

Seasonal Reactivation Campaign Kit

A free seasonal reactivation campaign kit for small businesses with dormant customer lists, including home-service reminders and simple reactivation prompts.

Home services, clinics, and recurring-service businesses

GUIDE

A free seasonal reactivation campaign kit for small businesses with dormant customer lists, including home-service reminders and simple reactivation prompts.

WHAT THIS ASSET COVERS

- A simple seasonal reactivation outline
- Suggested audience segments to start with
- Message prompts for service reminders and dormant-customer wakeups

USE THIS WHEN

1. You have a customer list that has gone untouched for months
2. You want a low-cost campaign before spending more on acquisition
3. You need a seasonal promotion angle without sounding spammy

WORKING ASSET

BEST SEGMENTS TO START WITH

- Past customers from 6-18 months ago
- Open estimates that never closed
- Customers due for recurring service

CAMPAIGN STRUCTURE

1. Re-introduction message
2. Helpful seasonal angle
3. Simple offer or next step
4. Reminder

EXAMPLE ANGLE

"Heading into peak season, we're opening a limited number of priority service slots for past customers first."

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Seasonal Reactivation Campaign Kit" become shared but unmanaged work.
- Use it with home services, clinics, and recurring-service businesses in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

BEST DEPLOYMENT SEQUENCE

- You have a customer list that has gone untouched for months
- You want a low-cost campaign before spending more on acquisition
- You need a seasonal promotion angle without sounding spammy

WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A simple seasonal reactivation outline, Suggested audience segments to start with, Message prompts for service reminders and dormant-customer wakeups.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.