

3 Steps To Re-Engage Inactive Subscribers

With BFCM just around the corner, there's never been a more critical time to re-engage your inactive customers. Chances are you'll reach out to your entire list during the holiday season, so your window of time to improve engagement—and maximizing revenue—starts now!

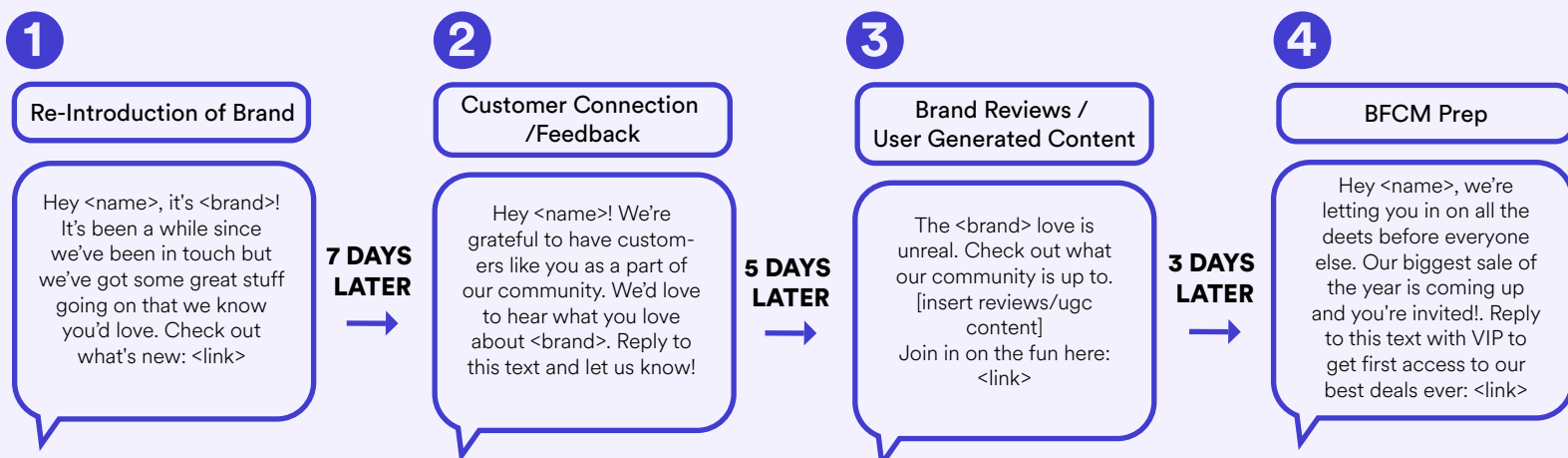
Did you know that anywhere from 25%-40% of your list may be inactive? You may be segmenting these customers out of your broadcast strategy, but ultimately, it won't help your SMS ROI to keep them excluded. In fact, brands who re-engage their inactive customers see revenue increases of up to 68%.

We've put together 3 easy steps to help you re-engage your inactive subscribers before BFCM. Ready to maximize your SMS revenue in Q4?

Let's get started!

- 1** Identify your inactive segment. This would be customers who have not received or clicked through a message in the last 30 days.
- 2** Re-Introduce the brand. Sometimes a subscriber just needs a friendly re-introduction to your brand with fresh messaging and a new update to entice the segment.
Pro tip: Adding an image can increase your CTR by 52%!
- 3** Provide an exclusive offer or access to deals. Here's your chance to offer SMS subscribers the VIP treatment. In providing customers an exclusive offer or early access to deals, you'll entice them to give your brand another try ahead of Cyber Week.

Here's a simple re-engagement broadcast strategy you can deploy using these tactics to re-engage inactive customers before BFCM.



Add responses to VIP BFCM list