



RE-ENGAGEMENT CAMPAIGN EMAIL SEQUENCE

*My Plug & Play Swipe File to help
you build a clean, active email list*

Jamie DuBose
www.ZenplicityNow.com

Hello, my friend!

Thanks for downloading this Plug & Play Re-Engagement Campaign Email Sequence! Go ahead and [bookmark this blog post](#) because it'll give you more information about how to make the perfect Re-Engagement Campaign.

The goal of this email sequence is to check in with inactive email subscribers who haven't opened or clicked on your email content in a while to see if they're interested in staying on your email list. If they're not, you can segment them out and remove them so your list stays full of subscribers who actively read your stuff and want to work with you.

You can use this Plug & Play framework in any email marketing software like ActiveCampaign, Infusionsoft, ConvertKit, Ontraport and more. If you're considering switching to a new platform and want some help deciding on which is best for your business, reach out and we'd be happy to help you choose.

Please keep in mind that you do not have to use all of these emails if you aren't comfortable. Pick a few that feel good and start there. But I promise you won't be spamming your list by sending them high quality, engaging and valuable emails included in this email sequence.

The timing of these emails is ultimately up to you, but I recommend sending all of these within a 5-7 day time period.

If you want to explore options for creating a seamless and engaging customer value journey for your clients, schedule your free consultation with me by visiting www.ZenplicityNow.com/chat

Let's dive in!

Email 01

Remind them who you are

If there was ever a time to pick a fantastic subject line, it would be now.

Because this is the first email in your re-engagement campaign, and you're sending to a subscriber who doesn't exactly have a great track record with opening your emails, you'll want to make this one juicy!

Below are a few examples of subject lines that you'll want to kick off in hopes of getting your email opened.

Important: we need your help
We miss you!
Should we include you?

The email content for this first email should be casual and conversational, but also should get to the point without dragging on and on.

It's entirely up to you for how much detail you're comfortable sharing. For example, some people like to be explicit about the fact that they're cleaning up their email list.

You may want to put in a quick reminder about how often you usually send emails to your list so the subscriber can have an idea of what frequency of emails to expect on a regular basis.

SWIPE

Hey NAME,

I haven't seen you interact with my email communication in awhile. I wanted to [remind you who I am] and how I can help you [FILL IN THE BLANK].

If I don't hear back, you'll be removed from my email list. I hope you want to stick around, but there's no hard feelings if you want to stop receiving emails from me.

Please click [here](#) to let us know you still enjoy hearing from us & want to continue receiving weekly emails.

I only send email that I feel like you'll really enjoy, and I typically land in your inbox every Wednesday with a new piece of content created just for you.

Excited to get the conversation going again!

SIGNATURE

Email 02

Show them what they've been missing

The second email in this Re-engagement Campaign is an attempt to show the subscriber what kind of amazing content they've been missing out on by not opening your emails.

You'll want to include a few links to your most popular blog posts or a link to your most recent Facebook Live that had lots of views and interaction.

Make sure your CRM campaign automation is set up to automatically pull them out of the campaign once they take action by clicking on any of the links in this email.

You also want to give your subscriber a loving and gentle reminder about why they signed up in the first place.

Remind them that they asked to receive your content (no spammy spammers here!) and you want them to continue receiving your emails.

SWIPE

Hey NAME,

I promise I'm not spying on you or anything, but my handy dandy technology reports tell me you've missed out on some incredible content that I've been sending.

I wanted to give you another chance to see the following articles in case you were too busy saving the world, running a business or chasing your kids around to really enjoy them the first time around:

- link to blog post
- link to blog post
- link to blog post

I understand how busy we can get, but I also wanted to remind you that when you made the choice to subscribe to my email list, you did it because you knew you would be receiving high quality content on [FILL IN THE BLANK] from me.

Clicking on any of the links above will put a smile on your face and a star on your contact record so you don't get removed from my list.

SIGNATURE

Email 03

Make them an offer they can't refuse

Ok, maybe not a *Godfather-like* offer they can't refuse, but it's time to give a little incentive to up the ante for your subscriber.

In this email, you're going to offer something to your subscriber in return for them taking action and thus re-engaging themselves with you and your brand.

There are several ways to do this and there is a wide variety of incentives and fun ways to encourage your subscribers to open, read and click.

Here's a short list of ways to incentivize your subscriber and encourage them to take action:

- Send out a Subscriber Survey and include a gift for responding
- Unlock an exclusive bonus content for subscribers who click or engage
- Create a giveaway for subscribers who click on a link in the email
- Add a special promotion or discount offer to your email

Remember: you are trying to reignite a conversation with your subscribers in a way that will be mutually beneficial for you both.



SWIPE

Hey NAME,

I was wondering if you could help me out with something that will only take a quick minute of your time.

I want to make sure I'm providing the best content on topics that are relevant and helpful for you to [INSERT WHAT YOUR BUSINESS DOES TO HELP THEM].

Can you click [here](#) and give me your feedback by filling out this 3 question survey?

Once you complete it, you'll unlock a special promotion only available to those who fill out the survey.

I want to give you [INSERT PROMO] in exchange for you to [INSERT WHAT THEY NEED TO DO].

You're getting dangerously close to not receiving my emails any more because you haven't shown interest in what I've been sending, and the time is coming for me to remove inactive subscribers -- don't let that be you!

SIGNATURE

Email 04

Remind them about the incentive

This email in the Re-engagement Campaign is super easy to write.

