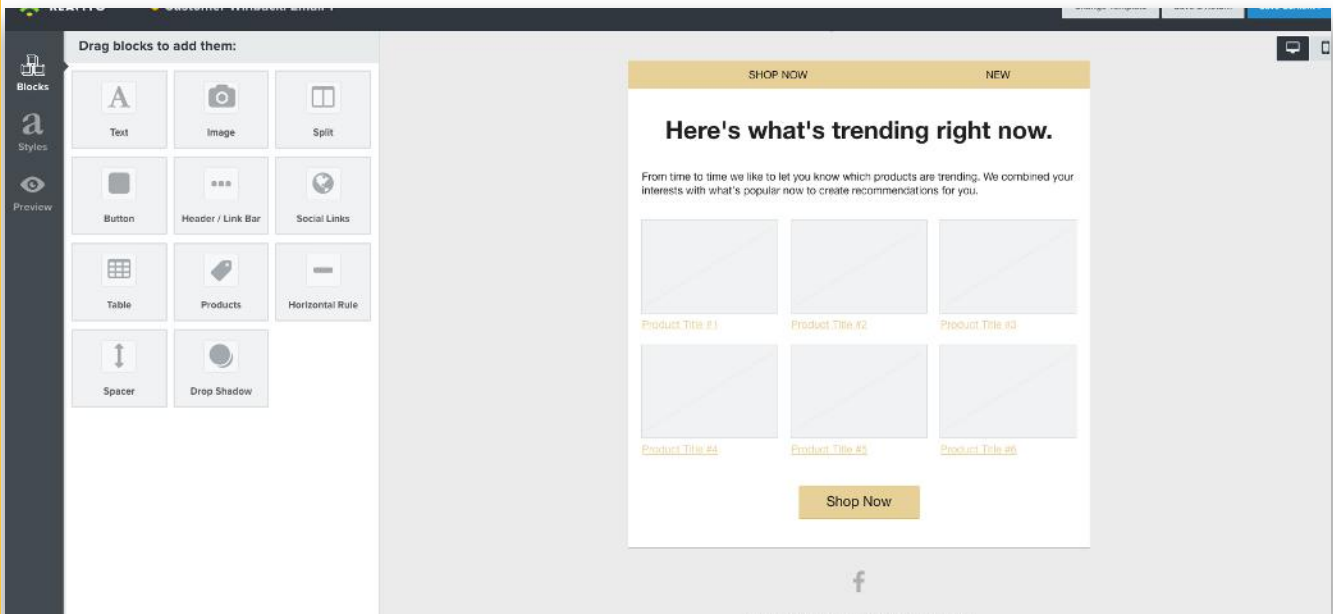
Ok, back to those emails!
Simply click the EDIT button in the left pane to bring up your email.

Click the EDIT CONTENT button, to reveal the full screen editor

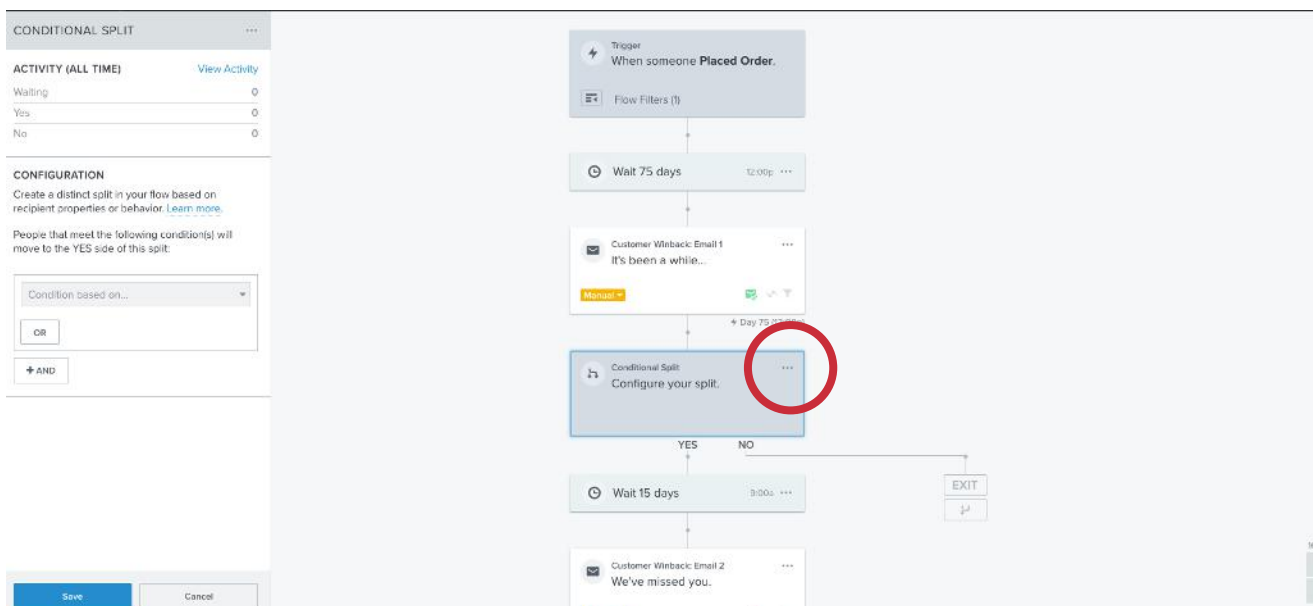
This is a close-up of the email content editor. It shows the subject 'It's been a while...', the sender 'salenaknight.com', and the 'EDIT' button highlighted with a red box.

