

LS **LinkedSelling**
The Marketing Lab



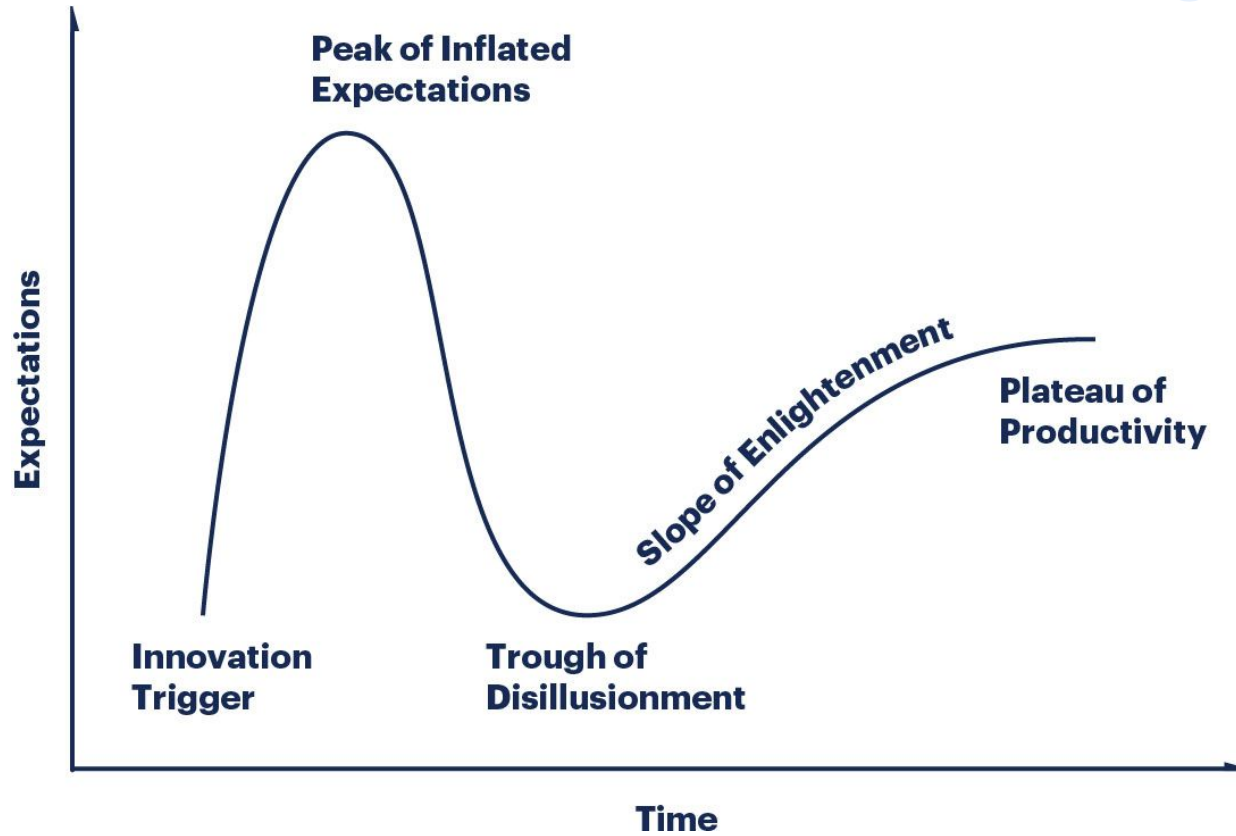
Take
the
lead.



THE MARKETING LAB

Three Re-Engagement Campaigns to Send Your Unresponsive Contacts

How can you re-engage the contacts you've lost touch with?
What are a few unique and effective campaign angles to utilize?





Think back 3 months...

“Build it, and they will come” only works in the movies. Social Media is a “build it, nurture it, engage them and they may come and stay.”

~ Seth Godin





In our big email campaigns...we exclude people that have been inactive (no opens, no replies, no clicks) and try and re-engage through other strategies.



The Interview Campaign.

The Interview Campaign

What is it?

Offer publicity, promotional post in exchange for a short-form interview.

When to use it?

Could be used in a variety of cases. (re-engagement with previous contacts or leads, colder audiences, high-value prospects).

Why is it effective?

Promise of potential value to prospect. *Key:* Leave the door open to next step.

The Interview Campaign

SUBJ: Could we feature {company}/you in our next post, {firstname}?

{firstname},

I currently produce an interview series and was wondering if you might be interested in participating. The series features **INSERT TARGET AUDIENCE DESCRIPTOR**, and is **DESCRIPTION OF AUDIENCE/HOW YOU'LL PROMOTE**.

Would you be interested in participating? With your background, I'm sure that we'd have plenty to talk about that other **SHORT AUDIENCE DESCRIPTION** would love to hear.

SHORT DESCRIPTION OF PROCESS (Focus on how easy this will be for prospect)

(if you have it) Here's an example of a previous interview:

LINK

Let me know if you would like to participate and we can schedule a quick call!

SIGNOFF

The Interview Campaign

SUBJ: Could we feature {company}/you in our next post, {firstname}?

