**Welcome Back Campaign- Re-Engagement Series**

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”…

**Message #1** –Send Immediately after an un-engaged subscriber becomes re-engaged.

**Subj:** Welcome back!

Thanks for updating your information…I’m thrilled to have you as an active subscriber again!

Here’s a link to some of the content you missed while you were on your “hiatus”:

**[INSERT BULLETED LIST OF MOST POPULAR BLOG POSTS, REPORTS, VIDEOS, INFOGRAPHICS, ETC FROM THE PAST 30 DAYS…]**

…and here’s a “mystery gift” I want you to have to further welcome you back into the fold:

**[LINK TO MYSTERY GIFT PAGE]**

Finally, since email is less than perfect, make sure you’re also following us on Facebook and Twitter just to be sure you never miss out again:

**[LINK TO FACEBOOK PAGE]  
[LINK TO TWITTER PAGE]**

Again, it’s good to have you back. :)

Talk soon,

**[ENTER YOUR NAME HERE]**  
**[ENTER YOUR TITLE HERE]**  
**[ENTER COMPANY WEBSITE HERE]**