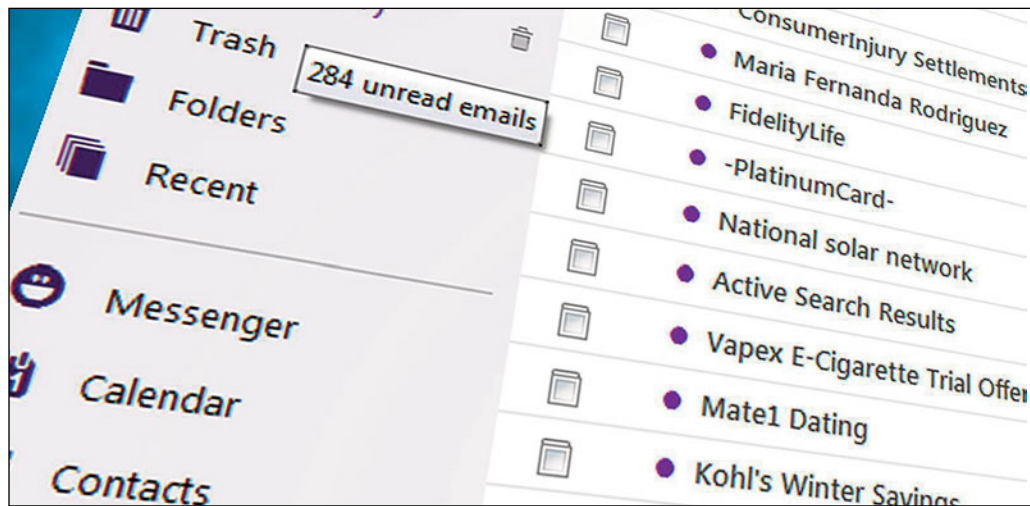


# HOW TO RUN A REACTIVATION CAMPAIGN FOR DISENGAGED EMAIL SUBSCRIBERS



*Presented By*

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## Table of Contents

Welcome from Marty Marsh .....3

Step One: Finding the Leaks.....4

Step Two: Understanding Your Dormant Subscribers .....6

Step Three: Creating Content to Bring Them Back .....8

The “List Cleaning” Strategy .....11

Step Four: Making Sure Your Subscriber Actually Receives Your Message .....12

Seven Tips for Reactivating Dormant Email Subscribers .....16

Ways to Re-Engage a List That You Haven’t Emailed in a While.....18

Some DON’T’s for Reviving an Old List .....20

Tips for Re-Engaging Your Dead List.....20

And in the End.....25

## Welcome!

Dear Email Marketer (or should I say, “sometime” email marketer?),

*Y*ou’ve been faithfully building an emailing list for years and some of your subscribers go way, way back. But you’ve noticed that your open rate, and your click through rate — and worst of all, your sales — are all going down.

You’re probably wondering, what am I doing wrong that my list doesn’t seem to want to engage with me anymore?

You may not be doing anything wrong at all. But things do change.

Your list has probably become what I call “inbox weary” — meaning your subscribers are overwhelmed with the sheer volume of email coming to their inboxes every single day.

Your subscribers are getting more and more discriminate about what they will open and read, and on which emails they are willing to spend some time.

If your list has become stagnant, it’s time to take the steps to get those subscribers re-engaged with you.

If you follow the steps outlined in this report, you’ll be able to reactivate your list so that the currently dis-engaged will become your fans once again.

If you’ve just not emailed your list in a while, that’s a different story altogether, but there’s no reason to despair. All is not lost! If that’s you, jump over to page 18 right now to discover what you can do to revive your email marketing program.

Nothing will happen, though, until you take action. And with this report, you won’t even have to think about what needs to be done next.

So, read, enjoy, put the ideas into action and — reap the rewards!

My Best,

*Marty*

Marty “Email Doctor” Marsh



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# HOW TO RUN A REACTIVATION CAMPAIGN FOR DISENGAGED EMAIL SUBSCRIBERS

**R**emember the days when it used to be that you were focused on building just any sort of targeted list at all and were grateful just to have subscribers?

Now that you've been mailing to your list for a while, you should know your numbers — and lately you've been noticing that they're dropping. Opens have stalled. Your click-throughs have slowed to a crawl. Sales are down.

It's time for an email marketing makeover!

## Step One: Finding the Leaks

You may be thinking that a drop in subscriber engagement is because many of the folks on your list have unsubscribed, but as you look at your Autoresponder stats they may not show as many unsubscribes as you thought you were going to see. But if your subscribers are inactive, in some ways, that's even worse. The "air" is stagnant. There is very little movement.



While you still have those dormant subscribers on your lists, don't waste any time: Take action to stop the leaks!

You need to create an **email reactivation campaign** strictly targeted to your straying sheep to bring them back into the fold.

There are, however, three actions you need to take before diving into a reactivation campaign:

1. Find out why they left
2. Find out when they left (or if they were never active after sign-up)
3. Find out what one benefit would be powerful enough to attract them back

**There are many reasons people stop responding to emails**, so don't assume that it's your fault or that you've done something wrong.

In fact, one of the most common reasons for a subscriber becoming inactive is that they may now prefer to receive notifications by other methods, such as text message or via Facebook or Twitter.

In a conversation recently with a friend of mine who's a college professor, I was surprised to hear that his students did not want email communication but preferred to be contacted via Facebook, either through public postings or by private messaging.

I'm not sure why, exactly, I was surprised, because I participate in a coaching program where ALL communication is conducted via Facebook. But I also have participants in my own programs who do not engage with Facebook and have no desire to do so. It's definitely a new world of communication to navigate.

But if you have an Autoresponder like Aweber, you're in luck: Aweber recognizes the popularity of having multiple ways of communicating and gives you the option to easily create a Facebook sign-up form.



If you add subscribers from Facebook, you'll want to create a separate list for them and add a code — like "FB" — to the list name; that way you can take full advantage of knowing who comes to you via Facebook. Other Autoresponder services may also offer these options so be sure to check with your own provider.

Let's identify some of the reasons people stop responding, so you can look for "clues" among your dormant subscribers — starting with the one we've just mentioned:

- They have stopped responding to emails generally, preferring other methods of contact such as text or Facebook

- Their inboxes have spun out of control (they are inbox weary) and they are being flooded with so many emails they literally aren't even seeing yours
- They're too busy to look at emails
- They hate the fact you've started including videos in every email
- They hate the fact you *haven't* started including videos in every email
- You haven't added any new products for a while; and they've already bought (or declined) the ones you do offer
- You just haven't come up with the right product lately to attract them
- You're oversaturating them with emails — or not emailing often enough
- You actually managed to offend them in some way
- You've got nothing more to teach them
- Your subject lines are poor

And that's just a sampling. Looking at your list stats should be enough to start giving you some big clues.

### Step Two: Understanding Your Dormant Subscribers

Determining why subscribers are inactive is crucial in determining their value and estimating how much effort to put into a reactivation campaign. Understanding where they are coming from will also help you refine your content and identify “leaks”.

**Not all dormant subscribers are created equal.** Let's take a look at two widely diverging inactive subscriber groups. You've got your High Value subscribers and your Lower Value subscribers:

HIGH VALUE	LOWER VALUE
Opted in organically	Opted in just for a bonus gift
Previous purchases as recently as 3-6 months ago	One or no purchases (and not within the last year)
Active engagement with you on social networks, in forums or membership sites	Zero engagement other than initial sign-up

## HOW TO RUN A REACTIVATION CAMPAIGN FOR DISENGAGED EMAIL SUBSCRIBERS

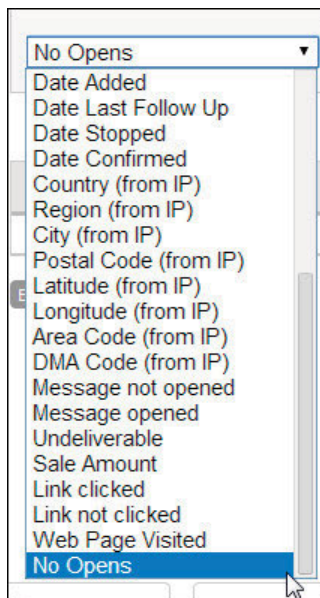
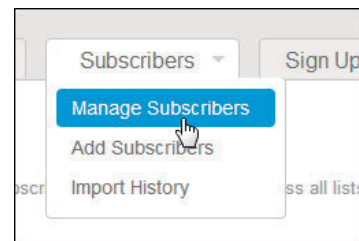
A subscriber who hasn't engaged with you — anywhere — since their initial sign-up (providing that was a year ago or more) is not likely to reactivate no matter what you do.

With subscribers who have suddenly stopped buying, but who were previously engaged, you need to determine the cause of this divergence. For example, have they found another “go-to” person whose products they prefer? Or did they experience a major change in lifestyle or income? A quick check of their posts and comments in social networks or forums should tell you whether or not this might be the case.

**Another point to keep in mind:** Was it YOU who diverged from your target audience? Did you mean to? Why?

To track dormant subscriber Autoresponder patterns, the first action you need to take is to put your inactive subscribers in their own special list. So first, let's find them.

