

## The (Re)Connection Campaign

### When to Implement:

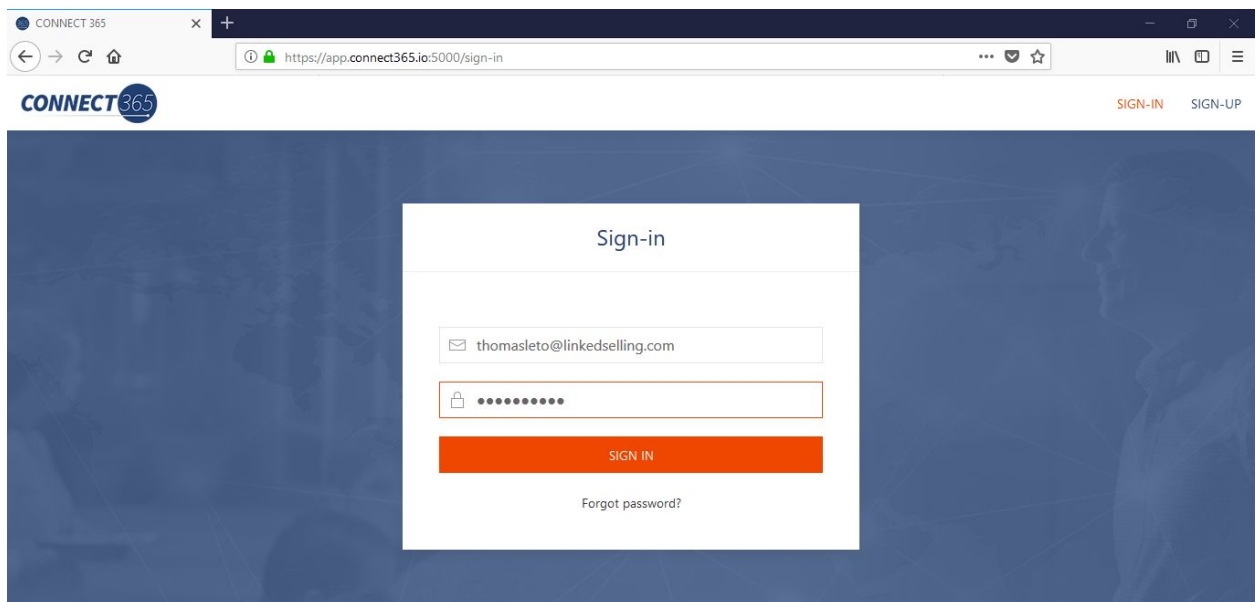
When you've let the relationship with a portion of your contacts grow stale.

### Who is Included:

These should be non-clients whom you haven't had any interaction with for a few months (at least).

### Set-up Process:

1. Identify prospects to enter (or tag current contacts appropriately) into (Re)Connection Campaign.
2. Log into Connect 365.



3. Create and name the tag for your campaign.
  - Click on the "tags" button on the top menu bar to create a new tag.

The screenshot shows the Connect365 dashboard. The navigation menu at the top includes DASHBOARD, CAMPAIGNS, CONTACTS, TAGS, MAIL ACCOUNTS, and SETTINGS. The 'TAGS' menu item is highlighted with a red arrow. Below the navigation, the dashboard displays a welcome message, a section for upcoming messages (with a 'CREATE NEW MESSAGE' button), and two main sections: 'CAMPAIGN RESULTS' and 'MOST ACTIVE CONNECTIONS'. The 'CAMPAIGN RESULTS' section features a bar chart with two bars: a green bar at 122 and a smaller bar at 48. The 'MOST ACTIVE CONNECTIONS' section lists four contacts with their lead scores and email addresses, each with a 'VIEW' button.

- Click on “create tag” to create a new tag.

The screenshot shows the 'TAGS' page in the Connect365 application. At the top, there is a search bar for tags and a dropdown menu for 'TAG NAME'. A red arrow points to an orange 'Create Tag' button. Below this, it indicates 'Total Tags: 13' and a 'Show 10 Records' option. A table lists existing tags with their details:

TAG	TOTAL CONTACTS	TOTAL CAMPAIGNS	DATE	ACTIONS
SEQUENTIAL CAMPAIGN - 1	51	1	May 18, 2018	
TAG - CART CLOSE	1995	0	Feb 21, 2018	
TAG - PROFILE ASSESSMENT ROUND 6	87	0	Feb 10, 2018	
TAG - PROFILE ASSESSMENT PEEPS - ROUND 5 P1	376	0	Feb 9, 2018	
TAG - PROFILE ASSESSMENT PEEPS - ROUND 4	569	0	Feb 9, 2018	

- Enter tag info, choose color and hit “save”.

