ezra *Solutions*

A PLAYBOOK FOR SMALL BUSINESSES

Win Back *Past Customers*

A three-week campaign to bring quiet customers back: the list, the offer, six messages and five reply scripts, and the rules that keep it honest.

Ezra Solutions · A Christian Digital Agency · ezrasolutions.net

WHY IT WORKS

Your Best Next Customer *Already Knows You*

Most businesses spend their marketing on strangers, while hundreds of people who already paid them once sit in a spreadsheet, forgotten.

Past customers know your name, your work and how you treat people. They do not need to be convinced you are real. Most of them did not leave because they were unhappy. Life got busy, and nobody reminded them you were there.

A reactivation campaign is simply that reminder, sent with care. It costs nothing in advertising, and it usually starts producing replies on the first day.

> **What it did for one client**
>
> Prosper AI, a car dealership group, sent text and email offers to past customers using this approach. In the first sixty days they sold twenty extra vehicles. Your numbers will differ by trade and list, but the shape of the campaign is the same.

STEP ONE

The Rules *Before You Send*

Reactivation only works if people trust the message. These keep you legal and keep you welcome.

- [ ] **Only text people who agreed to texts**

  > In the US, marketing texts generally need prior written consent, and a past purchase alone may not count. If you are not sure, start with email and invite people to opt in to texts.

- [ ] **Say who you are, and how to stop**

  > Name your business in the first text, and include "Reply STOP to opt out." Honor every opt-out at once, and never message that person again.

- [ ] **Every email has an unsubscribe link and your address**

  > US law (CAN-SPAM) also requires an honest subject line and a real postal address. Most email tools add both for you.

- [ ] **Send at decent hours, and register your texting number**

  > We send between 9am and 7pm in the customer's time zone. In the US, ask your texting provider about 10DLC registration, or carriers may block your messages.

Outside the US, and a fair caveat

Canada, the UK and the EU each have their own rules. This page is general guidance, not legal advice, so check what applies where your customers live.

STEP TWO

Build *the List*

Pull everyone who bought from you but has not bought in a while. Your sales records, booking system, invoices and old spreadsheets all count.

YOU NEED	WHY
First name	Every message opens with it.
Phone and email	So you can use both channels.
Last purchase date	This decides their segment.
What they bought	So the message can mention it.
Consent to texts	A simple yes or no per person.

Take these people off before you send

Anyone who unsubscribed or asked not to be contacted. Anyone with an open complaint or dispute. Anyone who bought in the last ninety days. Duplicates. Businesses that have closed. A smaller, cleaner list always beats a big messy one.

STEP THREE

Split It *Into Three*

Someone who bought eight months ago needs a different message from someone who bought four years ago.

1 **Due: just past their normal cycle**

They would have come back soon anyway. The angle is a friendly reminder: "It's been about a year since your last service." Highest reply rate, so send to these first.

2 **Cooling: one to two years**

They remember you but have drifted. The angle is what's new, plus a small thank-you that is only for past customers.

3 **Cold: more than two years**

Some will have moved or changed numbers. The angle is an honest check-in with no pressure. Expect fewer replies, and more opt-outs.

Find your natural cycle

How often does a happy customer usually come back? Six months for a dental clean, a year for a furnace service, three to five years for a car. "Due" means just past that point.

STEP FOUR

Give Them a Reason *to Reply Now*

You do not need a big discount. You need something real, specific and easy to say yes to.

OFFER TYPE	EXAMPLE
A check-up	A free inspection, review or health check of what they bought.
An upgrade	A free trade-in value, or first look at a newer model.
A loyalty thank-you	A perk only past customers get, with a real end date.
Something new	A new service or product they would genuinely want to hear about.

WRITE YOURS HERE

The offer _____ **Ends on** _____

What they reply to claim it _____

Keep it to one word, like YES. Every extra step loses people.

STEP FIVE

Three Weeks, *Six Touches*

Alternate text and email. The moment someone replies, they leave the sequence and a real person takes over.

1 **Day 1 · Text**

A short, personal question. No offer yet, just a reason to reply.

2 **Day 2 · Email**

Why you are getting in touch, and the offer in full.

3 **Day 5 · Text**

A light nudge that names the offer in a single line.

4 **Day 9 · Email**

A short story about a customer like them. Proof, not pressure.

5 **Day 14 · Text**

An honest reminder that the offer ends soon.

