HOW TO RUN A REACTIVATION CAMPAIGN

How to Run a Reactivation Campaign

So, you've been running an email campaign for your business for awhile now.

Over time, you may have noticed that more and more of your subscribers are simply not responding to your messages. They're not opening, they're not clicking and they're certainly not buying a thing.

Each subscriber has their own reason for pulling away. It may be that:

- They've grown disenchanted with your offerings in the past. They may have been very impressed with your new developments – if they'd ever heard about them! but since they haven't looked at your messages in awhile, they haven't.

- They're busy, and they intend on checking out your information and offerings some time soon, but in the meantime, they've got it all funneling into a folder that they havent' touched in forever.

- Your brand truly just doesn't fit into their life anymore, and it's time to part ways. (If they don't want your emails, you don't want them on your list. They can drag down a little something called deliverability...we'll get into that later.)

Whatever the case, it's time to find out what's going on and handle the situation.

So here's what we're going to do:

First, we'll figure make a list of those subscribers who just aren't responding and haven't been for awhile. That's who we're going to deal with.

Then, we'll put together some messages designed to bring them back into the fold and get them re-excited about your brand. (Actually, you'll do that, but we'll give you some pointers.)

Then we'll walk you through the technical side of making sure those emails actually go where they need to. (Don't worry, it's just a couple of clicks. But they're important clicks.)

Step 1: Identify Your Inactive Subscribers

There will be some people who have not responded to an email or visited your website for several months. These are the people you'll address with your reactivation campaign.

But first, you'll need to find them and put them in a segment to send to.

So you're going to search through your subscribers using two criteria. In your AWeber account, hover over the "Subscribers" tab and choose "Search."
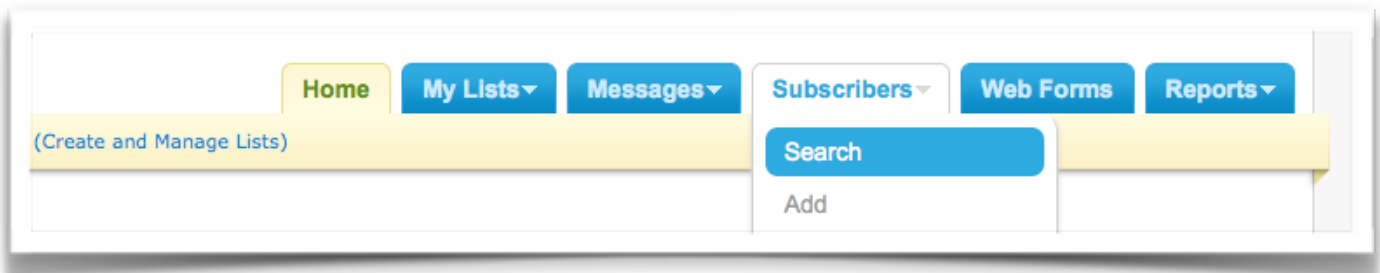
First, find those who haven't been opening.

You'll need to decide how long someone needs to go without opening to be considered "inactive." Is it 3 months? A year?

To help you figure out what time frame makes sense for your subscribers, consider:

- how long your campaign has been running so far

- how often you send out messages

- the type of content you send – are people likely to take breaks from absorbing your information for awhile?

Start with the first drop-down menu, choosing "no opens." Then choose last day an inactive subscriber could have opened a message.

For example, if you decided six months of no opens makes a subscriber inactive, choose the date six months ago. (If you're reactivating on June 1, 2011, you'll search by "no opens since 1/1/2011.")

Next, allow for new subscribers.

Your newest subscribers may not have read any of your emails yet. They'll be confused if they start reading, and you're already trying to reactivate them!

You'll need to adjust your segment so your newest subscribers aren't included. So you're going to search by their date of subscription.

In the second row of your search, choose "date added" and "date is before." Then choose a date far enough back that it's reasonable to assume new subscribers will have had a chance to interact with your emails since then.

(Keep in mind that if someone has images disabled, they won't show up as opening your emails until they click a link.)

Those who've been added to your list since that date won't get the reactivation messages.

Click the search button, and you'll see the list of all of your subscribers who've been on your list for awhile, but haven't opened a message in the time frame you specified.

