



## Cheat Sheet

### Raising The Dead: 5 Ways To Re-engage Past Customers

Full article:

<http://www.marketingforowners.com/raising-dead-5-ways-re-engage-past-customers/>

#### 1. Thank You Cards

- Run a report on **customers who bought something from you in the past 30 days**
- **Hand write and sign the notes** in your thankyou cards
- **Include coupon inside** (include **tracking code and expiration date** to create urgency)

#### 2. Newsletters

- **Don't** just send them dry product launch info and boring 'company news'!
- Be **unpredictable and compelling** with your content:
  - Info-graphics
  - Interesting or unusual stats
  - Factoids
  - Using a humorous tone in your writing
  - Photos
  - Any other interesting or unusual content

#### 3. Survey

- People love to be asked their opinion. **Use the survey as a an "opener" to communication:**
  - How did they like your product or service?
  - What was their favorite part?
  - If they didn't like your product or service, then why?

## 4. Happy Something Day!

- Celebrating a special occasion is a **great excuse to talk to old customers**
  - Obvious reasons to talk to them:
    - Birthdays
    - Winter holidays
    - Easter
    - National / Bank holidays
  - Seasonal:
    - Back to school
    - Tax season
    - Spring / Summer begins
  - Look at a **National Day Calendar** for even more ideas

## 5. Push Vs Pull

- Go to them!
  - **Be subtle** with this one or you risk appearing stalker-y
  - **Don't push them back to your site** or even mention how you met - just be their cool, interesting acquaintance
- If they have a blog, read it regularly and **comment thoughtfully** on it
- **Use Twitter**
  - Probably the best social media place to "go to them"
  - It's short, simple, non-invasive
  - Feels lighter and friendlier than commenting on their family photos on Facebook