6 **Day 21 · Email**

A gracious last note that makes it easy to say yes, later or no.

THE MESSAGES · WEEK ONE

Open the Door, *Then Offer*

Swap in your details and read each one aloud. If it would sound odd from you in person, change it.

1 · DAY 1 TEXT

Hi [First Name], it's [Your Name] from [Business]. Are you still [driving the CR-V / in the house on Oak St / using the plan we set up]? Reply STOP to opt out.

2 · DAY 2 EMAIL

Subject: [First Name], a quick thank-you

Hi [First Name],

It's been a while since you [last purchase], and I wanted to say thank you for trusting us with it. As a thank-you to past customers, we're offering [offer] until [date].

If you'd like it, just reply YES and I'll take care of the rest. If not, no problem at all.

[Your Name] · [Business] · [Phone]

3 · DAY 5 TEXT

Hi [First Name], just making sure my email reached you. We're offering past customers [offer] until [date]. Want me to save you a spot? Just reply YES.

Show Proof, *Then Let Go Kindly*

The last email often gets the most replies, because it asks for so little.

4 · DAY 9 EMAIL

Subject: What one customer found last month

Hi [First Name], a customer of ours came in for [offer] last month and found [a real, specific result]. That's exactly why we're offering it. It's yours until [date]. Reply YES and we'll find a time.
[Your Name]

5 · DAY 14 TEXT

Hi [First Name], [Your Name] at [Business]. Our [offer] for past customers ends on [date]. Reply YES if you'd like it, or STOP to opt out.

6 · DAY 21 EMAIL

Subject: Should I close your file?

Hi [First Name], I haven't heard back, which is completely fine. So I'm not a nuisance, just reply with a number:
1 Still interested · **2** Maybe later · **3** No thanks
Either way, thank you for being a customer. [Your Name]

STEP SIX

The Reply *Is the Win*

Campaigns rarely fail at the message. They fail when a reply sits unanswered for two days. Answer within minutes during business hours.

"Yes" or "Tell me more"

Great to hear from you, [First Name]! I have [day, time] or [day, time]. Which suits you better?

"Not right now"

Completely understand. When would be a better time for me to check back in?

"Who is this?"

Sorry for the mystery! It's [Name] from [Business]. You [bought / booked] with us in [year]. Reply STOP and I won't message again.

"I had a bad experience"

I'm really sorry, and thank you for telling me. Could I call you to hear what happened? (Then call. Don't mention the offer until it's put right.)

"STOP", or anything angry

Remove them straight away. If your system allows one reply, confirm it politely, and do not argue.

STEP SEVEN

Measure It, *Then Read the Signs*

Your first campaign is your benchmark. Fill this in at the end of week three.

	DUE	COOLING	COLD
People messaged			
Replies			
Bookings or quotes			
Sales			
Revenue			
Opt-outs			

What the numbers are telling you

Few replies: the first text sounds like an ad. Make it more personal. **Lots of opt-outs:** the list is too old or lacks consent. **Replies but few sales:** you answered too slowly, or the offer was not worth the trip.

AFTER THE CAMPAIGN

So You Never Need *to Win Them Back Again*

A one-off campaign brings people back. These four habits keep them from drifting in the first place.

1 **Start the sequence automatically**

When a customer passes their natural cycle without buying, the Day 1 text sends itself. Nobody has to remember.

2 **Ask everyone who returns for a review**

A customer who just came back is often your warmest reviewer. Ask within a day of the visit.

3 **Send one useful note a quarter**

A tip, a seasonal reminder, something new. Four emails a year keeps your name familiar without wearing it out.

4 **Write down every "maybe later"**

Set a reminder for the date they gave you, and follow up on it. Those are some of the easiest sales you will make.

WHEN YOU WANT A HAND

We Run These *For Small Businesses*

Ezra Solutions builds reactivation campaigns that send themselves, route every reply to the right person, and keep running long after the first three weeks.

Everything in this playbook works if you send it by hand. If you can keep that up, you do not need us, and we would rather say so.

Tell us about your list, and we'll tell you what we'd send first

ezrasolutions.net/book-a-call

Or read how Prosper AI sold 20 extra vehicles

ezrasolutions.net/case-studies/prosper-ai-auto-dealership

Ezra means help

That is the order we try to keep. Help first, and if we are the right people to build it, that conversation can happen afterwards.