1. If you are using Aweber, click on the “Subscribers” tab and select “Manage Subscribers”. (If you use another Autoresponder service, look for tabs that perform the same function.)
2. In the “search” drop-down, select “No Opens”.



You can further narrow this down **by excluding those who have only recently signed up.**

Now that you see who have become inactive, you can study their history for the vital clues you need as to why they gave up on your emails. And if they are in social networks you belong to — or membership sites or forums you run or belong to — read their comments and answers there for more clues as to their preferences and needs.

3. Also, study how frequently you sent messages around the time they grew dormant. Were you oversaturating them? Or not emailing them enough?

People will forget you if you email erratically and infrequently — particularly if too much time elapses between their initial sign-up and your welcome and follow up emails.

Initially, they may have been really pleased with your sign-up bonus or information, but if too much time has elapsed, or your “From” field doesn’t make it clear who is sending them the information, you may get a “Who the heck is that? Do I know them?” response. And that’s when they either unsubscribe or simply start ignoring your emails.

Just this week I got an email from “Howard.” I had no idea who Howard was or why I was on his list even after opening it and looking at it. There was nothing in that email that caught my interest especially since it was over-hyping something or other. So I just unsubscribed.

### Step Three: Creating Content to Bring Them Back

When it comes to the latter two reasons for disengagement, there are two Quick Fixes you can do right now...

- Send your dormant **new** subscriber an email whose subject line **jogs their memory on how they know you**. (e.g.: “Did you enjoy the ‘Trending Press Release Template?’”)
- **Make sure you include both your name and branded product, persona or company name in your “From” field**. (e.g.: “From: Kathy Korner, The Kandy Kween”)

Okay, so you don’t have to go in for all that alliteration — but you get the idea.

### Sprucing Up your Subject Lines:

Another action to take before AND after you’ve written your email content: Make sure you have created a subject line for each email that no one could resist opening – let alone your target client.

Here’s how to increase your subject line open-ability

- Appeal to their curiosity
- Make it a “teaser” subject line (but not an annoying one)

- Promise a really exciting discount
- Use “you” messages rather than “I” — but make sure the “you” doesn’t come off as accusatory or negative.
- Say right up front that you’re sending a “reminder” about an event or a product sale.
- Actually send reminders about an event or a product limited-time sale. (Don’t assume that because you sent one email, they managed to read it and declined to pursue it. They may have totally meant to “check this out later” or they just didn’t notice, period.)
- Formal or conversational, don’t be afraid to keep it to the point.
- Take out any extra or ‘weak’ words that are totally unnecessary in your subject line. (e.g.: Refine “Do you really want to bake cakes most children won’t like?” down to “Do you want to bake cakes children hate?” or “Want to bake cakes kids love?”)

**One point to keep in mind:** Reactivation subject lines and emails are a little different from “regular” emails. You have a second or two at best to hook your straying subscriber’s interest so try to pack in a real punch.

**Give them whiplash.** Stop them dead in their tracks so their “delete” finger remains hovering while they take that crucial second look at your subject line.

Then make sure the email body content also gets to the point quickly and clearly, showing them the one big benefit your subject line promises — and clearly telling them how to get it (i.e. what action you want them to take right now).

**Example:**

Note how this example email does command attention (and does it very simply too). The headline simply said...

Vegetarians: True or False?

The reader reaction is instant: “‘True or False’ *what?*” (Granted, if the subscriber is more recently active it is more likely to be an *interested* rather than an *irritated* “‘True or False’ *what?*” But this example does clearly demonstrate the point here.)

Then the actual email contains:

- A big, single “point”
- No weak or wasted words (no frilly adjectives or convoluted phrases)
- A focus on sharing with the reader
- Absolute transparency and honesty
- “You” statements and focus
- The writer’s unique “voice”

And it reads like a letter from a friend.

*Dear Jolene,*

*Today I’ve been sitting here trying to find something inspiring to share with you without having much luck.*

*I wanted something that would make a difference in your life and something that you’d want to open this email for.*

*And, finally, BAM! It came to me.*

This email goes on to describe a gift of a special report that *will* make a difference in the life of the reader, if they get it, read it, and take action on what they learn. It contains all the elements reactivation emails need: The biggest being **a reason to click and open the email**.

So do spend as much time on your **subject line** as on your **email body content** (the latter should deliver what your subject line promises!)

Only you know what actual content to create, but here are some ideas:

- A **reminder** of why they signed up, **acknowledgement** of where they are now — and what **new features** your membership site/blog/product/services have added since they visited last that they might find invaluable. (Pick one and highlight and hyperlink it.)
- A really **special offer** — built to overcome the “blocks” you identified when you studied their reasons for disengagement.