**Create Tag**

Tag Name  
(RE)CONNECT PROSPECTS

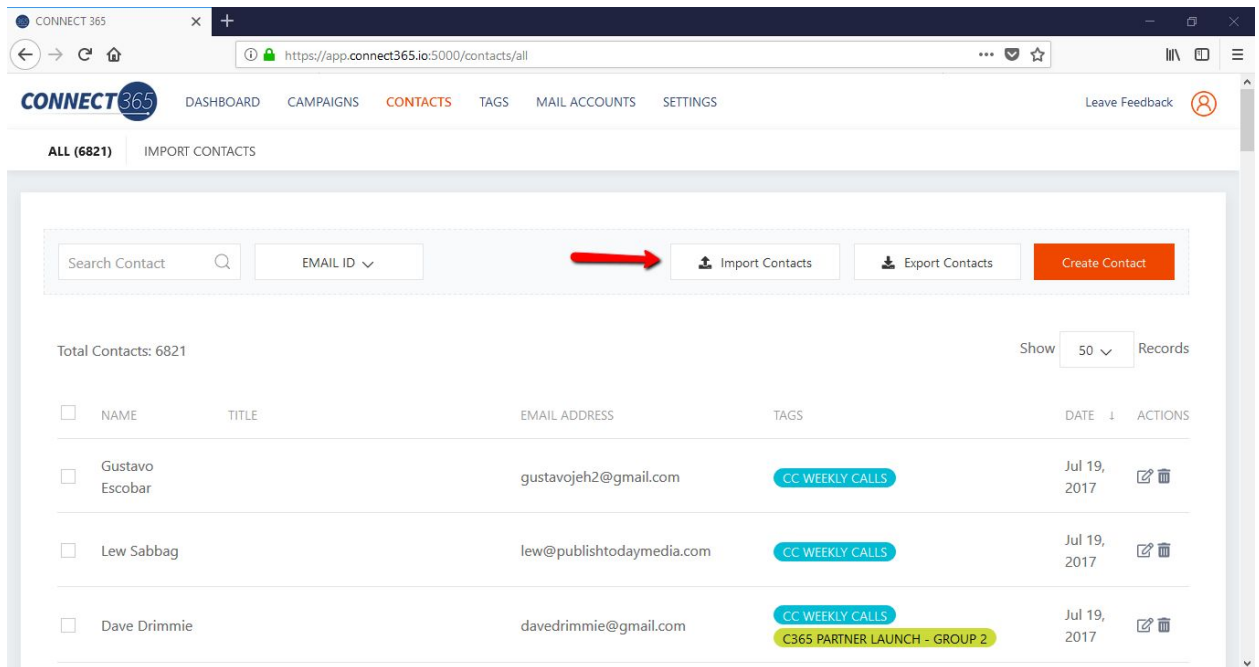
Tag Description  
Current reconnection campaign targets

Color  
[Blue bar]

