EMAIL DELIVERED
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5 STEPS FOR EMAIL RE-ENGAGEMENT

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5 Steps for Setting Up An Email Re-Engagement Campaign

Email engagement is key to deliverability. Follow these 5 simple steps to re-engage subscribers that aren't openeing your email messages...

5 Steps for Setting Up An Email Re-Engagement Campaign

With statistics showing that as much as 25% of your email list will die off each year, it is important to develop an email re-engagement strategy.

Whether it's that people change email providers, change jobs, or simply opt out of your list. So, first things first, QUALITY list building needs to be a part of your email program.

Assuming that you're losing 25% of your subscriber base each year due to factors you can't control, it's even MORE important to not only make sure you're list hygiene is being maintained, but also that you're not dumping ACTIVE/ VALID subscribers.

The simple answer is just to keep mailing until you get a hard bounce or until the person unsubscribes from your list.

In the past... that was okay. But it's really not the right answer anymore!

The game has changed and you simply can't do that. The ISPs are looking at engagement rates to determine where to place your emails. That's why some email providers are FORCING their customers to engage their subscribers or lose them (Yes, a well known provider has stated that they are purging all subscribers that haven't opened an email in 4+ months).

So, the only real option is to "re-engage" your subscribers.

What Is An Email Re-Engagment Campaign?

A email re-engagement campaign is nothing more than bringing back to life subscribers that haven't been opening your emails and getting rid of your deadweight (those folks that are no longer interested in what you have to say).

TIP: It's a good idea to take some time and

build in a re-engagement autoresponder series to your various sequences so that you can set it once and forget it...

Rolling Out Your Own Re-Engagement Campaign

Here are some simple steps for rolling out your own email re-engagement campaigns:

1. **Determine the Timeframe.**

How long do you want to go back on your campaigns?

A good guideline is 3-6 months. If this is your first time doing this type of campaign. Consider chunking it down into segments and watching the stats closely. Chances are that after 6 months of unengaged activity, your re-engagement rates are going to be very low.
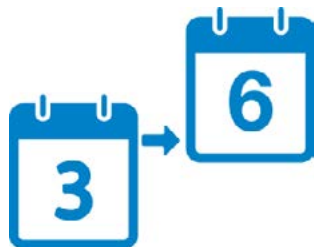
2. **Segment.**

If you have good data on your subscribers, go further than just the aging process. Go through and define key segments that you can create custom engagement campaigns for. The more targeted you are, the more successful the campaigns are going to be.

3. **Design your Campaigns.**

You'll need to think through your campaigns and come up with something that's extremely valuable - that they won't be able to ignore. Think of this as your FINAL chance to save these subscribers.

Spend a good deal of time on your subject line. If they've not been opening your messages, your subject line (or from line) is simply not appealing to them.

Entice/Tease.

DON'T mislead! Once they open, then you'll want them to READ it (this is one of the metrics the ISPs look at).

4. **Send and Monitor**

You'll want to set up some tracking mechanism and measure your results. I'd recommend

in 24 hours, and then again in 7 days to give adequate time for people that may not be glued to their emails the time to get to your messages.

Track the opens, clicks, spam complaints and unsubscribes. Aim to keep your complaints below 0.1%.

Yes, that's pretty low, but anything over that, you'll start seeing hits to your reputation and emails heading straight to the junk folder!Remember: you should be chunking these lists down to segments of 5000 - 10,000 TOPS.

5. **Repeat for each segment**

BONUS TIP: Take all the subscribers that have not opened your emails or responded to your re-engagement campaign and try to re-engage them through alternative methods.
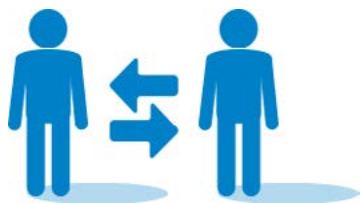
For example, you can export all of the people that just simply won't respond, upload them to Facebook and run a targeted campaign to those people driving them to an optin page to re-engage them that way.

If you collect mailing addresses, consider a direct mail campaign...

The bottom line is that you should absolutely be running re-engagement campaigns and building them into your processes moving forward. It will improve your reputation, your inbox placement, and your overall profit per subscriber in your list.

Additional Tips

The following are some things you may want to consider integrating into your plan include:

- A subscription "downsell" if you will where they can opt to get a once a week digest instead of a daily email.

- A manage subscriptions center where

they can choose which types of messages to receive from you (It's better to keep a subscriber on a weekly content list and drop them from promotional emails rather than to lose them entirely). At least in this case, they are still open to receiving messages and you can include inline ads inside of your newsletter content.

- You may also want to add instructions on whitelisting your emails in the various email clients. (You can use the tool at http://www.emaildelivered.com/whitelist-generator to generate the instructions for you).

Wrap Up

In this guide, we covered the basic steps for creating a re-engagement campaing for existing subscribers.

Once you've gone through your existing database and identified (and removed) all of the inactive subscribers, you may want to add re-en-

gagement sequences to all of your campaigns so that the process is automated.

This will ensure optimal list hygiene, will command higher deliverability rates, and more.

The main point to remember is that it's about having a quality list, that opens and reads your messages... It's not about having the biggest list in your market.

In fact, we've seen small lists (10,000 people or less) outperform lists of over 150,000 because the list owner has a relationship with their subscribers. As a result, they open emails, click on links, and buy products and services.

Next Steps...

Now it's time to put into action what you've read in these pages.

To Recap...

- Determine how far back you want to go in terms of people that haven't opened

your messages.

- Segment your list by additional data for more specific targeting.

- Create your campaign, paying attention to the "From" name and the Subject line.

- Track your results

- Repeat!

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Heather Seitz is the co-founder, and Marketing Director at EmailDelivered, an email deliverability management and consulting company based in Austin, Texas. Their sole focus is on getting your emails delivered!

Heather has worked with top online business owners and marketers around the world to help solve delivery problems and improve the results from their email programs.

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