You'll want to give this group a name (such as "June reactivation" or "no opens since 1/1/2011") and save the segment. This way, you can send to it later.

Step 2: Creating the Reactivation Messages

This is the part where you customize the reactivation process for your own campaign.

The planning and writing of the messages you'll send is up to you. But we'll offer you some advice to get started with.

When writing your reactivation messages, keep in mind:

- They're meant to rekindle interest in your brand, so they'll need to be compelling. What's the biggest benefit someone gets from doing business with you?

- If there's one thing a reader should learn from these emails, it's that. So highlight it. Explain it. Show pictures and testimonials. Make it as obvious as possible.

- You'll need killer subject lines. Most of the people you're sending to haven't opened a message in quite a while, so to get them to open this one, you'll have to write a subject line that's irresistible.

- In the case of reactivation emails, it may be worth spending almost as much time rewriting and perfecting your subject line as you spend on the emails themselves.

- Someone who hasn't seen your emails in awhile probably doesn't know about any new products or features you're offering. And there's a chance those new offerings are exactly what they're looking for. So you may want to feature them.

- Maybe the problem isn't your brand after all – maybe it's email altogether. With the proliferation of messaging mediums, it's possible some of your subscribers have chosen to focus their attention elsewhere.

- So you may want to offer ways to find you on other platforms. Link to your RSS feed so they can follow you in their reader, or invite them to your Facebook page or Twitter profile.

If you still aren't sure how to get started, you may want to take a look at these reactivation emails sent from a few different companies.

Haircare supplier WEN offers a steep discount to entice previous customers to order again.

Amanda, we want you back - save 50% Inbox | x

★ Susan Miller to me

show details Feb 27 (1 day ago) ↩ Reply ▼

Come back to WEN® and get it ALL! Gorgeous, healthy hair you'll love, an exclusive offer – plus 2 Gifts worth $25.

Having trouble viewing this email? Click here to view online.
Important information: This email contains a special offer only for you and references your unique customer information. In order to protect your privacy we recommend that you do not share electronically.

WEN
by Chaz Dean

Come back to WEN® for shiny, Healthy-Looking Hair

Your Exclusive Welcome Back Offer

Only $19.95
+ 2 FREE Gifts

Amanda,

You already know that WEN® can give you the silky, soft hair you love. That's why we've created this **Exclusive Welcome Back Offer** just for you. Right now, get the complete system for only $19.95 (plus s/h) – plus our Texture Balm and Wide-Toothed Comb **FREE!**

But that's not the only benefit of coming back to your **one-step answer to naturally clean, beautiful hair**…

• **Set Your Own Delivery Schedule!** Now you can tell us which WEN products you want and when you would like to receive them – a great new convenience designed to help save you money.*

• **Flexibility with 24/7 Support.** If you ever have a question or concern, or need to make changes to your WEN kit, simply call us toll-free for one-on-one assistance.

You've experienced the WEN difference before, so you know you can enjoy "great hair days" every day, with radiant results after just one use! Plus, it's non-comedogenic, so it won't clog your pores.

Amanda, come back now on your own terms. This limited-time Welcome Back Offer is especially for you… so take advantage today!

Sincerely,

Susan Miller
Director
WEN Client Services

Come Back Today ▶

Or Call **888-832-0083**

Restrictions may apply. See site for details.

Come Back Today ▶

Get Your Complete WEN® Healthy Hair Care System™
Now Only $19.95

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Plus, 2 FREE Gifts
A $25 Value

■ **Texture Balm** creates looks with definition and shape

■ **Wide-Toothed Comb** for effortless detangling

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60-Day Money-Back Guarantee

*New flexible ordering benefits take effect after your initial shipment.

Contact Customer Service | View our Privacy Statement | Unsubscribe from future WEN emails

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This email is from WEN.
41550 Eclectic Street, Palm Desert, CA 92260

MarketingProfs reminds its members of the benefits of the site and offers assistance for those having trouble logging in.

They also warn members of their upcoming removal from the MarketingProfs mailing list, which not only heightens the urgency to log in for those who are still interested, it also cleans their list of those who aren't.

MarketingProfs
Smart thinking ... pass it on.

Hi there,

We haven't seen you recently, so I thought I'd check in. It looks like you haven't logged in on the **MarketingProfs** website for quite some time.