{firstname},

I currently produce an interview series and was wondering if you would be interested in participating. The series features top marketing leaders in Australia, and is featured in the Marketing Leaders of Australia group on LinkedIn.

Would you be interested in participating? With your background, I'm sure that we'd have plenty to talk about that other marketing professionals would love to hear.

The format is really simple. It would be a written interview. I'd send you the questions, and your written response would be used for the series.

Here's an example of a previous interview:

[LINK](#)

Let me know if you have any questions, or would like to participate!

Cheers,
Aaron

Interview Request Follow-Up

SUBJ: Re: Could we feature {company}/you in our next post, {firstname}?

{firstname},

Just wanted to follow-up and gauge your interest in this. I don't want to be a pest.

But just thought our audience would love hearing about your expertise and background with {company}/AUDIENCE DESCRIPTOR (ie what's working best in your digital marketing mix).

Let me know if you'd be interested in a quick 10-15 minute call this week.

SIGNOFF

The image features a stack of papers, likely legal or administrative documents, with a semi-transparent green overlay. A large, solid blue circle is positioned on the right side of the frame. The text 'Close the File Campaign.' is written in white, sans-serif font across the center of the blue circle. The background papers are slightly out of focus, showing some text like 'nsight' and 'MINNEAPOLIS, MN 55427-2574'.

Close the File Campaign.

Close the File Campaign

What is it?

Attempts to guide the prospect to a yes/no decision that communicates it's okay if they say no.

When to use it?

After speaking with a lead that has since gone cold.

Why is it effective?

Gives the prospect more power and autonomy in the next step.

Close the File Campaign

SUBJ: Can we clear something up?

Hi {firstname},

It's been a little while since we last spoke and I thought it would be worth reaching out again.

Have you given any more thought to **the proposal** we discussed a few weeks back?

I'd be happy to give a quick review of it over the phone and answer any questions.

When is a good time for you to have a quick check-in call?

SIGNOFF

Close the File Campaign

SUBJ: Re: Can we clear something up?

Hi {firstname},

Just bumping this.

Is there a time that works best for you to have a quick call on this?

SIGNOFF

Close the File Campaign

SUBJ: Should we close the file?

Hi {firstname},

I've been reviewing some recent conversations and wanted to send over a quick courtesy message as I don't want to be a pest in your inbox. ;-)

If you aren't interested in our discussion a few weeks back, no worries I'm a big **boy/girl**. But I wanted to ask in that case, should I close the file?

If, however, you are still interested, what do you recommend as a next step?

Thanks for your help,

SIGNOFF



Exclusive Gift Campaign.

Exclusive Gift (or Audit)

What is it?

Provide an opportunity for an exclusive gift or audit - some free 'work' that is something you have a process to deliver.

When to use it?

Reaching out to high-value leads or targeted accounts. Especially if they've gone cold after an initial engagement or relationship.

Why is it effective?

Value. Exclusivity. Scarcity.

Exclusive Gift Campaign

SUBJ: {firstname}, thought this might interest you

{firstname},

I was hoping I could get your quick feedback on a brand-new State of LinkedIn Advertising report we're working on publishing.

As we are building out some research we're reaching out to some members of our community to gauge their thoughts on LinkedIn ads and how effective (or ineffective) they've been in their experience so far.

Right now, I'm just reaching out to a few people in our world to see if they'd be interested in sharing some thoughts and your name popped to mind as I've seen some of the ads you've been running.

Just hit reply and let me know if you'd be interested in continuing the conversation here over email. :-)

SIGNOFF

Exclusive Gift Campaign

SUBJ: Feedback on Your LinkedIn Ads

{firstname},

Just wanted to follow-up on a message I shot over a couple weeks back.

My team has been uncovering some new trends in our LinkedIn ad campaigns that I thought you and your team might be interested in.

These are some findings we haven't yet shared publicly.

As we're rolling this out, I'm only sharing it with a few of my hand-picked contacts to talk through the viability for outside accounts.

If you'd be interested in my team putting together a full audit and report with suggestions for how to best optimize and launch your LinkedIn ad campaigns, just hit reply and let me know.

All we'd need is your go-ahead and we'll follow-up with a custom analysis within the next week.

Looking forward to hearing from you!

SIGNOFF

Exclusive Gift Campaign

SUBJ: Re: Feedback on Your LinkedIn Ads

Hey {firstname},

Just wanted to check back in on this and see if you'd like the LinkedIn Ads Audit.

As we're testing this process out, there's no cost to you. Just looking for a few guinea pigs for my team to put together these gameplans to see if it's something we might be able to roll out to a larger audience in the future.

Anyways - just let me know if you'd be interested in having my team review and analyze current opportunities on your LinkedIn ads and we'll follow-up with a custom report in the next 5 days.

Thanks,

SIGNOFF

7 Pillars to Effective Messaging

1. As Personal As Possible.
2. Exclusive.
3. Short.
4. Write Like You Talk.
5. Get them to Take One Step.
6. Don't Sell It All.
7. Value to Them.

Don't Forget...

W.I.I.F.M.

What's In It For Me!

On the next:



Outbound Sales Mastery

Call Held 6/3 at 1 pm (central) with Rob Lime