The full-screen editor shows the email content. The subject is 'It's been a while...'. The main content area features a 'SHOP NOW' button and the text: 'Here's what's trending right now. From time to time we like to let you know which products are trending. We combined your interests with what's popular now to create recommendations for you.' Below this is another 'Shop Now' button. An 'Edit Content' button is highlighted with a red box.

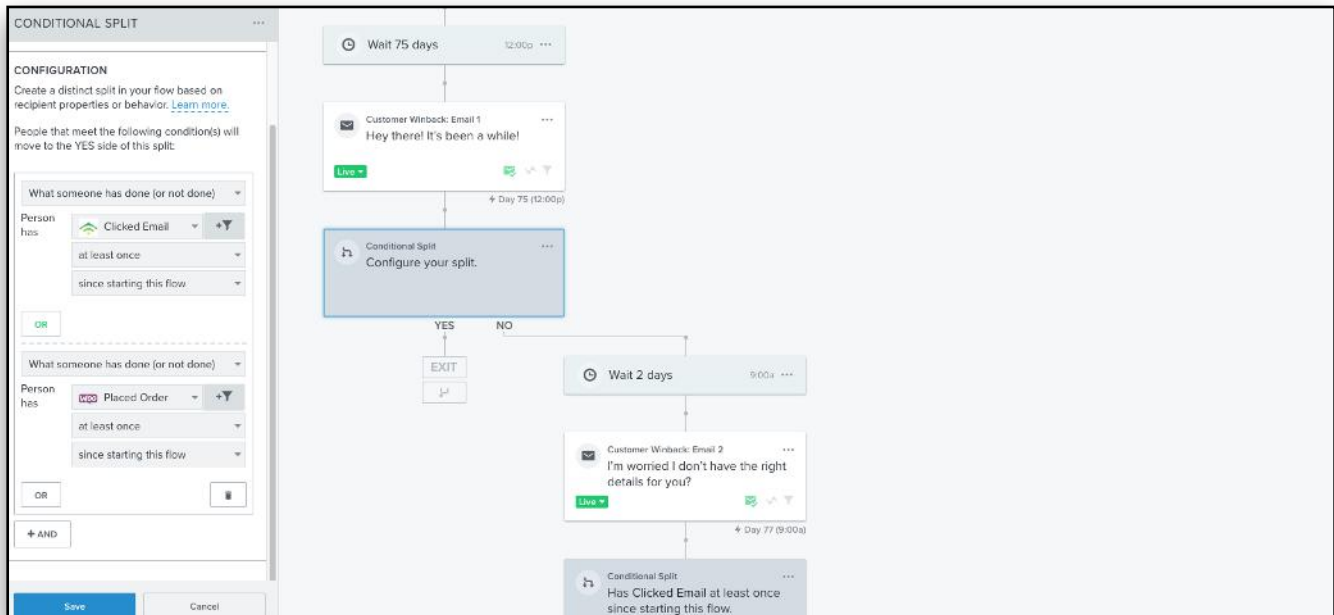
The inbuilt flow will populate a selection of products. But we're re-engaging NOT selling (remember!), so grab the plug and play emails from the next section and pop the first one in.



One of the reasons Klaviyo is so powerful (and you get better email open rates) is the segmenting, so to make sure that the people who DO re-engage get taken out of this funnel, we need to add a **CONDITIONAL SPLIT** - this just tells Klaviyo where to send people if they take a specific action.



