

How to Run a Reactivation Campaign for Disengaged Email Subscribers ~ Checklist

I have found out:

- Why each subscriber left
- When they left
- How long they have been disengaged
- If they were ever engaged at all after sign-up

I have identified my disengaged subscribers as:

- High Value
- Low Value

I have segmented my high value disengaged survivors in their own reactivation campaign list

I have identified the reason they disengaged:

- Only wanted the sign-up bonus
- Too many emails (irritated by the flood)
- Too few emails (forgot who I am)
- Exhausted or outgrew all my products
- Developed different contact preferences
- Lifestyle evolved away from my offerings and emails
- Found a new “go-to” person for my exact topic/niche expertise
- Became offended by a subject line, email – or word (e.g. a swear word; a graphic example they found upsetting or insulting)
- Too “busy”
- Got out of that niche and no longer have need of my products
- My emails were stale, predictable, non-personal etc.
- All my subject lines begin with “I” instead of maintaining a “you focus” (e.g. “I need you to...”)
- Other _____

I have identified what one big benefit might draw these subscribers back:

- I have found out if:**
 - Their inactivity is voluntary (i.e. they terminated engagement)
 - Their inactivity is actually my “fault” (e.g. my emails are not being delivered because of some error on my part; or on the part of my Autoresponder set-up)

- I have made sure it was not I who diverged from their expressed interests!**

- I have brainstormed a clear idea as to what could (a) catch their attention (b) re-engage them**

- I am committed to spending as much time on my subject lines as on my email content**

- I have ensured my subject lines make them instantly:**
 - Curious
 - Captivated

- I have made the subject line text arresting enough to hook the reader almost instantly**

- I have helped ensure this by using a proven technique:**
 - Making it a “teaser” subject line (but not an annoying one)
 - Promising a really deep discount
 - Focusing on my strayed subscriber (using “you” messages rather than “I” messages)
 - Being direct
 - Using “reminders”
 - Using an “updating my list” approach, thus creating a sense of urgency in responding
 - Taking out any extra or ‘weak’ words that are totally unnecessary in your subject line.
 - Making sure my “From” line reinforces the Subject line by immediately identifying who I am and where they know me from
 - Other _____

- I have determined the need to clean up my list and eliminate truly inactive, low-value subscribers**

- I have set a definite time frame for this and scheduled at least three emails on the topic**

- I have sent out a “Last chance to stay subscribed” email
- I have given at least a week’s grace to allow for life’s interruptions stopping them from even seeing this “last” reminder
- I have deleted all truly inactive, low-value subscribers
- I have made sure I am not guilty of driving my subscribers away with common subject-line mistakes such as:
 - Misleading subject lines that don’t really relate to the interior content
 - Alarmist or “scare” tactics
 - Impersonal, meaningless subject lines
 - Using characters or words that seem to “sales-y” – yet not direct
- I have ensured deliverability of my emails by:
 - Checking that my IP address or domain is not on a blacklist
 - Making sure I am not triggering spam filters with:
 - Exclamation marks
 - “Suspicious” characters within words (e.g. “Fr** M*ney!”)
 - Words that trigger spam filters (e.g. “making money”, “free”, “hot”, “test”, etc.)
 - Excessive emails
 - Only graphics in my emails
 - Too many graphics or links in my emails
 - Using Initial Caps or all capital letters
 - Other _____
- I have studied rejected emails in my own Spam inbox to see if I can identify common mistakes made that trigger spam filters
- I have made sure that people can instantly put a “face” to my name by making sure I not only put my full name in my email “From” field, but my branded presence or company name too (e.g. “Kathy Kornpit, the Kandy Kween”)
- I have brushed up on my knowledge of email testing and tracking by viewing tutorial videos (or reading tutorials) in my own Autoresponder company’s Help section

- I have determined precisely what I want to track
- I have set up tracking and filters to achieve this in my Autoresponder
- I have checked out Email on Acid to further boost my testing and tracking
- I have run my emails through Spam Assassin (if my web host provides this)
- I have ensured there are no long, tedious gaps with no product or bottlenecks in my Sales Funnel
- I have made sure my older products are updated – and sent out emails to previous purchasers, even if they have been inactive, to apprise them of the upgrade
- I have ensured that I am changing and keeping pace as my subscribers' goals change
- I am committed to keeping my reactivated subscribers engaged — and increasing my income (and theirs too by providing products they can use)
- Contact Marty Marsh to help me set up an amazing email marketing program, marty@martymarsh.com or schedule a no-pressure appointment to discuss his affordable programs at <http://timewithmarty.com>