

Win Back Lapsed Customers

Email 1: 90 days after the last purchase

Subject line: *It's been a while... We've missed you!*

Preview: *Checking in to see how you are doing.*

E-mail body:

Hello there,

We haven't seen you in a while. Have you not been needing kratom, or is it us?

Our love for kratom hasn't changed, and we've been busy getting the freshest and best-quality strains to kratom lovers like you.

Would you like to give us another try?

Button: *Check Out Our Strains*

Email 2: 30 days after the previous e-mail

Subject line: *Here's something special just for you!*

Preview: *Because we've really missed you.*

E-mail body:

Long time no see.

We figured that by now, you might need another batch of kratom. Why not check out our strains once more?

And since we haven't seen you in a good while, we have a special discount just for you – **20% off** your next order!

Yep, **20% off**! We barely ever do this, so make the most out of it!

Use the discount code below at checkout:

WEMISSYOU**20**

Button: *Shop Fresh Premium Kratom*

Email 3: 30 days after the previous e-mail

Subject line: *Have you done something wrong?*

Preview: *Let us know, we want to improve.*

E-mail body:

Hello FIRSTNAME,

What you think matters to us, and we are determined to raise the bar in the kratom industry.

Let us know what's been bothering you so that we can keep offering not only fresh and high-quality kratom, but also premium customer support. As a thank you for your time, we are offering you a **15% discount** for your next order.

Button: *Get Started*

Survey:

1. Why have you not been shopping with us?

- You don't have the strains I want.
- Your prices are too high for me.
- I found someone more awesome.
- Kratom hasn't been working for me.
- I'm not happy with your customer service.
- I'm no longer buying kratom.
- Other

2. Is there anything else you'd like us to improve?

Open-ended.

Email 4: 30 days after the previous e-mail

Subject line: *Is it time for us to part?*

Preview: *We can take the hint.*

E-mail body:

Hello,

We are not fans of saying goodbyes, but it seems like the time has come for us to part ways. We'll unsubscribe you from your e-mail list and let you move on. Not saying we won't miss you, though....

Have we made a mistake? Still willing to receive exclusive updates on products, restocks, promotions, special deals, and kratom news? Then, click the button below ASAP to let us know.

There may be a special something for you if you do. *(Offer a discount code when they click.)*

Button: Keep Me In The Know