- Something that **raises curiosity** and **reminds them why they used to love you**. (Model this content after your most successful email, built on studying your earlier email responses).
- A **serious discount** on something you know they will love — a service package, product or membership.

### The “List Cleaning” Strategy

**Another approach you can take:** Send your dormant subscribers an email stating that you are cleaning up your list and if they don’t re-confirm through your current email link, they will be automatically removed by a certain date.

This strategy is a double-edged sword, so use it only after careful consideration — and after you have thoroughly checked out other possible reasons for their inactivity.

Be prepared to repeat it a couple of times until your deadline date. Some people are chronic procrastinators who “mean to” open emails, but find it easier to put off doing that until they are forced to make that decision.

**(Note: But, you gotta be nice about it. I’ve gotten emails like this that were so accusatory and blaming that I couldn’t get off the list fast enough. I also got one that told me what an a\*\*hole I was for not opening their emails. Sheesh!)**

Then, on your final deadline day, send them a clear last warning in your final subject line: Something along the lines of “No more emails from me after today” or “Goodbye. This is my last email.”

**(Another Note: Never use the word URGENT in an email subject line no matter how urgent YOU think the matter at hand is. Unless their house is on fire or their kid is bleeding from the forehead there is never a reason to use the word urgent in an email subject line, especially when trying to reactivate a list.)**

I did this recently to clean up a very old list and was surprised at the number of people who did re-opt-in to my list during those last days.

**Wait at least a week** (or even two or three) after sending this “goodbye” email before deleting them, in case they are away, too busy to check email, in the hospital, etc. You’ll be surprised at the number of people who will still be re-opting-in after several weeks.

Then **delete them**.

Sometimes cleaning up your list is a really great strategy for tightening your target market focus.

It’s also the best way to change email service providers — your autoresponder service — when you want to make sure you have an absolutely clean list to move to the new provider.

But, you’ll likely want to **make sure you try other reactivation strategies first!**

### Step Four: Making Sure Your Subscriber Actually Receives Your Message

One reason for dormancy that you may not have paid enough attention to: Making sure your subscriber *actually receives your email message* in the first place.

Did you annoy them enough to stop reading your emails? Or was it simply a case of your emails being automatically assigned to your subscriber’s spam folder?

Let’s look at four mistakes responsible for both types of email avoidance.

#### Four Unforgivable Subject Line Mistakes:

Let’s take a quick look at some common mistakes people still make when writing subject lines — ones that result in either cynicism and/or annoyance on your recipient’s part — or to your emails being consigned automatically to your subscriber’s spam filter...

- 1. Misleading Subject Lines** — Never resort to using a misleading subject line, just to get your subscriber’s attention. The anger (or even mere annoyance) that arouses when they take the time to open your email and find out it’s about something completely different is counter-productive.

- 2. Tired, Stale Subject Lines** — If others have done it and you opened it, don't assume your audience will. Try to be original — and above all, avoid common “tricks” like the “mistake” subject line. (e.g. “Oops, Made a Mistake — But It's Your Gain!”) I think, too, if I see someone using the subject line “Who else wants to....” I will scream. That one has been way overdone for decades!
- 3. Using Initial Caps** — Spam filters will frequently read these as potential spam. Nowadays it's best to write your subject lines like this — “Six ways to eat spinach” — rather than: “Six Ways to Eat Spinach”. Note that only the *first word* is capitalized.
- 4. Using Exclamation Marks** — Spam filters also frequently read **any** exclamation marks as “potential spam”. So just avoid them altogether.

Familiarize yourself with what email filters read as “potential spam” by studying your own spam folder.

- What common subject line words do you see in there?
- Did they use words like “Free Money” or phrases like “Make Money” — or get over-creative with trying to “trick” spam filters? (e.g. “Do U h8 Spin\*ch!”)
- Did they use subject lines that are over-used to the point of being read by both people and spam filters as “spammy”? (e.g. “Email is Dead.”)

MailChimp offers a particularly concise but complete guide on [How to Avoid Spam Filters](#),\* so do take the time to check it out and read through the list.

### Making Sure they connect YOU with Your Email:

Finally, **was it clear whom your email is from?** People need to put a face to names to differentiate — especially if they already know FIVE Donna's or Debbie's or Kate's. That usually doesn't happen unless you include your photo in your email or until they've actually clicked through to the relevant blog posts or sales pages, where they see your profile photo.

And if they've set their email reader to receive “Text emails only”, this applies doubly, since any profile photos you include in your emails are not seen by text subscribers anyway.

\* Note: If the hyperlink above doesn't work, simply copy-paste this URL into your browser:  
<http://mailchimp.com/resources/guides/how-to-avoid-spam-filters/html/>

Glancing at an email like the following example will inevitably leave your reader saying: “Who’s Ashley? Did I subscribe to her? Is she a spammer? I don’t think I’d better open this... I’ll just delete it.”



