

This campaign is simple... it should be sent to ANYONE who reengages with your messages by clicking any link in any message in the Re-Engagement Campaign OR the Win-Back Campaign.

The goal of this email to make sure the engagement "sticks"...

**Welcome Back Campaign**



**Re-Engagement Campaign**

The following email series is designed to go out to anyone on your list who has NOT opened or clicked one of your emails in the last 30 (or 60 depending on how aggressive you want to be in your "pruning") days.

Once someone clicks on a link in an email in this series, they should be considered re-engaged at which point they should be removed from the series.

**Win-Back Campaign**

At this point the re-engagement campaign has ended, so if the prospect still hasn't responded it's time to turn up the heat.