



The Business Growth Association
Of America

COURSE 13

Database Re-Activation Campaigns for Small Businesses

Turn past customers, old leads, and unanswered quotes into new sales, without spending on new advertising.

\$750 - \$1,500

estimated yearly savings
by doing it yourself

1% - 10%

potential
sales growth

A 12-month program | 30-60 minutes per week | Simple tools only

Course Overview

THE PROMISE Turn the list of past customers, old leads, and unanswered quotes you already have into new sales, often within weeks, without spending on new advertising.

Core Idea

Most small businesses are sitting on a "buried treasure": people who already know them, already showed interest, or already bought, and then went quiet. Re-contacting them is usually cheaper and faster than finding strangers, because trust and familiarity already exist.

WHAT A RE-ACTIVATION CAMPAIGN IS A short, organized, respectful sequence of messages that gives these people a reason to respond now.

How This Connects to Earlier Courses

It builds on your funnel (Course 11), your loyalty and referral work (Course 12), your reputation (Course 10), and AI drafting (Course 8). It can also be taught standalone as the fastest "quick win" course in the series.

Format for every step: 30-60 minutes per week, simple tools only (Google Sheets or your existing CRM, an email tool, a text tool, Canva), each ending with a clear **"done when"** checkpoint.

Roadmap

Phase	Timeline	Goal	Output
1. Foundation	Month 1	Know who is in your list, make it usable, and be allowed to contact them	Clean, segmented, compliant database
2. Core Build	Months 2-3	Launch one focused campaign to your best-opportunity segment	First campaign with measured results
3. Expand and Refine	Months 4-6	Roll out to more segments and improve each round	Proven campaigns + results dashboard
4. Permanent System	Months 7-12	Keep your database alive and growing as a routine	Re-Activation Plan + automated flow



Why Run It Yourself?

Advertising and lead-generation services charge to find strangers. A re-activation campaign reaches people who already know you.

\$750 - \$1,500

Estimated yearly savings when you re-activate your own database instead of sourcing new leads

1% - 10%

Potential sales growth from past customers, old leads, and open quotes who come back

Where the Savings Come From

- **No new advertising spend.** Re-contacting people who already know you is usually cheaper and faster than finding strangers.
- **Tools you already have.** Google Sheets or your existing CRM, an email tool, a text tool, and Canva are all you need.
- **Small-batch testing.** Starting with 50-100 contacts lets you fix problems before the full list is contacted, so effort isn't wasted.
- **Added value instead of discounts.** A free add-on often beats a discount, which protects your margins.
- **Automation and AI drafting.** Triggers and AI drafts you review replace manual follow-up and paid copywriting.

Where the Sales Growth Comes From

- **Reaching people who already know you.** Trust and familiarity already exist, so messages can convert faster than cold outreach.
- **Recovering open quotes and lapsed customers** with a short, respectful sequence and timely follow-ups.
- **A seasonal calendar and automated flow** keep your database working all year instead of going stale.

Track Your Results	Month 1 baseline	Month 6	Month 12
Yearly advertising spend			
Replies per campaign			
Revenue from re-activation			
Sales growth vs. baseline (%)			

Savings and growth figures are estimates of potential, not guarantees. Actual results vary by business, industry, and how consistently the plan is carried out.

Find, Clean, and Prepare (Foundation)

***Goal:** Know who is in your list, make it usable, and make sure you're allowed to contact them.*

Week 1: Gather every contact source into one list

- Collect names from: past customer invoices, your CRM or accounting software, email contacts, quote and estimate requests that never closed, website form submissions, event sign-ups, old booking systems, and business cards.
- Put them in one spreadsheet using the provided template: name, email, phone, source, first contact date, last purchase or contact date, what they bought or asked about, total spent, and notes.

DONE WHEN you have one combined list with at least the basics filled in.

Week 2: Clean and remove duplicates

- Remove duplicates, fix obvious typos, delete invalid emails and phone numbers, and standardize formats (a simple cleanup checklist and AI-assisted tips are provided; do not paste sensitive customer data into AI tools without checking privacy settings, per Course 8).

DONE WHEN the list is clean and each person appears once.

Week 3: Segment into groups

- Sort contacts into the Segment Map:

Lapsed customers: bought before but not recently (e.g., 6-24 months).

Old leads: inquired but never bought.

Open quotes: received a price but didn't decide.

Best customers gone quiet: high spenders who stopped.

One-time buyers: bought once and never returned.

DONE WHEN every contact has a segment label and you know the size of each group.

Week 4: Check consent and compliance

- Learn the basics in plain language: Do you have permission to email or text these people? How do you handle unsubscribes? What laws apply in your country for email, text, and phone outreach? (Rules vary widely, so confirm the rules for your area, and consult a professional when unsure.)
- Set up an easy opt-out process and a record of consent.
- Decide which segments you can contact by which channel (email, text, phone, direct mail, social).