And if they know half a dozen Ashleys, and when they open it, it turns out to be from you — and not the Ashley they were anticipating — annoyance and deletion is again a common result.

As a result, they might block you or consign you to the spam folder, rather than delete you. (If they suspect you’re a spammer or hacker, they won’t even want to open the email; let alone look for an “unsubscribe” link.)

So be clear about who you are. This is the from line I use to send most emails to my list:

Marty Marsh | Soul Proprietor

People will remember me this way and know exactly who is sending them this email.

There are some email marketing “gurus” out there who will tell you that you don’t want your subscriber to have any idea that they are about to open a commercial email. But, come on. People signed up for your list fully expecting to hear from you AND to receive offers from you. You don’t accomplish anything trying to trick them or fool them into thinking otherwise.

### Testing for Deliverability:

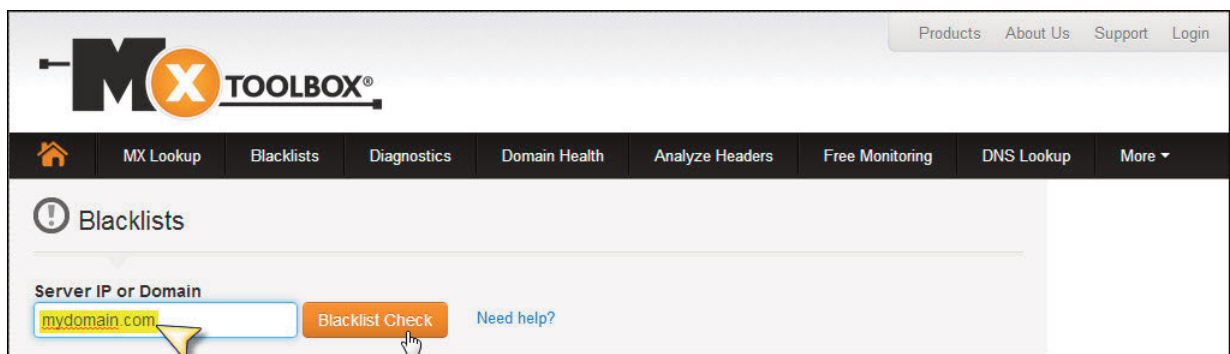
You want to make sure your emails are getting delivered to the inboxes of your subscribers and the most inexpensive and easiest way to do that is to be sure your email service provider has a sterling reputation for deliverability.

Autoresponder services like Aweber and MailChimp do a great job of making sure that their clients are only using clean lists, and that they aren’t unknowingly allowing spammers in through the door. This process is seen as a pain by some, but they are usually the folks who are trying to trick unsuspecting readers into opening and buying something.

When your email comes from a reputable sender (like Aweber or MailChimp) you likely won't have any trouble getting your emails into the inboxes where they are intended to go.

You can also **run your emails through a service like Spam Assassin** to check that the words you're using are not going to trigger the spam filters. Most autoresponder services include some sort of spam filtering algorithm even if it's not Spam Assassin.

Finally, make sure your email server is not on a blacklist. You can do this instantly and easily by typing your domain address or IP in the search box at [MX Toolbox](#). Be sure to click on the right arrow in the orange bar and select Blacklist Check.



### Tracking Your Campaign:

Make sure your disengaged subscriber isn't actually on another one of your lists and prefers to read your emails coming from that list. If you send to multiple lists, they may be opening from one list and ignoring the other, or they may not even realize they are on more than one of your lists.

Throughout the first days of your reactivation campaign, especially, keep an eye on the stats generated by your autoresponder service. Look at your open rates and click-through rates. Make notes on your observations or keep a spreadsheet.

These stats will give you a good idea about how well your reactivation campaign is working and give you information about the kind of content that people are responding to.

Your Autoresponder service will have instructions or video tutorials on testing and tracking, and how to do split-testing, so before you ever set up your reactivation campaign, be sure to go through these and decide what tracking methods you will use.

## Seven Tips for Reactivating Dormant Email Subscribers

Sometimes it's one method or one tip that makes all the difference, so be sure to try as many of these as you can.

- 1. Send a “Preferences” email.** If you suspect that email is not all that important to your dormant subscriber, let her know what it's all about right in your subject line: (e.g. “Would you prefer SMS rather than my emails?”)

People who do prefer other delivery systems will usually jump at the chance — and be grateful you gave them the option.

- 2. Create an offer similar to your signup incentive** — but with even more value — if you suspect your subscriber only signed up to “get the free gift”.

