

Re-engagement Campaign Planning Guide

1. Campaign Objective

What is the goal of your re-engagement campaign?

E.g., Win back inactive subscribers, increase open rates, generate more purchases, etc.

2. Audience Segmentation

Describe the criteria for identifying inactive users:

E.g., No purchase/activity in the last 3 months, unopened emails, etc.

3. Messaging & Content Strategy

Key messages or offers:

E.g., Special discounts, product updates, personalized recommendations, etc.

4. Communication Channels

Select channels:

E.g., Email, SMS, Push notifications, Social media, etc.

5. Timeline & Frequency

What is the schedule for sending messages?

E.g., Initial message, follow-up after 7 days, last attempt after 14 days

6. Success Metrics

How will you measure success?

E.g., Open rates, CTR, conversions, reactivation rate, unsubscribe rate, etc.

7. Notes & Next Steps

Additional notes or actions required:

E.g., Design assets needed, team roles, data cleaning, etc.