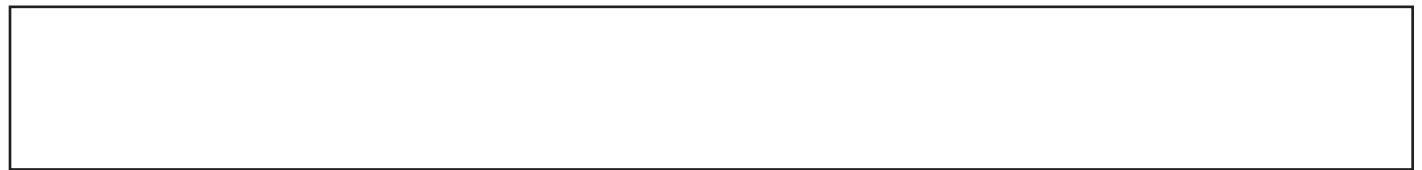
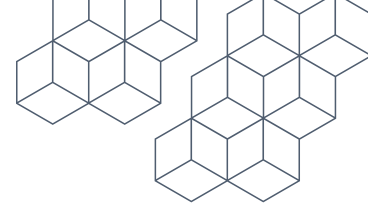


Reactivation Campaign How-To-Guide



So, you want to run a reactivation campaign to clean up your lists and boost reporting? Follow these guidelines to get the job done.



Let's start with the data.

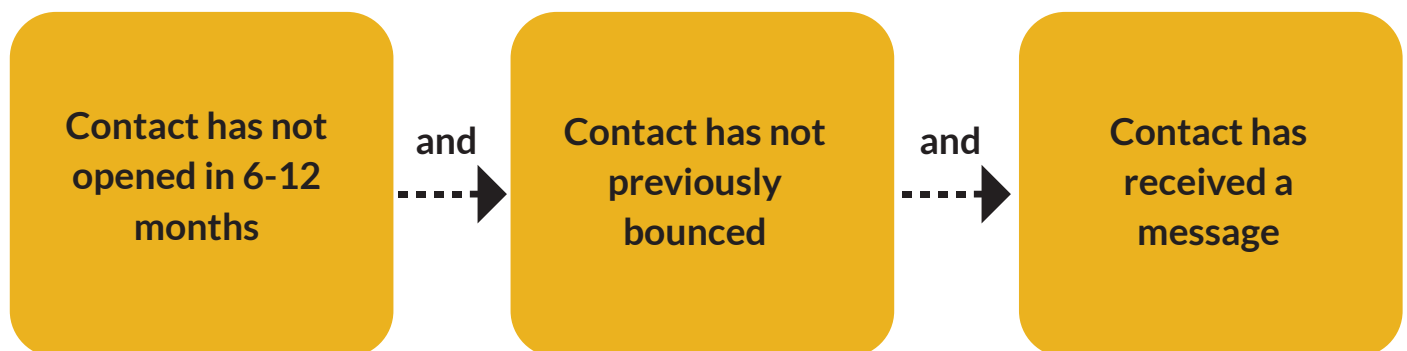
You'll need to create a filter based on an event (or lack of event) to measure engagement. We recommend creating a filter that looks for anyone who hasn't opened any email from you in 6-12 months.

With this list you might pull in bad data in terms of bounced emails, so consider suppressing bounced emails from your list to get an accurate count.

Finally, you should have new contacts in your database that only just started receiving emails from you, so make sure the list you are creating filters out brand new contacts who've never received an email from you (or only a few so far) and have them filtered out of the final count.

The remaining contacts should be good email addresses (not bounced) contacts who have been in your database receiving emails and haven't engaged with any email in the 6-12 month timeframe.

The filter might look something like:

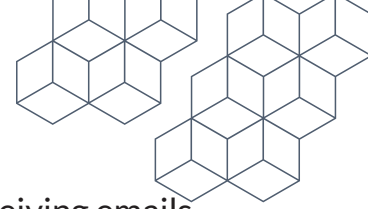


Next set up the messaging.

Now that you have your segment, it's time to build the assets. For this campaign, you will want to build out two emails, four subject lines (for A/B testing), and a survey.

Here are example subject lines:

- 📌 "Take a minute to take our survey"
- 📌 "Your feedback is needed"
- 📌 "Do you still want to hear from us?"
- 📌 "Important: We're might be taking you off our mailing list."
- 📌 "Do I bore you?"



Here is example email copy you could use:

We noticed you haven't read our emails lately. Are you still interested in receiving emails from the [Association]? What type of content would make you open our emails again?

CTA: Take the Survey

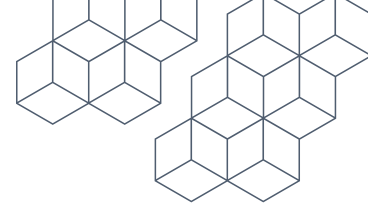
P.S. You can always update your preferences to our newsletters here.

Now write out your subject lines and email copy:

Brainstorm what three questions you want to ask in your survey:

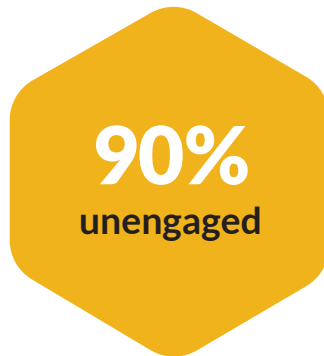
Set a plan and stick to it.

- 📌 Set up an A/B test on the subject line of the first send and schedule it when you want it to go out.
- 📌 Wait one week.
- 📌 Run a dynamic list of contacts that did not click into your email and email that list with the second send (and choose the subject line based on findings from the first A/B test or A/B test again)
- 📌 Wait one week.
- 📌 Run your analysis. Create a list of folks that were sent the two campaigns, but did not open either. Use this list for suppressing on future sends.

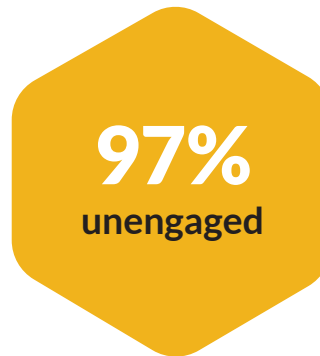
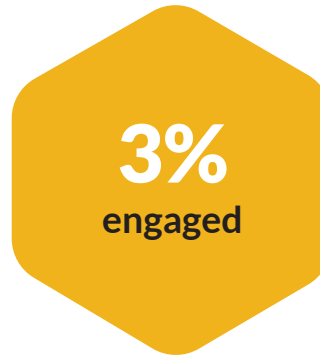


Results:

Great performance



Okay performance



*These results point towards a significant factor in re-engaging dead leads. You will not recapture all of your prospects, but this is a good thing. The ones who do not respond are not worth your effort. Instead, your organization can now focus on the 3-10% who care.

Next steps: Use Facebook custom audiences

Not sure what to do with the 90-97% unengaged? You can upload your entire list to Facebook and have a campaign specifically targeted to your email list with the new Facebook custom ad structure on the Ads Editor. This is one way to reach out to an audience that is active on Facebook, but not on your list.