- 3. Pay attention to changing needs and lifestyles.** For example, if your “moms-at-home” audience has been with you long enough, they might actually now be “empty nesters” that don't need your “7 Tips on Finding the Perfect Babysitter”. They might be hooked by subject lines more along the lines of “7 things to do when the kids are gone” or “The most fun way to avoid empty-nester syndrome”.

Create your new reactivation email subject line and topic to *directly address their biggest new, changed need*.

- 4. Ensure your subscriber's email address is still valid.** And do it personally by sending an email with a subject line such as...

- “Am I contacting you at the right email address?”
- “How often do you prefer to receive an email from me?” (Note: Give them three simple radio-button options.)

Consider including a super-short survey they can take directly relevant to your subject line. Sweeten it with a reward as a “thank you” for taking the survey.

And make sure it includes any highly urgent question you need to ask — such as “Do you prefer emails or SMS?” or “Rather connect with me on Twitter?”

**5. Include your key contact links in your emails.** (Do this for all your emails, as well as for this reactivation campaign.) Don't just put your landing page or main website hyperlink in your signature — include your Facebook Page URL, Twitter Link or wherever else you hang out.

That way, if they do prefer to keep up with you through your Facebook Page, for example, you've just given them an easy way to do so — and you can direct them to offers through that venue.

**6. Make sure your subject-line-content delivers what is promised** — especially if they have ignored your previous emails because of low value. (A big clue: Purchases with no follow up interaction from your purchaser — for example, they sign up for a free or paid course and never submit any questions or assignments.)



**7. Make sure your sales funnel matches your customers' journey and expectations.** The more in tune you are with where they are “at” now, the more you increase your chances that they will stay engaged.

If they have been disappointed by a long stretch of nothing-to-buy or a “next step” you never showed them — or by “same-old-same-old” — you will have to work doubly hard not only to re-engage them, but to make sure that that type of sales funnel “choke” doesn't happen again.

(Updating old products and sending out emails is another quick way to re-capture subscribers who haven't engaged since their initial sign up or purchase.)

Let's finish off with...

## Ways to Re-Engage a List You Haven't Emailed in Quite a While

Perhaps you've been "sitting" on a list for a while and it's been quite a long time since you sent them anything.

Perhaps you had a number of people sign up for a teleseminar or a webinar or even attendees from a live event and you let those folks go stale before sending them anything, and now you're afraid to email them because you're afraid they'll report you as a spammer or unsubscribe from your list.

If you haven't emailed a list in quite some time, your subscribers probably HAVE forgotten who you are, and rightfully so.

First, you have to answer this question:

*Why have you not been emailing to this list?*

Once you've asked that question — and answered it truthfully — then you absolutely *must* have a plan in place before starting to email this list again. If you start emailing, and then stop AGAIN, for whatever good reasons you might have, you will lose all credibility with that list and you just as well kiss it — and any potential profits — goodbye.

*(Trust me, I've done this, and it isn't pretty what happens.)*

These are the two biggest reasons why most people tell me they don't email to a list they already have:

1. I didn't know what to say to them.
2. I didn't have the time to prepare and send out a regular email.

Sometimes the answer is, "I had good intentions but I just didn't ever get around to it."

Another reality you may have to face is that it really is too late to revive your list. I hope not, but you won't know until you try to bring it back to life. So let's do that!

So now that you're thinking about starting to send to this list again, do you have a good idea about the kind of content you want to send? In your planning, you must decide what you want to happen with every email you send (your call to action) and you need to know the topics and content — and offers — you plan to cover in future messages, at least in a general way.

Ideally, you'll create an “editorial calendar” for yourself for at least the next 90 days so you won't have any doubt as to what you need to be working on to send.

And if you didn't have time to send out a regular email newsletter or ezine or message before, what is different now that will ensure that you'll have time to do it consistently from now on? If time is still an issue, you might consider getting some help. Just sayin'.

### **I'm going to let you off the hook....**

Many email marketers have the notion that they have to send out some content-crammed ezine or newsletter every week or every month. And this alone keeps them from sending anything at all because they figure they'll never have the time to create that much content.

Relax. You don't have to.

Here's the reality for today's overcrowded inboxes and time-stressed readers: they don't have the time to read your long newsletter. They just won't do it.

And with more and more people reading their emails on their smart phones and other mobile devices, any graphic intensive, and heavily formatted messages won't always display the way you intended and won't load fast enough for someone to stick around and read it anyway.

So text-style, short — 250-500 words max — messages are your best bet and most likely to be read and most likely to give you the results you want. But don't forgo HTML emails because that's the only way you will get stats for your mailings.

Use the HTML editor to format your messages but simply make them look like text messages. No fancy formatting. And you can still include live links to make clicking easy.

### Some DON'T's for reviving an old list:

In that first revival email you send them...

- Don't make them any offers!
- Don't try to sell them anything!
- Don't ask them to follow you on all the social networks!
- Don't ask them to take any actions (other than to ask about what's happening in their world)!

**Which reminds me:** You may very well be thinking about offering some kind of incentive for re-engaging with you — one of your courses, or an ebook, a video series or an audio, or an ecourse, perhaps. The danger in doing this is that they very well might simply download whatever you're offering and never open any of your future emails. And then you're right back in the same boat where you started: an unresponsive list. (But there can be an exception to this as you'll see below.)

It is better to send just a simple, warm, and gentle “welcome back to my world message” and let them know what they can expect from you in the future.

If you want them to take some sort of action, ask them about what's been happening in their world. And then make it easy for them to reply. (You always want your readers to be able to simply click “reply” on any email you send so they can communicate with you. None of this No-Reply crap.)

### Tips for Re-Engaging Your Dead List

When you're planning that first email to re-ignite your list, the tendency is to want to apologize profusely for being away for so long, or worse, just jump back in without saying a word, as if you just emailed them yesterday. Neither approach is a good one.

You have to remember that the reason you are re-igniting your list is to get people warmed back up to the idea of paying attention to what you have to say and to want to keep hearing from you.

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## HOW TO RUN A REACTIVATION CAMPAIGN FOR DISENGAGED EMAIL SUBSCRIBERS

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The biggest risk you'll be taking is that, after having not heard from you in a long time, is that some of these folks might report you as a **spammer**. And you really can't afford to have that happen if you can prevent it.

**There are a couple of ways to go about re-igniting your list and dealing with the spammer situation.** (Just know that some folks might still report you as a spammer and that's something you'll have to live with.)

If the folks got on your list using double opt-in, then you're okay no matter what. Even if someone reports you as a spammer, your email service provider can see the proof that they double opted-in to your list and will ignore the spam complaints. (Truthfully they're gonna ignore them anyway unless there is a lot of them all at once.)

If your list contains only subscribers who double opted-in, then go ahead and send your email, just be sure to include an obvious way for them to unsubscribe if they want to. (See sample email below for how to do this.)

If your list is single opt-in only, or if you've manually added email addresses that you collected at events or workshops, then the safest course of action is to ask them to re-opt-in to your list. And this time, be sure to use double opt-in.

**The good folks at MailChimp recommend that if you haven't mailed to your list in 6 months or more, you really should have them opt back in.**

Of course, a lot of people won't do re-opt-in nor confirm. That's the price you may pay for letting your email list go stale. And you really can't bombard them all of a sudden with several emails, one after another, asking that they re-opt-in.

So the best solution is to prominently let them know that they can unsubscribe if they don't want to hear from you (and give them a clickable link to do so). If people don't unsubscribe, you can take that as the sign that it's okay to keep emailing them.

Once you re-engage with them, don't wait for too long before you send the **next** email. No more than a week, and three days later might be a better option. Again, hold off on selling and making offers until you've sent a few high-value content emails after their re-engagement.

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## HOW TO RUN A REACTIVATION CAMPAIGN FOR DISENGAGED EMAIL SUBSCRIBERS

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As mentioned before, be sure your **from line** makes it clear who is sending the email. (This is critical if you haven't communicated with this list in a long while.) Include your company name, persona, or some other identifier along with your name just to be sure. Do NOT just use your email address.

**You also want to be upfront in the subject line about what you are doing and why they are hearing from you now.**

If you were sending out a newsletter (an ezine) before, did it have a name? If so, write this as your subject line:

Subject: Announcing the re-launch of {put in the name of your newsletter}

Or if you didn't have a newsletter name, or you don't think anyone would remember it anyway, you can try a subject line like this:

Subject: Remember me? I'm the LinkedIn Lady

Or this:

Subject: Are you still interested in {whatever your topic is}?

**And here's a sample of the text you might use for the body of your email:**

Hi {firstname}

A while back you signed up to my list because you wanted to know more about {or were interested in learning about} \_\_\_\_\_ {put in your topic or niche or subject matter here}.

Well, I wanted to let you know that I'm about to get \_\_\_\_\_ {your newsletter name} kicked into high gear once again and I'm happy to report that I've got a lot of great, useful information to share.

From now on, you can look for an email from me every \_\_\_\_\_ {day of the week you plan to email... i.e. Thursday}. It will be brief, but full of information you can readily use, and because I know you're busy, I'll always respect your time.