In an effort to keep our mailing list up-to-date, we will be removing your email address from our database in **seven days**. But our relationship doesn't HAVE to end.

If you would like to remain a member of **MarketingProfs**, please **log in** to the site today.

(If you have forgotten your password, have it sent to you **here**.)

Questions or concerns? Feel free to contact our customer service folks at 866-557-9625 or **support@marketingprofs.com**.

Hope you continue as a member of **MarketingProfs**—I'd hate for you to miss out on the great resources we publish daily to make your marketing easier and more effective!

Sincerely,

Sharon

:: Sharon Edwards
:: Circulation Manager
:: MarketingProfs
:: (866) 557-9625

powered by
Experian
CheetahMail

Here at AWeber, we ran a campaign to reactivate one of our lists of subscribers who'd signed up to learn about email marketing.

Those who resisted even our most tempting messages got this invitation to follow us elsewhere if they chose, along with a last-minute call to stay on the list.

Your Last Email From AWeber Inbox X

★ **AWeber Test Drive** to me   show details 11:03 AM (1 minute ago) ↩ Reply ▾

Unless, Of Course, You Still Want Them

There could be a million reasons why you haven't read an AWeber Test Drive email in the last 6 months, but we're guessing it just comes down to one thing:

You don't want AWeber Test Drive emails anymore.

So we're going to stop sending them.

But if we've somehow made a mistake, or if for any reason you want to keep getting them, just click this nice, fat link and you'll stay subscribed.

Keep Me Subscribed, Please

If you don't click, we'll take that as your answer and scratch you off this list. (You'll still get any other emails from us you've signed up for, though.)

If you just prefer to connect on different channels, we'd like to invite you to join us on Facebook and Twitter.

Join Us on Facebook   Follow Us on Twitter

We'll share little nuggets of marketing gold. You share your thoughts and opinions.

Can't wait to see you there!

Justin Premick (@justinpremick)
Director of Education Marketing
AWeber Communications

AWeber

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Step 4: Sending Them Out

Now, remember the segment you saved earlier? That's who you'll [send these messages to](#).

Open the first message in your AWeber account. Underneath the plain text version (don't forget to include one!), you'll see various options for customizing the way your email is sent.

Selecting The Segment

Click the "Send to Segment" dropdown menu and choose the segment you created in Step 1.
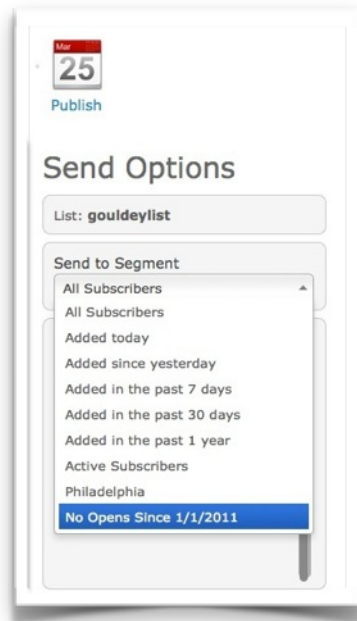
If you saved this segment days or weeks ago, you may be worried that subscribers who have met the right criteria in the meantime won't be included.

But there's no need to worry - the segment automatically updates. When you select the segment here, it re-creates the group of people who fit the criteria you've set.

Excluding Other Lists

There's one scenario that needs to be considered before you send.

It's possible that some people who fall into the inactive segment for this list are subscribed to another of your lists.

If that list is associated with a different brand, then you don't need to take this extra step. But if the list relates to the same brand, and they've been responding to emails from that list, they may be confused when you try to reactivate them.

To make sure those particular subscribers don't get your reactivation messages, you'll need to exclude that other list.

Underneath the segment drop down, you'll see the option to include or exclude other lists. Click the checkbox, then choose the list you'd like to exclude.

Tying Up Loose Ends

Finish arranging the send by getting all the details underneath the message in order - you may want to set a particular time or day for the message to go out or turn on click tracking or QuickStats notifications.

(Keep in mind, a message designed to reactive your detached subscribers is probably not one that makes sense to share on Facebook or Twitter. Make sure to consider carefully before turning on social sharing here.)

Save the message, then test it to make sure it displays properly and all your links work.

When you're confident everything's correct, take a deep breath and queue the email up!

