Copy And Paste

Re-Engage

Email Template

RE-ENGAGEMENT EMAIL SEQUENCE

No matter how old or tired your list is, it needs to be woken up every once in a while… It's natural to see prospects drop off the radar, but if you haven't mailed your list in more than a week… That needs to be your top priority!

The following sequence should be used:

- If it's been a while since you've emailed your list (4+ weeks without a single email)
- If you see a pretty consistent drop in open rates or clickthrough rates
- If you've been sending you traffic to sales videos or sales pages for more than 10 days straight, without a break.

In short, if your list is tired or sick of being pitched stuff - mail this!

Now, this sequence is pretty short. The emails are to the point. They don't waste a whole lot of time, either.

For re-engagement campaigns, we don't need to put our copywriting hat on and try to write dramatic prose or craft a compelling story to get the click…

The premise of the following sequence is simple:

1. We want to get the email opened…
2. Get the click…
3. And ultimately, restore some goodwill by giving them something cool.

Depending on what email marketing platform you're using, you can segment your list based on when the last time they opened an email (re: Engagement). This is an important metric!

We want as many people as possible to open these emails…

NOTE: Feel free to edit these emails as you see fit. You know your market and your list. Use the following template as a guide. We're in 14 different markets and this template is used in each when we need to re-activate a list…

Let's get into it!

The template variables:

This template uses a few variables for the sequence… Make sure to know what you're going to add for each!

#Name
#FreebieLink (The link that'll serve as your re-engagement point - a report, long blog post, video, etc)
#Benefit1
#Benefit2
#Benefit3
#Benefit4
#Benefit5

The template:

Email 1:

(Send this Day 1 of re-engagement)

SUBJECT: Wake Up :0)

BODY:

Hey!

I just checked my records and it doesn't look like you like me very much :0)

It's been a while since we visited last.

Maybe you moved on, or maybe I'm not sending the kind of content that you want to read.

Either way, I wanted to make sure you saw this:

#FreebieLink

When you click that link, you'll discover:

- #Benefit1
- #Benefit2
- #Benefit3
- #Benefit4
- #Benefit5

If there's ever anything I can do, please just let me know!

Talk soon!

#Name

Email 2:

(Send this Day 2 of re-engagement)

SUBJECT: Hey!

BODY:

I know life gets in the way, but it's important that you see this:

#FreebieLink

I just posted it, so you're one of the first to see it!

Here's what you'll learn on that page:

- #Benefit1
- #Benefit2
- #Benefit3
- #Benefit4
- #Benefit5

And just so you know, that page won't be up for long...

So make sure you click the link below now:

#FreebieLink

Talk soon!

#Name

Email 3

(Send this Day 3 of re-engagement)

SUBJECT: THANK YOU!

BODY:

First and foremost - thank you for the opportunity to serve you.

If there's ever anything I can do, please just hit reply and let me know!

In the meantime, here's a quick little bonus I whipped up for you:

#FreebieLink

Talk soon,

#Name

Next Steps…

After you run the "Re-Engagement Campaign," you should piggyback a promotional campaign on top of it.

Your list will be awake, listening, and will have a renewed faith in what you offer (thanks to the freebie your provided in this sequence)!

Now is a perfect time to run a promotional sequence for a webinar, a product or a service!

Inside Scriptly, we have **many more cut-and-paste promotional sequences** ready for you to use, just like the one above…

The only difference? The copy writes itself for you! All you have to do is fill in a short form and the rest takes care of itself…

Click here to watch the demo video >>

And if you need anything at all, please let me know at support@scriptly.org.

Talk soon!

— Jason Drohn