



**BEST OPEN  
RATES**

**21%**

**PET & ANIMAL  
SERVICES**

**HOW MUCH EMAIL  
IS OPENED WHILE  
WATCHING TV**

**69%**

# HOW TO RE-ENGAGE EMAIL SLACKERS

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According to WordStream, "Email is the third most influential source of information for B2B audiences, behind only colleague recommendations and industry-specific thought leaders."

**GET THE TIPS**



## Why Email?

According to WordStream, “[Click-thru rates] CTRs are 47% higher for B2B email campaigns than B2C email campaigns.”

That being said, your email list can be a golden ticket if you pay close enough attention to it.

In this ebook are some tips you can use to re-engage those who haven’t opened or clicked on an email in a while. After all, you only want email contacts who are actually going to consume your content, right?

That’s why it is so important to re-engage your email list a few times a year.

## Who's on the list anyway?

When was the last time you reviewed an email report?

If it's been a while, you'll want to start here. Begin by segmenting your list by opens and clicks. Those who open and click the emails often should go on a VIP list. Those who fall in the middle, you'll need to spend more time with to determine what they are opening and clicking on. Those at the bottom of the list should get a chance to re-engage or exit from the list altogether.

### Middle of the Road

For those who are opening or clicking on some, but not all, emails review the data about what they *are* interested in.

1. Create a series of remarketing campaigns for each sub-segment.
2. Send an email to each sub-segment with a featured blog article or a whitepaper, video, ebook, tip sheet, infographic, podcast, webinar registration, or something else to get them to engage.





3. Keep the content very specific and only send them one item to consider.
4. Use a tracking URL for the action you want them to complete so you may track the activity.
5. Include a call to action that triggers something on your website, like a click, download form, video play, social media share, etc.

Give them an unsubscribe option.

#### **Bottom of the List**

For those on the bottom of your list, it's time to determine if you should keep them or discard them. Give them a chance to help you make that decision. After all, their inactivity is bringing down your email open rates and that can look bad in your reporting. Here's what you can do.

1. Segment your list to create a new sub-segment called something like "Low Activity List."
2. Design a simple email with a single request – either to stay on the list or to unsubscribe.

Below is sample text to include in your email, along with a design sample. The unsubscribes will get scrubbed from the list. You can move the ones who stay, to the middle of the road list.

### Sample Email

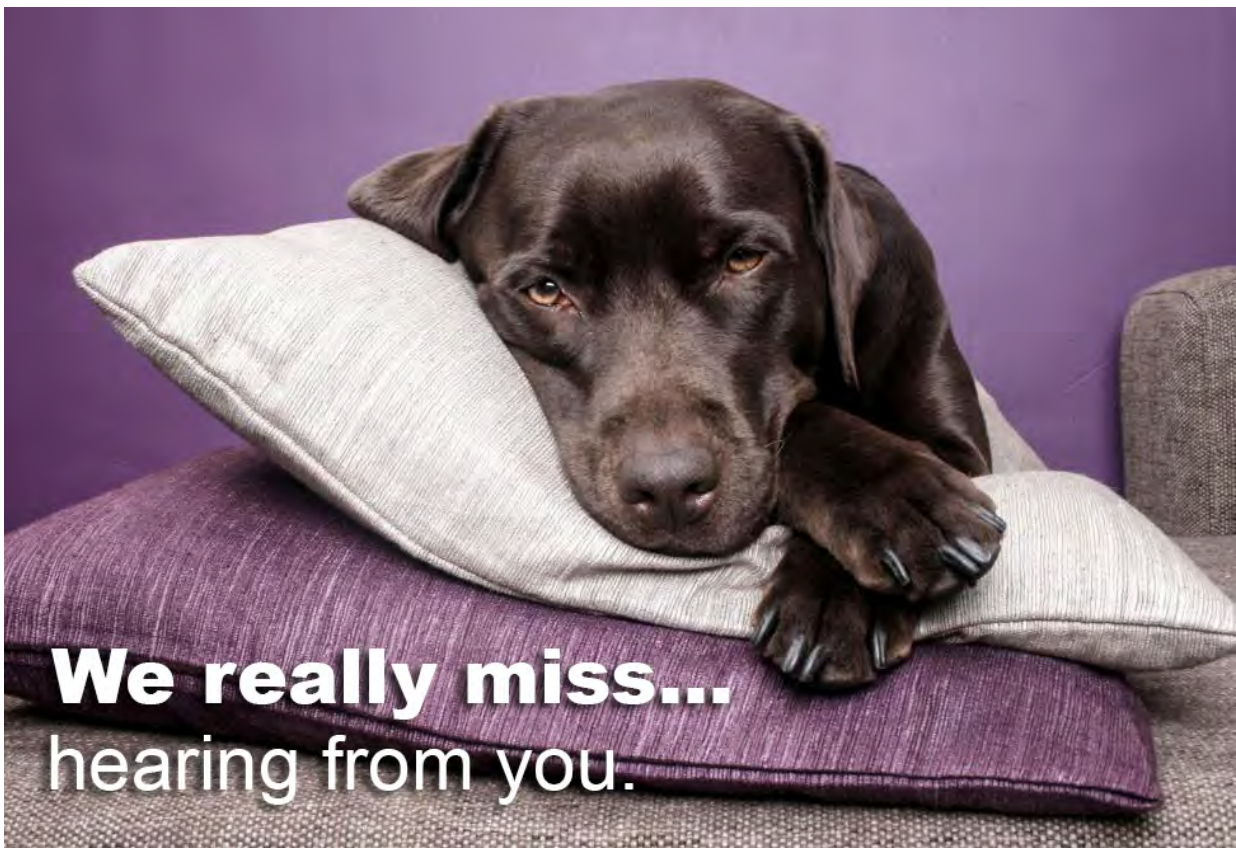
Here's the deal.

At some point, you subscribed to our firm's emails. Ever since then, we've been emailing you some of our best content.

But, we've noticed that you haven't opened or clicked on any of our emails in a while.

Are you still interested in getting great [insert tip types, e.g., audit, tax, small business, etc.] tips from us? If yes, fantastic! We'll send you our next email.

If not, you may "unsubscribe" using the link below.



Perform this process once a quarter, twice a year, or annually to help keep your email list effective.

Now that you have the process, consider doing this before “busy” season to help weed out those who don’t want to be on your list, to generate service line sales, and to re-engage past connections.

### Additional Resources

- 9 Ways to Avoid Landing in Your Client’s Email Spam Box [<https://penheel.com/2018/9-ways-to-avoid-landing-in-your-clients-email-spam-box/>]
- Standardized Email Format Increases Client Engagement [<https://penheel.com/2018/standardized-email-format-increases-client-engagement/>]
- Break These 5 Outdated Email Rules [<https://penheel.com/2017/break-5-outdated-email-rules/>]

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## Who is Penheel Marketing?

Social media and digital marketing consulting firm for CPA firms, small businesses, and non-profits.0

We have a monthly newsletter with tips, tricks, and more. Join our mailing list today!

<https://penheel.com/free-monthly-marketing-tips/>



### Blogging

Create blog content quickly while getting SEO tips and best practices pointers.



### Social Media

Publish content to your social accounts, then nurture leads based on their social engagement.



### Marketing Analytics

Website analytics, online advertising analytics. See which sources are generating the most leads.



### Search Engine Optimizations

Improve your rank in search engines by finding and tracking your most effective keywords.



### Email

Send personalized, segmented Emails based on any information in your contact database.



### Lead Management

Track leads with a complete timeline-view of their interactions with your firm.