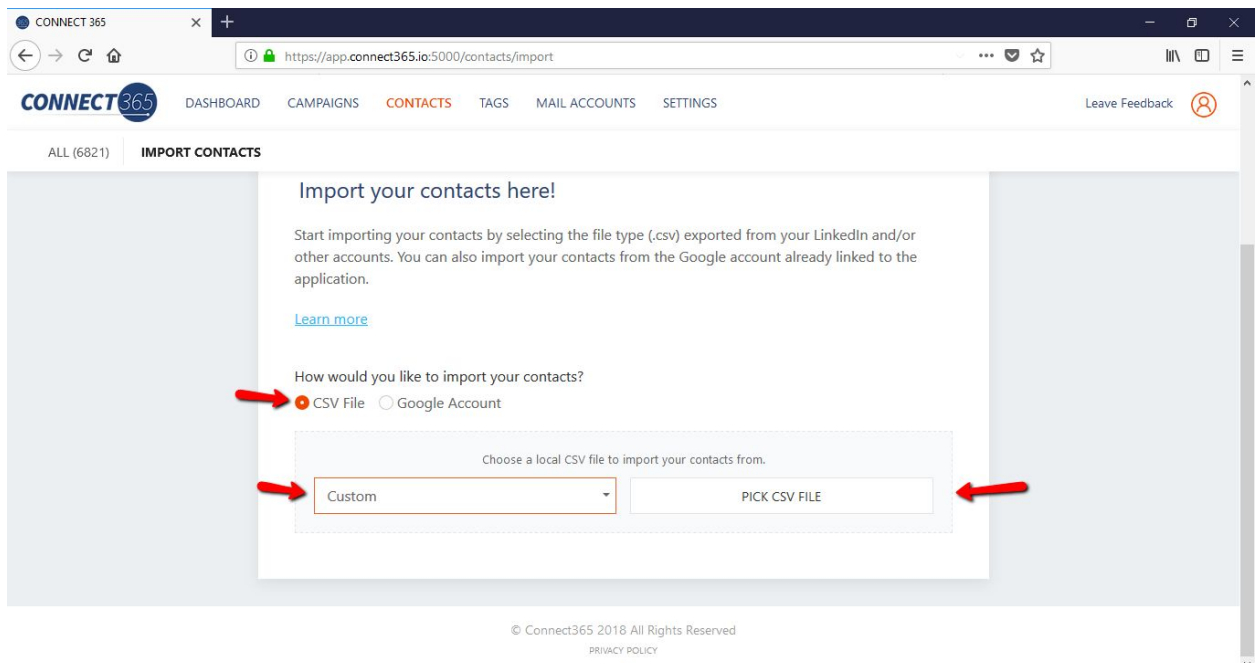
Preview  
[Preview of blue button with text (RE)CONNECT PROSPECTS]

CANCEL SAVE

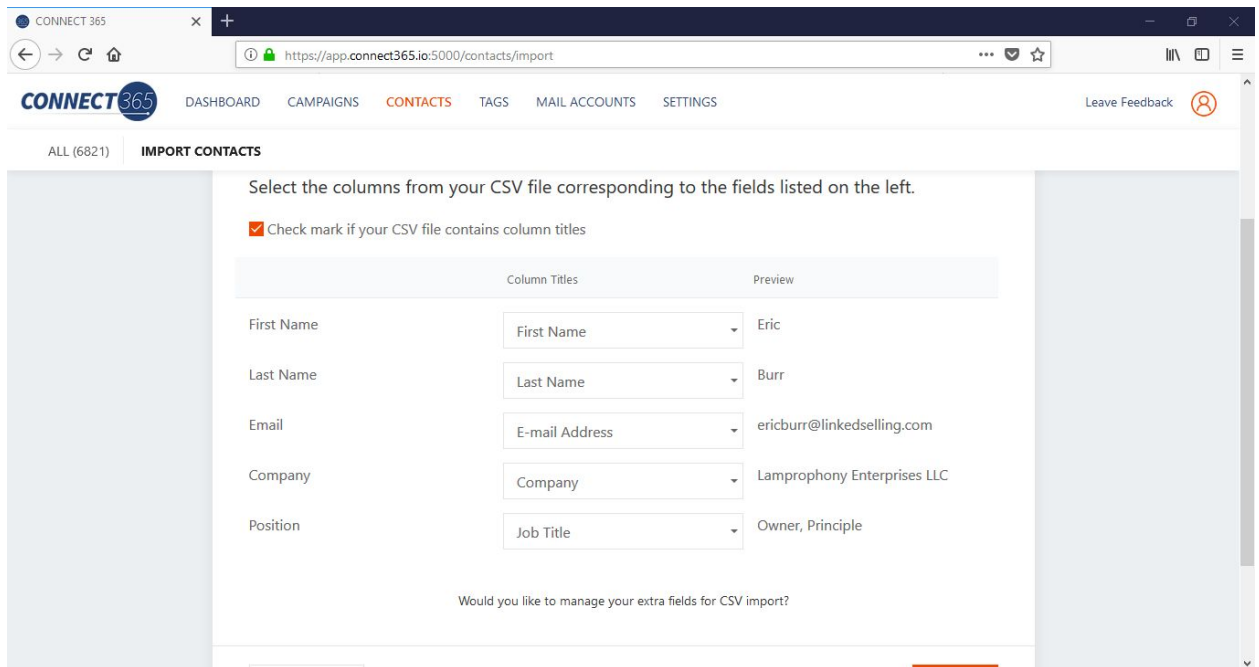
4. Import and Tag Connections into Connect 365.
  - Select the “contacts” button on the top menu bar and then select “import contacts” button.



