

Why Re-sign?



So you've used a newsletter to attract your customers, then you've concentrated on retaining those customers. But what about the ones that have slipped away.

Firstly, don't give up on them if they show signs of getting cold feet, they are still an important revenue making opportunity.

There may be many reasons why a customer has gone AWOL:

- Their interests or circumstances have changed.
- They changed their email address.
- They originally bought from you on the back of a great deal.
- You may simply be ending up in the junk folder.
- They're a gift shopper and bought for a special occasion.
- They had a bad experience and decided not to come back.
- Your product offering has changed and doesn't suit them anymore.

How do I re-sign them with an email?

Firstly, a good tip is to keep the subject line short. "Miss you" or "Come back" can work wonders and achieve around a 13% open rate.

Of course, getting a customer to open the email means nothing if the contents don't interest them.

You could try:

- A re-sign offer. A juicy deal to tempt them back.
- If that doesn't work try a follow-up to remind them about their special re-sign deal. You may want to try sending an even better offer.
- Some technology platforms can tell if your lapsed customer has been active on your website. If the customer has been browsing but not buying, try personalising an email with products and categories that they've viewed.
- If they are not even active on your website, send them an email just to remind them what they're missing.
- Finally ask lapsed customers if they still want to hear from you.

It's important not to just let lapsed or lapsing customers disappear into the ether. Put them on a dedicated re-sign email work flow until you succeed!

Here's a sample letter texts that we're currently sending to our base, reiterating some of the key benefits of being with O2:

