

# Play Blueprint: Re-Engagement Offer

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Why Run It: To convert clients

Who It's For: Any business that has unconverted leads on their email list

Implementation time: 20-40 min

## Play Snapshot

There are few plays as impactful as the re-engagement offer. This play serves as a powerful convert clients play that can help win the hearts and minds of your prospects, regardless of where they are in the funnel. The lynchpin here is time; how long has the prospect been in your ecosystem? When was the last touch point? Fortunately, your Keap app contains much of this powerful data that will help you execute this play to perfection and close more leads.

Once you get a prospect into your funnel it is vital that you utilize the power of automation to keep them nurtured and alive. The re-engagement offer is a swiss army knife, it has utility for whatever you need. This play can address doubts, establish authority, show value, or share social proof and testimonials; whatever content you know will help close leads and re-engage your audience.

This is a key convert clients play that you will deploy in your sales & marketing strategy. You'll be able to easily setup your time delays and triggers that will re-engage your leads at the perfect time.

**Pro Tip:** Timing is everything for this play - you need to hit the right person with the right message at the right time and re-engage them. You should have key milestones in your customer journey where you know a prospect is ripe for re-engagement, that's when you deliver this re-engagement automation.

[Quick Start Guide](#)

[In-Depth Action Plan](#)

[Measuring Success + What's Next](#)

Our experts can build this play for you! 

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