- Then make sure “CSV file” is selected, select the CSV type, and then pick CSV file to upload.



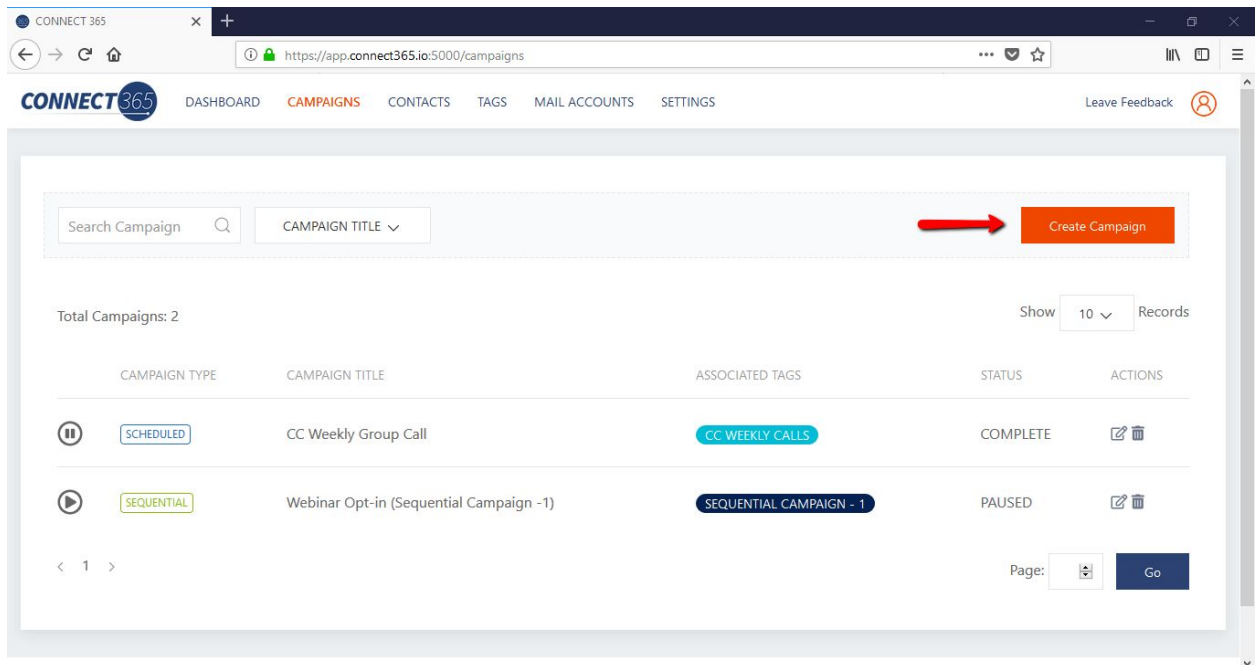
- Make sure prospect info is in the right fields.



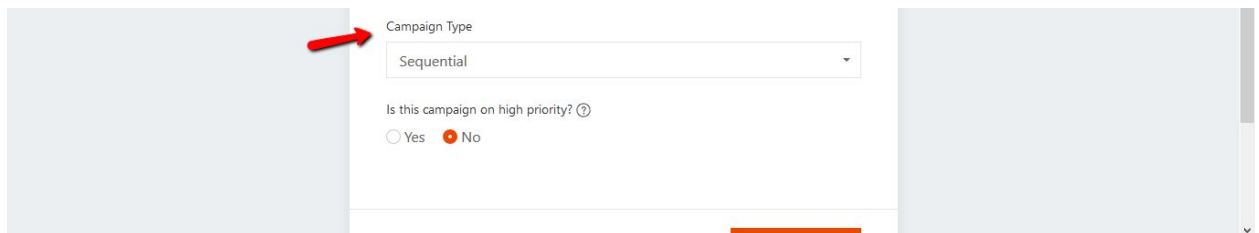
- Select TAG to apply to prospects by hitting the “select tags” button in the middle of your screen and then selecting the appropriate tag and hit save.

**The Campaign:**

1. Creating your campaign.
  - Hit the “campaigns” button on the top menu bar and then select “create campaign”.



- Fill in campaign details, link your email account, and set “campaign type” to “sequential” campaign.



- Assign tag to campaign and hit save.