Step 4: Watch your results as you keep sending

The point of this campaign is to get your subscribers reading and clicking on your messages again, so of course you're going to want to see how well they're working.

You can find out by looking at each broadcast's QuickStats.

Just go to your main Broadcasts page, and under "Sent Broadcasts," click on the message's subject line. You'll be able to see just who opened, when they opened and how many people clicked through to your site.

(If you have sales tracking set up, you'll even be able to find out if the message resulted in any sales!)
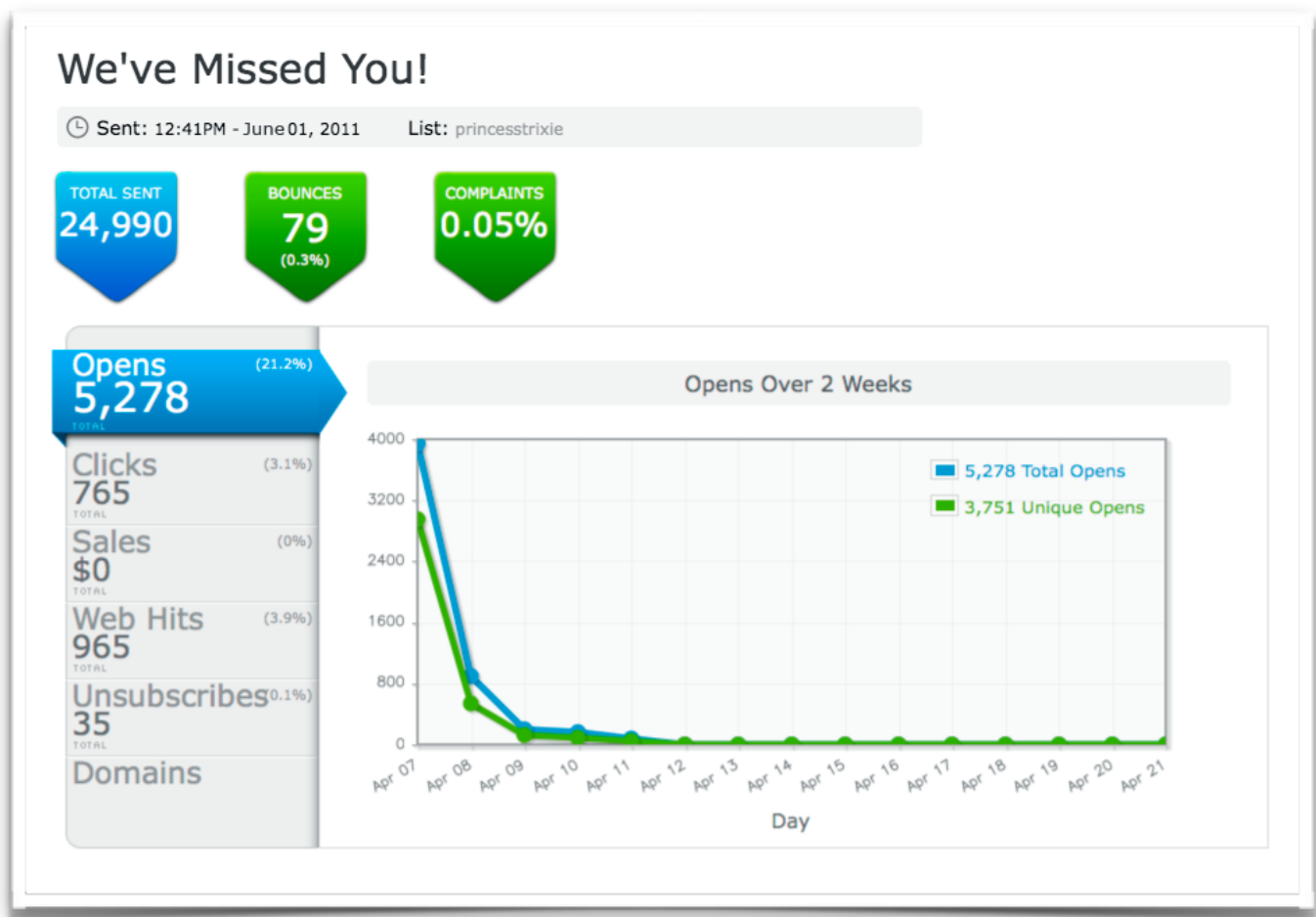
You may want to use any trends you find in the results to make changes to the messages you have yet to send.