If for any reason you no longer have any interest in hearing about \_\_\_\_\_ {insert your topic or content or niche} here's the <unsubscribe link> so you

can easily take yourself off this list. It is never my intention to bother you with something you aren't interested in.

But, I'm really glad you're here and that we can re-connect in this way. You'll be hearing from me regularly, but in the meantime, would you take a minute and tell me what's going on in your world? Just click the reply button and you can "talk" directly with me.

See you on \_\_\_\_\_ {insert whatever day of the week you will be sending your next email}!

— {Your Name}

{Be sure to include your standard "signature" that contains all of your contact information, especially your website. And don't be afraid to put in your phone number. The more accessible you look, the more likely people will want to stick with you.}

**Now, if you're going to ask them to re-opt-in to your list, you can send a variation of the above email like this sample shown here:**

Hi {firstname}

A while back you signed up to my list because you wanted to know more about {or were interested in learning about} \_\_\_\_\_ {put in your topic of niche or subject matter here}.

Well, I wanted to let you know that I'm about to get \_\_\_\_\_ {your newsletter name} kicked into high gear once again and I'm happy to report that I've got a lot of great, useful information to share.

But I want to make absolutely certain that you want to continue hearing from me, so please click on this link <insert opt-in link here> to re-join this list. You'll get an email asking you to confirm that you want to re-subscribe and I'll have a special gift waiting for you when you confirm.

**SIDE NOTE:** If you are asking people to re-opt-in to your list, you may need to offer some kind of incentive. Sure, some folks will re-opt-in just to get the gift. But in this case, that may be worth it to also keep the really good folks on your list.

From now on, you can look for an email from me every \_\_\_\_\_ {day of the week you plan to email... i.e. Thursday}. It will be brief, but full of information you can readily use, and because I know you're busy, I'll always respect your time.

I'm really glad you're here and that we can re-connect in this way. You'll be hearing from me regularly, but in the meantime, would you take a minute and tell me what's going on in your world? Just click the reply button and you can "talk" directly with me.

See you on \_\_\_\_\_ {insert whatever day of the week you will be sending your next email}!

— {Your Name}

{As in the email above, be sure to include your standard "signature" that contains all of your contact information, especially your website. And don't be afraid to put in your phone number. The more accessible you look, the more likely people will want to stick with you.}

**Of course** you'll likely modify either of these emails to best suit your circumstances, depending primarily on how often you plan to email, but you are also welcome to use them as-is.

One "side effect" you'll experience when you are keeping on top of tracking your email list (dormant and active) is an increased awareness of your customers' average "life cycles". Things don't stay constant. For example...

- Some people have a "honeymoon period" where they are highly responsive; and then (when they've exhausted your products or begin to find them repetitive or not challenging enough) their interest fizzles and fades.
- Some people only sign up for the "free gift".
- Some diverge when their goals change.

### And in the end...

It's not enough to have the perfect content: Remember that re-engaging with dormant email subscribers is as much about your subscriber's lifestyle and preferences as about deliverability — and pay equal attention to both.

It is also about **keeping** them engaged — both when they first sign up and if you're lucky (or skilled) enough to get them to re-engage. Reactivating inactive subscribers is a great way to please your subscribers with valuable information — and to increase your income.

Plus, if you haven't emailed your list in a while, you now have the steps to help you re-engage with those neglected subscribers and come out a winner — not a spammer.

## Need Help Reactivating Your Dead Email List or Need Help Setting Up a New Email Marketing Funnel?

Did you know that setting up an email marketing system is usually the first thing a busy business owner will hire a VA for? But did you know that VA's are not typically well-versed in the **MARKETING** aspects of email marketing. They're great with the techy stuff but when it comes to having an email marketing program that works to make you sales, then you need to turn to the marketing professionals who have the experience and expertise to increase your email marketing ROI. (And we are more than happy to work right alongside your valuable VA.)

Let Marty Marsh and his fabulous team of marketing experts and tech wizards take the mystery and the angst out of creating, executing and maintaining an effective email marketing program for your unique business.

Send an email to [marty@martymarsh.com](mailto:marty@martymarsh.com) to learn more or call for a personal conversation with Marty Marsh, 206-290-7901 or visit [martymarsh.com](http://martymarsh.com)

This eBook was produced by:



If you want your words to look as great as they sound, the talented and creative team at Marty Marsh Creative Enterprises will be delighted to assist you in creating an eBook, an eReport, a print book, or a Kindle eBook at surprisingly affordable rates. And we're also pretty good at creating great-looking and effective brochures, newsletters, post-cards and other direct mail pieces, all designed to help you grow your business. PLUS you get the advantage of a creative team that knows and understands marketing outreach and the language that "makes things happen."

To learn more, contact Marty Marsh today...

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