



PRE-WRITTEN EMAIL CAMPAIGNS

Inside these folders you will find 8 fully written email campaigns for all stages of your customers' lifecycle. The folders are organized according to customer journey stage. Inside of each folder you will find a document with the name of the campaign, how many email messages are included, and for how many days we recommend you run the campaign.

Instructions

Each campaign contains a brief description of the campaign, instructions on how to customize the content, and a table containing the campaign sequence, email subject line, and email body text.

[Contact First Name]

To be replaced with the recipients name or a short code from your email software.

[Other bracket content]

Replace all other bracketed fields with the information/offer specific to your business.

[LINKS](#)

You will want to add a hyperlink or insert a direct link call to action where it is indicated by [Blue Underscore Text](#).

The Campaigns

New Lead Follow-Up #1 & #2

Two options for the same audience. Use this campaign **immediately** after a new lead submits a form on your site. They are intended to run for the first 6-7 days after a new lead submits a form.

Call to action: Come in the door to check out your business.

Old/Cold Leads - Fitness Lead Nurture

This campaign should be used to send to your entire list of leads who have not become customers. Unlike the New Lead campaigns, this campaign is designed to segment your list from colder to warmer leads.

Call to action: Re-engage with your business.

Prospect Follow Up

This campaign is for leads who scheduled a time to visit your business but didn't show up or cancelled their appointment.

Call to action: Re-schedule the missed session.

Corporate Wellness Primer

This campaign can be used to kick-off a corporate wellness event or to establish trust for a healthier office.

Call to action: Create a healthier office environment.

Former Member Campaign

Use this campaign to stay engaged with members — even after they leave. Members often leave to try something new or when their schedule gets busy. Let them know you still care.

Call to action: Learn about new services and re-join.

New Member Campaign

Educate new members on all the services you offer and where to go when they need help.

Call to action: Retention and engagement.

Nutrition Services Launch

Kickstart your nutrition services or a nutrition challenge to your existing members.

Call to action: Start using nutrition services.

TOOLS FOR USING THE CAMPAIGNS

Some of these campaigns can be put into an automated “drip” software. But we don’t recommend you rely on drip automation for all of them.

For example — you **should not** use an automated software for your lead follow up campaigns. The risk of these ending up in a spam folder is too great for such an important piece of your business.

Other campaigns — like the **Former Member** or **Old/Cold Leads** campaigns — have a lower likelihood of conversion, so you can “set it and forget it” without too great of consequences.

Canned Response Ultimate

Google email users can use the Canned Response add-on to build campaigns that are sent with a personal touch without the need to copy/paste/edit each time.

MailChimp

Even with a free MailChimp account you can still build automated email campaigns using this content.

Trello

Does your team also manage sales and follow-up? A basic Trello account is free and allows you to create and monitor your sales process from a high-level view. Each lead is assigned a card so you can see them through the process. These follow up emails can be added to the card for easy follow-up.