Continue sending the messages at an interval that gives people enough time to notice and open them (even if they're offline for a few days).

Step 5: Say goodbye to the ones who didn't open

After your entire campaign's been sent and you've given people a generous amount of time to respond, you may find that some of your subscribers didn't open or click a single thing.

Let's consider these subscribers. Their current state is inactive; their agenda: to ignore you. This certainly isn't the state of affairs you want.

But they've resisted your best efforts. And it doesn't do your business any good to email people who are choosing to ignore you.

So you're going to stop emailing them.

No, you don't have to. But yes, you certainly should. For two reasons:

1.They'll drag down your deliverability.

Email providers are tasked with making sure "real" email reaches the inboxes it's sent to and spam does not. To help with that, they use a system that detects how recipients respond to each sender's messages.

The more people ignore and delete your messages, the better chance the system won't recognize your emails as "real." So sending to these decidedly inactive subscribers can hurt your emails chances of being delivered to subscribers who do want them.

2.They're (clearly) not that into you.

When someone sees your message in their inbox, you want them to have a positive reaction, even if they don't respond.

But if they're at the point where they haven't opened a message in several months and have resisted even your most engaging subject lines (especially if you've notified them their subscription will be stopped), you're probably getting quite a different reaction altogether.

So it's better to gracefully bow out than to cultivate the negative impression of someone who just won't leave them alone.

(And if they didn't see your emails because they're being filtered into a folder the subscriber never looks at and doesn't plan to, that's just a waste of resources.)

Now, although you'll stop sending to these subscribers, you probably don't want to go as far as deleting them altogether. Removing them from your list means you remove their statistics (where they subscribed, what they clicked and so on), which can skew your data.

Instead, you can make sure they get no more messages by simply unsubscribing them.

This only takes a moment. Just bring up your subscriber search page and bring up that segment you've been working to reactivate.

Note that the segment will refresh when you search for it, so anyone who responded to your reactivation messages won't be included. For those who do, there are two ways to unsubscribe them.

If your segment is only a few pages of subscribers long:

You can choose to click the check box directly under the word "stop," which will cause all subscribers on that page to be switched to "stopped status."

Go through the pages of your segment, choosing "stop" for each one. Save your new settings, and these subscribers won't receive future mailings.
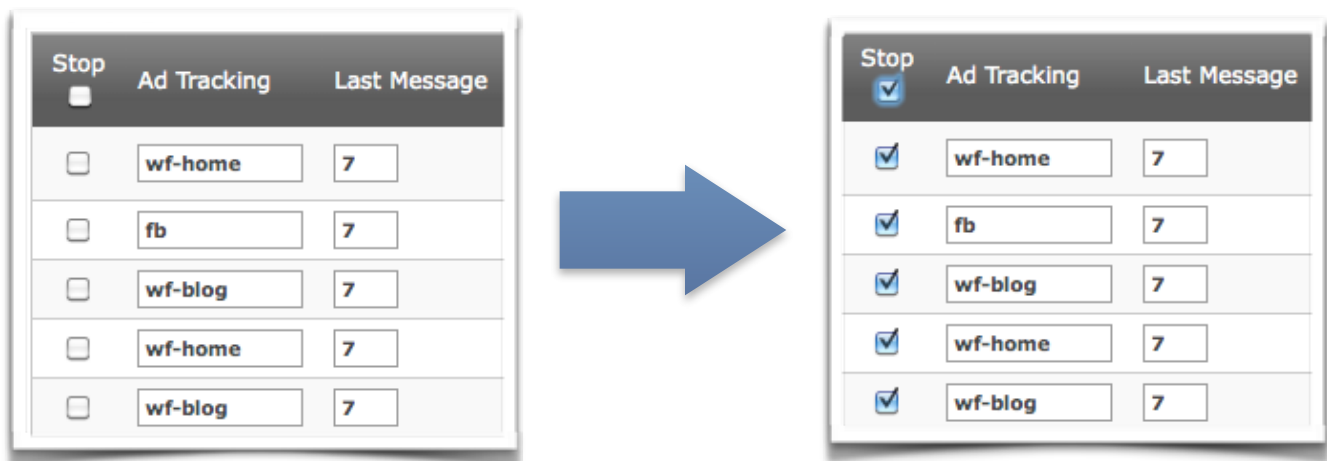
If your segment consists of many pages:

Changing the stop status for each page can become tedious, so if you have more than a few, you may want to transfer the entire segment to your unsubscribe page.