So drag and drop that **CONDITIONAL SPLIT** after the first email. Now because we want the people who **DO** take an action to **leave the flow**, we need to flip the trigger. So now click the three dots on the top right of the grey square, to **FLIP** the flow

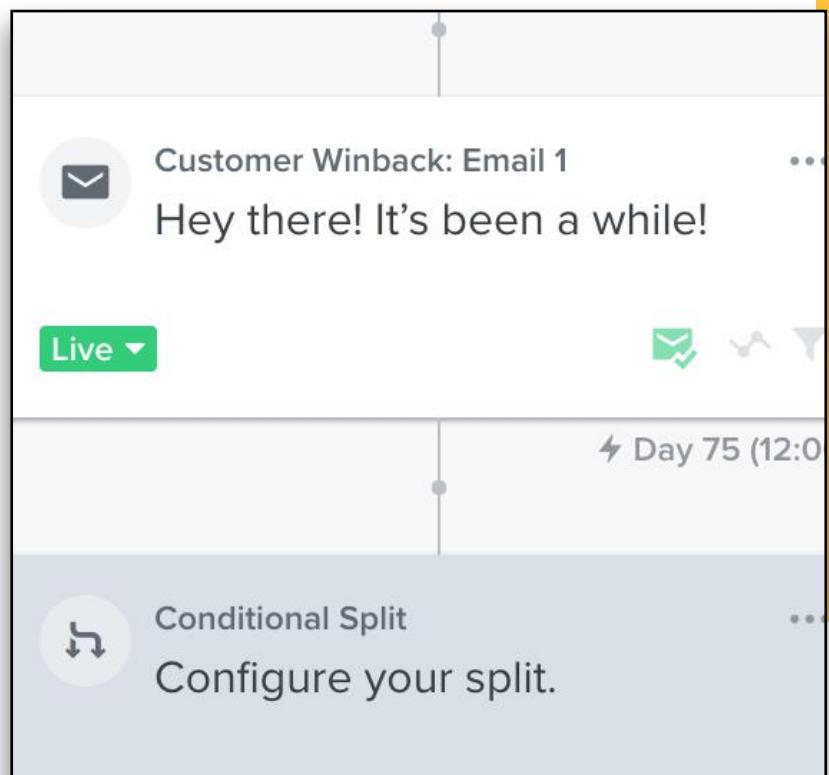


Can you see now that people who take the action (in this case I've chosen **CLICKED EMAIL** or **PLACED ORDER**) will now exit the flow (that means they won't get anymore emails, because you've successfully re-engaged them)? And the people who haven't clicked will stay in the flow.

*HINT: You can choose any action, but my suggestion is to use **CLICKED EMAIL** or **PLACED ORDER**.*

