



Checklist 18 - Re-Engaging Emails

Project Name: _____

Date: _____

Yes No

Re-engagement email campaigns are mostly viewed as a last attempt at attracting the attention and engagement of passive subscribers before purging your list. Re-engagement emails therefore involve targeted campaigns and win-back emails aimed at rebuilding relationships with subscribers, which is considered easier than trying to recruit new subscribers. Your re-engagement campaigns therefore should focus at reminding your contacts of your value proposition and this calls for a re-evaluation of your email contents, your CTA, and subject line. It is worth noting that lower engagement by your subscribers might not necessarily infer a lack of interest in your content. It could also imply that your subscribers are not impressed or captivated by what you are posting and as such, a strategic move would entail evaluating different contents. This checklist highlights the factors to consider when purging your list.

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Ensure your email content demonstrates your value to the passive subscribers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Identify what influenced your contacts to minimize engagement with your content | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Evaluate your email strategies to identify factors that minimized engagement. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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4 Check that your content addresses their (passive subscribers) pain points.

5 Consider sending gifts in your win back emails.

6 Invite specific feedback from your passive subscribers.

7 Request for reasons for their disengagement.

8 Include a bold and clear CTA in your re-engagement emails.

9 Use only one CTA button to avoid nagging and overwhelming recipients.

10 Check that your subject line captures the attention of your subscribers.

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- 11 Personalize your subject line by including the name of the recipient.

- 12 Review the length and tone of the subject line to make it more appealing.

- 13 AB test your CTA and subject line to determine the most suitable.

- 14 Use actionable language in your re-engagement emails.

- 15 Develop segments based on the activity of your subscribers.

- 16 Consider sending freebies in your re-engagement emails to incentivize your passive subscribers.

- 17 Carry out surveys requesting specifications on the nature of content your contacts want to see.

Notes



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Provide subscribers with your social media links.

19

Offer subscribers the option to pause email communication for a specified period.

Notes:

- After sending your re-engagement campaigns, wait for several weeks.*
- Should the subscribers fail to respond within the given time frame, remove their email addresses from your list.*

Notes