Underneath your search results, you'll see the option to export this segment. Click that to open the segment in a spreadsheet.

Export CSV **Save**

In your account, hover over the Subscribers tab and click "Unsubscribe." Then copy and paste the entire column of email addresses from your spreadsheet.

Unsubscribe Remove people from your list.

Addresses to Unsubscribe:

example@example.com, justkidding@justkidding.com, sillyme@sillyme.com, holymoly@holymoly.com, ohgracious@ohgracious.com

You may want to assign a label so you can later see just why they were unsubscribed...
To choose to remove these subscribers from all of your other lists (helpful if they're all related to the same

Label These Unsubscribes? (Optional)

brand)...
Or, if you suspect any of the addresses signed up with malicious intent, block those from ever signing up again.

Remove From All Lists?
☐ Yes, unsubscribe these addresses from all lists in my account.

Block These Addresses?

☐ Yes, add these addresses to my block list.

Finally, you have the option to apply automation rules. This lets you choose specific lists for this entire segment to be automatically subscribed to or unsubscribed from.

Use Automation Rules?

☐ Yes, apply my automation rules to these subscribers.

Once everything's in place, use the green button to implement your changes.
Once that's done, your list will be clean of inactive subscribers. You'll still retain your records of these subscribers'

Unsubscribe

activity, and you can send future emails to an active, engaged list.

Step 6: Ease the ones who did back in

After your reactivation campaign, you'll have a group of subscribers reading your messages who have been out of touch for awhile. You may not want to bounce them directly back into your regular stream of messages.

Instead, you might want to ease them back in with a message or two that gets them caught up to speed. You can send a message just to these people by, again, using subscriber search to create a segment.
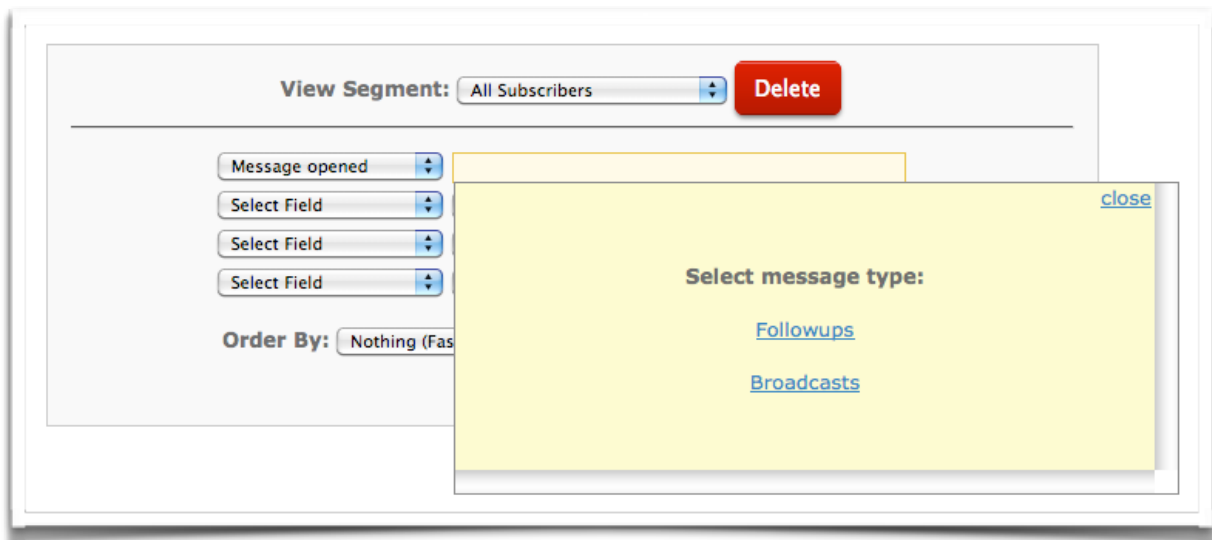
About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

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