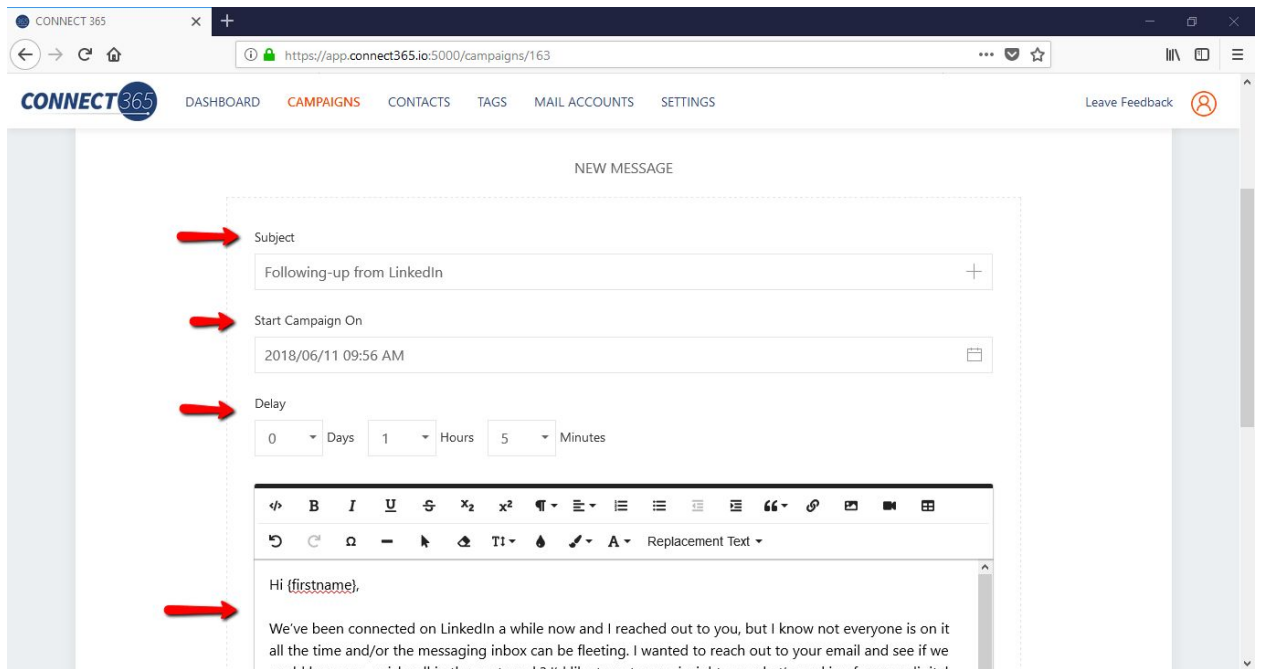
- Select days and time frame that emails can be sent out.