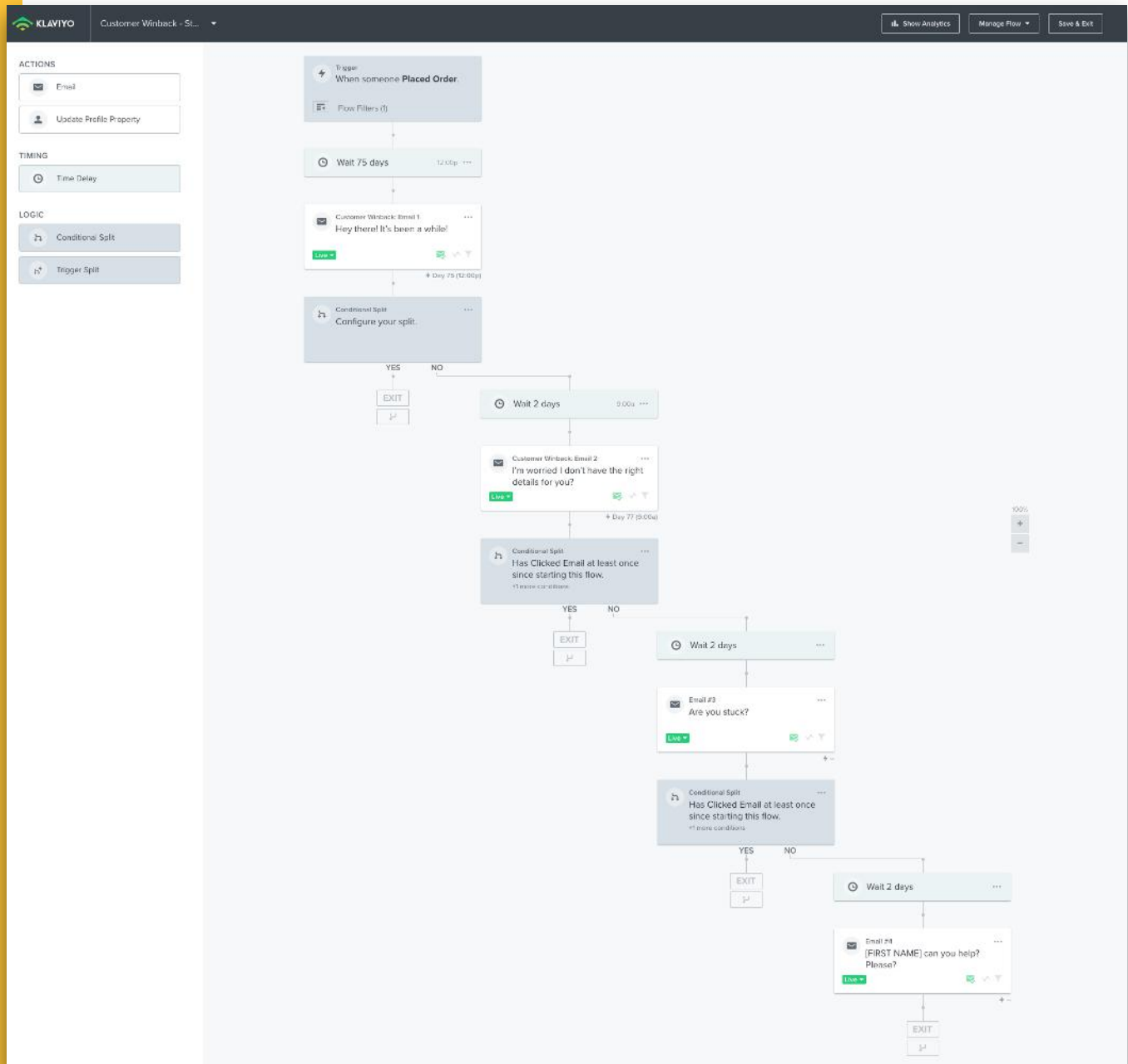
Continue to add your time delays, trigger splits and emails for the next 3 emails.

When you're done, go through and click each email and set it to **LIVE**.



And there's your sequence done!

It should look like this:



I recommend **SUPPRESSING** cold subscribers - you won't be able to email them (and they don't count towards your subscriber numbers) but you **DO** get to keep their purchase data (just in case!).

I've popped some details on the next page - **it's only relevant for Klaviyo users and is completely optional.**

THIS PAGE IS FOR KLAVIYO USERS & IS OPTIONAL

Supress or Delete?

If you decide you then want to clean a segment of un-engaged people from your account, you have two "removal" options: deleting vs. suppressing.

If you suppress contacts, they will remain in your account, but **you will not be able to email them**. They will not count towards the number of emailable profiles in your payment plan (yay!).

Why Supress?

You may want to suppress profiles instead of completely deleting them in order to save all the data associated with their profile. **Suppressed contacts can become unsuppressed if they re-engage** by, for example, signing up for your newsletter.

If you delete contacts, they will be removed permanently, along with all the data associated with them. They cannot be restored. If these contacts re-engage with you at a later time, they will be added to your Klaviyo account as an entirely new profile.

How To Suppress Contacts Permanently From Your Account

To keep these contacts in your account, but stop them from receiving any emails from you, you can upload a list of contacts to your account's suppression list. Once you create a segment of those you want to suppress (hint, Klaviyo automatically creates and UNENGAGED segment for you), export this segment as a CSV file.

Next, find your suppression list by navigating to the PROFILES tab page in your account.

Click the SUPPRESSED PROFILES link in the upper right and you will see an UPLOAD FILE button.

When you suppress a group of people, their profiles will remain intact in your account. They will be considered "unengaged," and you will not be able to email them

**"Always deliver more
than expected"**

**- Larry Page
(Google)**

THE WHAT...

NOW THE WHAT....

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 75 days (*or 90 days if you'd rather be less aggressive in your culling*).

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.



EMAIL #1

Send the day of someone has been classified as “unengaged”.

OPTION 1: Subject: Hey there! It’s been a while!

