

THE “RE-ENGAGEMENT” EMAIL

With 144.8 billion emails sent every single day, and the average person exposed to 13,000 marketing messages in the same period of time, getting your message read and absorbed by your target customer is becoming more and more difficult.

These days you’re competing with hundreds of other companies for the attention of your prospect, and sometimes it can be pretty tough to know how to stand out and cut through the clutter.

Thankfully, there is a way: the **re-engagement email**. Now, just to be clear, I haven’t reinvented the wheel here. This email was first conceived a number of years ago at an event in America by a guy called Dean Jackson, and it’s been such a great strategy for UK businesses that I wanted to share it, as well as my take on it.

Rather than pushing your product or service, articulating your offer or trying to get clickthroughs; this email focuses purely on re-engaging with your prospect, and to be frank, right now **it’s one of the most effective ways of getting noticed and opening a dialogue with your market.**

Before I show you the email, it’s important that you banish all thoughts of what a marketing message *should* look like, because this one’s pretty different.

It doesn’t rely on clever and complicated copy, eye-catching imagery or a deadline.

Instead, it relies on the fact that when you get an email from an actual human, asking you a question, you’re WAY more likely to engage with it than if you get an email from a great big faceless marketing machine.

It’s a far cry from the emails with bullet benefits, takeaway selling and fast action bonuses that marketers usually suggest you send, but hold your horses before you get disappointed, because there’s a good reason that none of that stuff is in this email.

The email

So without further ado, here’s an example of the email:

joe@joebloggs.com
Joe...
Are you still looking at getting a cleaner?
Regards,
{Your Name}

And that’s it. Not exactly rocket science is it? But the fact of the matter is that this email has been worth thousands of pounds to UK businesses over the last few months.



How do I make this work for my business?

Naturally you'll need to tweak the email a little bit to make it work for your industry, but the truth is that it really should work for you, no matter what you're selling, and whoever you're selling to.

If you're an accountant, it'd be: *"Are you still looking for an accountant?"*.

A decorator? *"Are you still looking for a decorator?"*.

Logistics company? *"Are you still looking for help with logistics?"*.

Seth East, Director at Bright Financial sent his version of the email to a number of his unconverted leads. He sells mortgages, so unsurprisingly his email read:

"Are you still looking at getting a mortgage?"

The result?

"I couldn't believe what happened when I sent this email to a handful of people who'd enquired with me before. From just a few minutes work, I re-engaged with a number of people who'd dropped off and opened a dialogue that resulted in initial sales of £8372.93 with a couple more to close this week"

This email works. And in reality it's not hard to see why. It engages, it requires a response and it elicits curiosity. All in just a handful of words.

It might not be the most exciting "marketing technique" that you've ever come across, but the fact of the matter is that it might well be one of the most successful.

Still not sure? Try it.

(N.B. It's really important that you resist the temptation to add anything else into your email. As marketers, we sometimes find it difficult to understand the 'less is more' saying, but where this email is concerned, it's VITAL that we don't cloud the message with a whole load of clutter)

Who should I send it to?

Grab yourself a list of some prospects who you haven't ever monetised, or a handful of customers who you haven't spoken to for a couple of years, and send them a one-liner like the one above.

If you don't send it, you'll never know; but to my knowledge, no business owner that has taken the plunge and sent one of these emails has ever regretted it.