But it is also one of those totally optional emails (well, all of these campaign emails are optional since you can pick and choose which ones you want to include in your campaign) that gives you a chance to remind your subscriber about the incredible incentive you told them about in the previous email.

This is another email that will need to have a strong subject line.

You want to bring up the urgency and risk of getting deleted and / or on them missing out on the exclusive gift that's only available when they take action.

Don't over think this email. Keep it simple and keep it short.



SWIPE

Hey NAME,

I wanted to pop in and make sure you saw my request for your feedback on [INSERT FEEDBACK TOPIC].

Click [here](#) to answer this super quick 3 question survey. Once you complete it, you'll unlock a special promotion only available to you.

I want to give you [INSERT PROMO] in exchange for you to [INSERT WHAT THEY NEED TO DO].

Before I go, I wanted to remind you that failure to respond puts you at risk for never receiving any emails from me again. We don't want that to happen, do we?!

Here's the link one more time for you to unlock your special bonus.

SIGNATURE

Email 05

Let's talk about the future

Our next email in this Re-Engagement Campaign will give your subscriber a little sneak peek of what you'll be sharing over the upcoming weeks.

This email will hopefully pique their interest and encourage them to stick around and continue receiving email communication from you.

Since we're nearing the end of this Re-Engagement Campaign, your copy needs to be direct and clear so it's easy for your subscriber to understand what's at stake if they don't respond or engage.

I know it may seem a little unnatural for you to be so direct and maybe even a tad bossy with these emails, but subscribers have different triggers for responding, and sometimes we all need a little kick in the proverbial pants to get us to take action, amiright?



SWIPE

Hey NAME,

I'm so excited about a few things happening in my world in the upcoming weeks, and I hope you'll be around to enjoy them! After all, I create content so people like you can learn how to [INSERT WHAT YOU TEACH PEOPLE], and I love being able to help you do that.

But I can't help you if you get removed from my email list.

Man. Talk about FOMO!

But it doesn't have to be that way! All you have to do is click here to let the system know you still want access to all our free content and you are good to go.

Wouldn't you like to know exactly [INSERT WHAT YOU TEACH]?
What would it mean to you to [INSERT WHAT THEY CAN LEARN FROM YOU]?
Would you like to stop [INSERT EMOTIONAL PAIN POINT THEY HAVE]?

Let's make sure you stay plugged into the resources and community that will serve you best.

Click here to indicate that you want to stay subscribed to our email list.

SIGNATURE

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Email 06

Last call!

Well, this is it. This is the final email in the Re-Engagement Campaign.

Hopefully only a handful of subscribers will ever make it to this point in your campaign because they've already indicated interest in staying subscribed by opening and clicking a previous email.

But there will always be those who come to the end of the campaign without taking action.

And that's okay.

Because people change and their priorities shift, and maybe it's not the right time anymore for them to be receiving your content. (That, by the way, is no fault of yours -- you still provide incredible content to people who need it!)

This email is short and direct, which has been a theme of our emails in this campaign, can you tell?

There's no fluff here. This is the final reminder for them to know exactly what they need to do if they want to stay on your list as an active subscriber.

The future is in their hands now, my friend.



SWIPE

Hey NAME,

The time has come for you to make a choice. A choice that will determine whether or not we stay connected here on email or if it's time to part ways.

This is your final call to keep receiving valuable, helpful information to help you [INSERT WHAT YOU DO].

Your email address will be deleted TONIGHT unless you take action now.

[Click here](#) to confirm you want to stay subscribed to my email list.

If you take no action, your email address will be permanently removed.

Hopefully, we'll talk again soon!

SIGNATURE

NOW WHAT?

Steps for maintaining a clean email list

CONGRATULATIONS!

You've set up your Re-Engagement Campaign automation, and you're ready to segment your subscribers to find the ones who are still active and engaged with your content.

Now what?

First you'll want to make sure you specifically tag these subscribers as "Unmarketable" in your CRM. That will give you a group of subscribers to eliminate from your general newsletters and other communication, thus improving open rates, etc. right off the bat.

Some digital marketers will argue that it's never a good idea to delete subscribers because their contact records may have valuable data that you want to preserve, and that's totally understandable and makes for a valid argument.

However, I'm in the camp of simplicity (imagine that, ha) and if my clients aren't using data collected and saved through their contact records, I usually recommend that those contacts be deleted and removed from their CRM.

This option takes the guesswork out of segmenting out unengaged subscribers and keeps an accurate, clean count of subscribers who want to be on the email list in the first place and who have proven through action (like opening/clicking) that they are interested in sticking around.

Whichever route you decide to take with your unengaged subscribers, know that you're making a solid decision to release them and improve your email marketing stats.

There you have it, friend!

Whoop whoop! You are ready to deploy your Re-Engagement Campaign Automation!

Follow the tips and suggestions I tell you in this resource, and I promise your subscribers will be more engaged, connected, and excited to work with you.

We get by with a little help from our friends.

Do you have a biz buddy that could use a little help crafting their own Re-Engagement Campaign?

Send them to www.zenplicitynow.com/re-engage so they can download their own copy of this valuable resource.

Thank you in advance for helping more business owners create more results-driven relationships through the power of email marketing!

Stop by and say hello!

I'd love to hear from you on social media!

My favorite spots are on Instagram and Facebook. You can follow me at [@jamiedubose](https://www.instagram.com/jamiedubose) or find me at www.facebook.com/Zenplicity.

Until next time!

Jamie