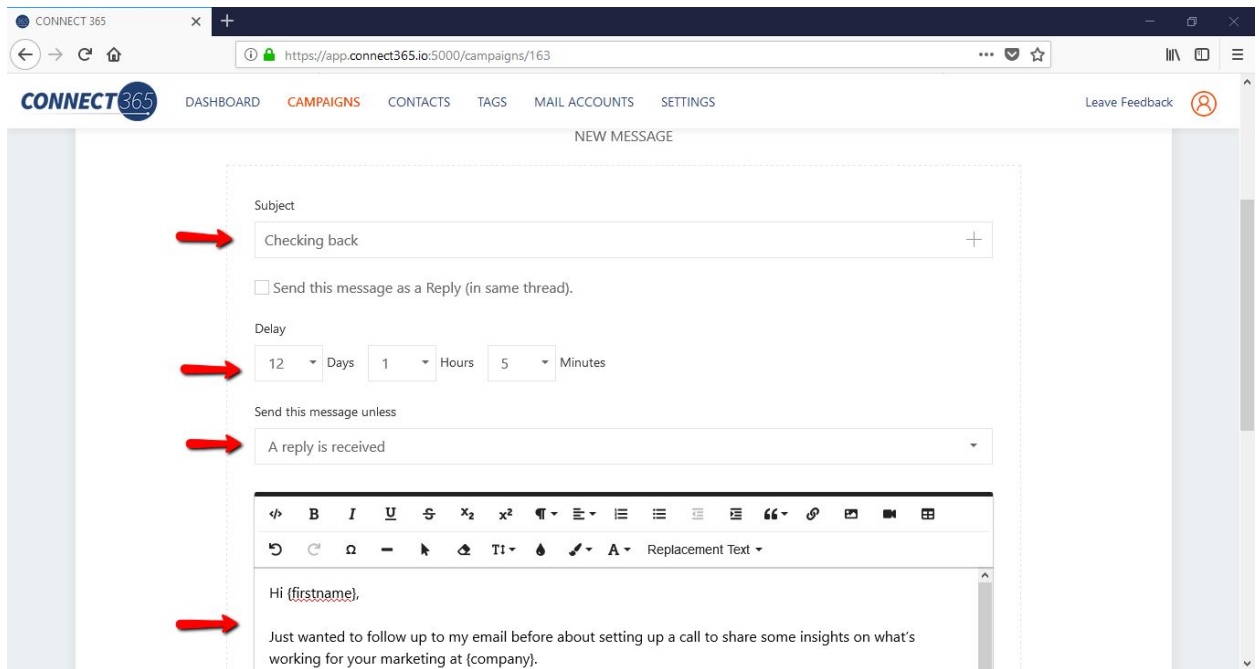
The screenshot shows the CONNECT 365 web application interface. The browser address bar displays the URL <https://app.connect365.io:5000/campaigns/new>. The navigation menu includes DASHBOARD, CAMPAIGNS, CONTACTS, TAGS, MAIL ACCOUNTS, and SETTINGS. The main content area is titled "Select Days to Send" and features a row of buttons for the days of the week: SUN, MON, TUE, WED, THU, FRI, and SAT. Below this is a "Timezone" dropdown menu set to "Chicago (Central)". The "Send between" section contains two time selection boxes: "Start Time" (09:00 AM) and "End Time" (05:00 PM). At the bottom of the form are "PREVIOUS" and "DONE" buttons.

## 2. Composing and setting up your messages.

- Setting up Message 1; hit the “compose” button and begin to fill out message info including subject line, the day the campaign starts, the delay (the time between a person is tagged and when they receive the first touch point), the messaging language and hit save.



- Setting up Message 2; hit the “compose” button and begin to fill out message info including subject line, delay (the time between the second and first touch point), set the “send this message unless” section to the option “a reply is received”, the messaging language and hit save.



- Setting up Message 3; hit the “compose” button and begin to fill out message info including subject line, delay (the time between the second and first touch point), set the “send this message unless” section to the option “a reply is received”, the messaging language and hit save.

The screenshot shows the 'NEW MESSAGE' interface in the CONNECT 365 application. The browser address bar shows the URL <https://app.connect365.io:5000/campaigns/163>. The navigation menu includes DASHBOARD, CAMPAIGNS, CONTACTS, TAGS, MAIL ACCOUNTS, and SETTINGS. A 'Leave Feedback' button is visible in the top right.

The 'NEW MESSAGE' form contains the following elements:

- Subject:** A text input field containing 'Tons going on'. A red arrow points to this field.
- Reply:** A checkbox labeled 'Send this message as a Reply (in same thread)'. It is currently unchecked.
- Delay:** A section with three dropdown menus: '14' Days, '1' Hours, and '10' Minutes. A red arrow points to the 'Days' dropdown.
- Send this message unless:** A dropdown menu with the selected option 'A reply is received'. A red arrow points to this dropdown.
- Rich Text Editor:** A toolbar with various icons for text formatting and insertion. Below the toolbar, the text reads: 'Hi [[first\_name]],  
It seems you have a ton on your plate and trust me, I know that feeling. Since we keep missing each other, I wanted to share something that I think will be valuable to you. It is a recent article of mine that gives you a'. A red arrow points to the first line of text.

## Example Layout of a (Re)Connection Campaign

SUBJ	TOPIC	TIME DELAY
M1. Checking in	(re)introduce yourself	
M2. Would you like to join GROUP NAME	invite to group (if no group... share content)	~ 7 days later
M3. {firstname}, curious about your thoughts on this...	Reverse 9-word email 'I'm thinking about putting together a LinkedIn profile assessment?'...	~ 11 days later
M4. Want a free LinkedIn profile assessment?	offer of value...not just here's my offer...	~ 13 days later
M5. Re: Want a free LinkedIn profile assessment?	follow-up offer	~ 4 days later
M6. A few missed opportunities	let's talk about it	~ 12 days later
M7. Re: discuss a few missed opportunities on your profile?	follow-up call offer	~ 7-10 days later