



RE-ENGAGEMENT CAMPAIGN BASIC OUTLINE

INTRODUCTION

BASIC OUTLINE

The basic premise behind a re-engagement campaign is twofold:

1. To remind people that you exist and encourage people to opt out if they aren't interested in hearing from you
2. To deliver value and provide context so they become an engaged subscriber as regular emailing starts up again

THE EMAIL CADENCE

Email #1:

Say hi, acknowledge that your subscribers haven't heard from you in a while, and deliver a resource that reminds them why they should care about your emails

Email #2:

Deliver more value and share some recent news

Email #3:

Explain that regular emailing is going to start up. Tell them the cadence, the problems you'll address, and the outcomes of remaining on the list. Make sure to mention that they can unsubscribe if they're not interested.

Email #4:

Make an offer to meet with your subscribers if they're interested in learning more about your current offerings and solutions. Make a point to tell people to unsubscribe if they don't want to keep hearing from you. Then, tease the next email with the date it's going out and the topic you'll be writing about.

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ADDITIONAL NOTES:

- Depending on how long it's been since your last regular email, there's a high probability that many of your emails will bounce. This is entirely normal and is important to clear the fluff out of your database.
- You'll also likely receive a huge spike in unsubscribes. This is entirely normal and is actually exactly what we're looking for. After all, you don't want anyone in your list that doesn't want your emails – That's just a waste of time.
- Don't overthink any of this. At the end of the day, we're just one more email in their inbox, and our goal is just to stay top of mind more than convince anyone to do something.

RE-ENGAGEMENT CAMPAIGN EXERCISE

On the following pages, draft the four emails for your own re-engagement campaign. Any questions? Don't hesitate to reach out! 😊

EMAIL #1:

Say hi, acknowledge that your subscribers haven't heard from you in a while, and deliver a resource that reminds them why they should care about your emails

Subject:

EMAIL #2:

Deliver more value and share some recent news

Subject:

EMAIL #3:

Explain that regular emailing is going to start up. Tell them the cadence, the problems you'll address, and the outcomes of remaining on the list. Make sure to mention that they can unsubscribe if they're not interested.

Subject:

EMAIL #4:

Make an offer to meet with your subscribers if they're interested in learning more about your current offerings and solutions. Make a point to tell people to unsubscribe if they don't want to keep hearing from you. Then, tease the next email with the date it's going out and the topic you'll be writing about.

Subject:

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!

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speakerflow.com