

# Revive and Thrive

## 7 Ways to Reignite Customer Interest

Even the most loyal customers can go quiet sometimes. Life gets busy and inboxes overflow, which can leave you lost in the shuffle. But don't worry, just because your customers are quiet doesn't mean they are lost for good! Here are some ways you can re-engage your customers, revitalize your existing relationships, and remind people why they loved you in the first place.

### 1 Segment your list and get personal

Not everyone needs to hear the same thing. Group your audience into different lists based on their past interactions, preferences, or demographics. Then, send something that feels personalized and speaks directly to their interests.

### 2 Offer a quick win

Create a low-lift, high-reward offer (think flash sale or a matched donation challenge). You can even use the lists you created to send personalized offers to specific customer segments. This can reignite interest in your products or services and incentivize repeat purchases. Just keep it simple and time-sensitive with a clear call to action, so people know exactly what to do next.

3 Send a re-engagement or win-back email

Sometimes all it takes is a reminder. Identify customers who haven't interacted with your business in a while and remind them why they wanted to hear from you in the first place with a win-back campaign. Include a warm "we miss you" message, special offer, or simply update them on what's new to entice them to come back.

### 4 Ask a question

People want to connect, not just scroll. Ask your customers a simple question or request feedback. Use surveys or feedback forms, polls, social media prompts, or a simple "reply to this email" to gather insights into what they really want. Engagement grows when your audience feels heard.

### 5 Repurpose your greatest hits

If a piece of content performed well once, it can work again. Look back at your high-performing posts or emails and find ways to turn them into other types of content. Turn a high-traffic blog post into a video, a popular email into a cool social post, or a social post that got a lot of engagement into an email. No need to reinvent the wheel!

### 6 Automate smart follow-ups

Life gets busy. Set up an automated email sequence to gently nudge your audience without having to manually send an email each time. For example, send a warm welcome when someone signs up for your list, bring shoppers back with an abandoned cart email, or celebrate birthdays and anniversaries. Set it and forget it, just make sure they sound like you.

### 7 Celebrate together

Whether it's an anniversary, a goal reached, or a behind-the-scenes moment, let people in on the celebration. When your audience sees the impact of their support, they're more likely to stick around.