OPTION 2: Subject: Are you ok?

OPTION 3: Subject: 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 and let you know what you’ve “missed” in the last [XX] days.

Check it out:

[INSERT BULLETED LIST OF PRODUCTS LAUNCHED, VIDEOS, PODCAST, BLOG POSTS, INSTAGRAM OR FB POSTS ETC FROM THE PAST 30 - 60 DAYS...]

I know life is busy, especially with [INSERT SEASON or HOLIDAY] just around the corner. You subscribed to this newsletter because you were looking for [INSERT KNOWN BENEFITS AND DESIRED END RESULTS] and I want to keep delivering that to you.

... 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 [INSERT PROBLEM] is something we all struggle with, so as an added gift I’ve popped a link to my best / most popular [INSERT STRATEGY or TIP] below.

I hope you find it helpful...

[INSERT LINK]

EMAIL #2

Send 2 Days after previous email

OPTION 1: Subject: I'm worried I don't have the right details for you?

OPTION 2: Subject: [FIRST NAME] is this the best way to keep in contact with you?

OPTION 3: Subject: Do you still want to hear from us?

It's me again...

Sorry if I'm bugging you, but it's been over [XX] days since you opened one of my emails. I'm starting to think maybe you've moved on.

Then again, there's always a chance we just don't have your best email address on file. Then again, there's always a chance we just don't have your best email address on file.

Since you're reading this right now, it would be great if you could take a moment to update your contact details so I can make sure everything I send finds you :D

[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]

EMAIL #3

Send 2 Days after previous email

*NOTE: You have 2 choices here - the easy one is to not actually create a survey, but just use this as a call to action, to get the customer to click on SOMETHING. The bonus with Klaviyo, is when you send out emails, you can choose Populate from Feed -> Use Personalisation Engine (YES) and you'll automatically be sending the customer what they want to see. The other is to use an integration like Typeform then analyse the data to make email marketing decisions. **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. I typically deploy a one-question survey. 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.*

OPTION 1: Subject: Are you stuck?

OPTION 2: Subject: What are you looking for?

OPTION 3: Subject: How can I help YOU?

Hi there [FIRST NAME]

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

So what has you stuck?

ANSWER 1

ANSWER 2

ANSWER 3

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

Seriously, it's just one click, and it will truly "HELP ME, HELP YOU!"

Something else? Simply hit reply and let me know.

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]

EMAIL #4

Send 2 Days after previous email

OPTION 1: Subject: I need your help...please

OPTION 2: Subject: [FIRST NAME] can you help? Please?

OPTION 3: Subject: [FIRST NAME] I need your help

I'm in the middle of getting together a new [VIDEO/BLOG/ARTICLE ETC.] 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 OR RE-INSERT ANSWERS 1/2/3 FROM PREVIOUS EMAIL]

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.

It would be great if you could do it now while it's fresh on your mind.

[LINK TO SURVEY IF USING]

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

Thanks so much,

[YOUR FIRST NAME]

BONUS TIME!

Whilst I've given you a proven re-engagement sequence to implement in your business there are lots of options when it comes to successful ways to re-engage with your subscribers.

Here are some content ideas for you that can wake up some of those sleeping subscribers...

- Hundreds of my customers have discovered [insert action or product]. Have you?
- I miss you....!
- What I've been doing whilst you've been gone
- Congratulations on reaching XYZ milestone (30 days using a product, 12 months converting to a product, a referral purchasing)
- Recommendations – I see you purchased XYZ and I'm pretty sure you'd also love ABC
- Pre-emptive pre-order (last year you purchased ABC, should we put you on the pre-order list this year?)
- Winter is coming do you need to upgrade your XYZ

And re-engagement doesn't have to be solely focused on your email list. Here's some creative ideas to lure those disengaged (but still interested) subscribers back into your fold:

- Send out postcards, discount vouchers or small gifts in the post – for additional power team them with a time sensitive milestone (ie congratulations on 3 months of using xyz, it's been 12 months; is it time to upgrade? You must be running low on xyz)
- Appeal to seasonal buyers with invitations to in store events for that season or holiday
- Tag onto other marketing opportunities: a client of mine invited all her customers from a particular city to join her for a drink during out of town trade expos. About 30 people showed up at each event for a free glass of wine. In a week, at a cost of \$300 her social media engagement sky rocketed – just in time to launch a new product range!
- Ask customers to share their story to be featured in a blog or advice column.
- Make a phone call and have a chat!

