**Re-Engagement Email Examples**

Here are some winners from MarketingSherpa’s 2008 Email Awards that we also sent them. <http://www.marketingsherpa.com/article.php?ident=30374>

Here's what they came up with. I was pretty proud of their work and thought the rest of us could use some examples.

**Email #1**  
Subject Line: Last Opportunity to Stay Informed (Action Required)  
  
Dear [FirstName]:  
  
Our records show that you previously expressed interest in receiving research and Webinar invitations from COMPANY that are specific to your field.  We’d like your permission to continue sending you relevant information via email so that you can stay up-to-date on the latest industry trends.  
  
Please click “YES” below to continue receiving research and trends in [*variable content: sales best practices, marketing research and best practices, training research and best practices, best practices for collaborating with employees and partners, support research and best practices, IT help desk support research and best practices, consulting best practices, business productivity and telecommuting research and best practices*]. COMPANY subscribers receive exclusive benefits, including the latest research briefs, white papers and invitations to Webinars with thought-leaders and industry analysts.  
  
Please update your communication preference by Friday, [DATE/TIME] or this could be your last chance to receive any future research.  It only takes a second to click one of the choices below.  
  
**YES**, I would like to stay informed and continue receiving exclusive research from COMPANY.  
  
**NO**, I no longer wish to receive best practice research, industry trends and how-to information from COMPANY.  
  
Sincerely,  
The CEO

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**Email #2**  
Subject Line: Your Subscription to COMPANY Industry Research Expires Soon  
  
Dear [FirstName]:  
  
Our records show that you previously expressed interest in receiving industry research and Webinar invitations from COMPANY, but we do not want to bother you with emails you do no wish to receive.  
  
If you wish to be removed, you don't have to do anything further.  However, if you do want to continue receiving exclusive research from COMPANY, please click the link to let us know:  
  
**YES**, I would like to stay informed and continue receiving exclusive research from COMPANY.  
  
Sincerely,  
The CEO

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**Email #3**  
Subject Line: Your Subscription to COMPANY Industry Research Has Expired  
  
Dear [FirstName]:  
  
Thank you for your previous interest in receiving industry research and Webinar invitations from COMPANY.  Your subscription has now expired and you will no longer receive any future emails.  
  
If in the future you would like to receive COMPANY research, please click the link to sign up:  
  
**YES**, I would like to receive exclusive research and Webinar invitations from COMPANY.  
  
Sincerely,  
The CEO