DONE WHEN each segment is marked with the channels you're allowed and prepared to use.

DELIVERABLE A clean, segmented, compliant database and a Segment Map showing group sizes.

Build and Launch Your First Campaign

Goal: Launch one focused campaign to your best-opportunity segment and learn from the results (Core Build).

Month 2: Design the campaign

- Pick one segment to start (usually lapsed customers or open quotes, since they're closest to buying).
- Create a "reason to respond now": a genuine, specific hook such as a seasonal service reminder, an upgrade or new offer, a limited-time bonus (a free add-on often beats a discount), an invitation to an event, a "we've changed" announcement, or a simple check-in with a helpful tip. Make the offer easy to claim and low-risk.
- Set the call-to-action: one clear step (reply to this message, click to book, call this number, use this code).
- Write the 4-touch sequence using the provided formulas:

Reconnect: a friendly "it's been a while" message with the hook.

Value: a useful tip, update, or customer story.

Reminder: a short nudge with the deadline.

Last chance: a polite final message and an easy way to opt out.

- Use multiple channels where permitted (email first, then text or a call for high-value contacts).
- AI can draft versions, but you personalize and review them, so they sound like you.

DONE WHEN the offer, call-to-action, and 4 messages are written and approved.

Month 3: Launch, respond, and track

- Send in small batches (start with 50-100 contacts) to test deliverability and responses.
- Respond to every reply within an hour during business hours (the speed-to-lead rule from Course 11), and have someone ready to answer calls and messages.
- Track in a simple Campaign Tracker: sent, delivered, opened, replied, booked, bought, revenue, and opt-outs.
- Follow up personally (a call or direct message) with your most valuable contacts.

DONE WHEN the full sequence has been sent to at least one segment and results are logged.

CHECKPOINT A completed first campaign with measured results (replies, bookings, revenue) and a clear picture of what worked.

Expand and Refine

***Goal:** Roll out to more segments and improve your results with each round.*

Month 4: Customize by segment

- Rewrite the messages for each segment's situation: lapsed customers ("we miss you"), old leads ("still looking for help with X?"), open quotes ("any questions about your estimate?"), and best customers ("a thank-you and early access").
- Refer to what they actually bought or asked about when you have that data, so the message feels personal.

Month 5: Improve your messages and timing

- Test one change at a time (subject line, offer, send time, length, channel) and compare results fairly.
- Add a phone call or personal video message for your top 20 contacts.
- Learn what to do with each response type: interested now, interested later (set a follow-up date), not interested (remove or pause), wrong person (update the record).

Month 6: Clean up after the campaign and review

- Update the database with results, remove bounced and opted-out contacts, and tag who responded.
- Calculate your return: revenue generated divided by time and money spent, and compare segments to decide which to repeat.
- Run your 6-month review.

CHECKPOINT A proven campaign for each major segment, a results dashboard, and revenue directly traced to re-activation.

Make It a Permanent System

Goal: Turn re-activation from a one-time push into a routine that keeps your database alive and growing.

Months 7-8: Automate the ongoing flow

- Set up automatic triggers using your CRM or a simple automation tool (Zapier or Make): a customer who hasn't purchased in 6 months enters a "we miss you" sequence, an unanswered quote triggers follow-ups at day 3, 7, and 14, and a new lead who goes cold after 30 days moves to a slower nurture list.
- Keep a person in the loop for responses.

Months 9-10: Build a seasonal campaign calendar

- Plan 4-6 campaigns for the year around your natural moments (seasonal needs, holidays, anniversaries, maintenance cycles, new product or service launches, year-end) and prepare the messages in advance.
- Add a "birthday or anniversary" message and a yearly "annual check-up" campaign.

Month 11: Keep the database healthy and protected

- Schedule a quarterly cleanup (remove inactive contacts, verify emails, update segments), back up your list securely, and limit who has access.
- Review your consent records, privacy statement, and opt-out handling.
- Watch your sender reputation (high unsubscribe or spam complaint rates mean the messages need to be more relevant, or sent less often).

Month 12: Annual review and plan

- Total the year's revenue from re-activation, identify your best segments and offers, decide what to retire, and set next year's calendar, goals, and budget.
- Learn when it makes sense to add a CRM, upgrade tools, or bring in an outside specialist.

DELIVERABLE A one-page Re-Activation Plan, a campaign calendar, an automated flow, and a 2-hour-per-month routine.

Resources and Pitfalls

Course Materials to Build

- Database collection and cleanup template (Google Sheet)
- Segment Map worksheet
- Consent and compliance checklist (by channel, with a "confirm local rules" note)
- Campaign Planner (segment, hook, offer, call-to-action, schedule)
- 4-touch sequence templates (email and text) for each segment
- Offer idea bank (add-ons, upgrades, check-ups, events, seasonal hooks)
- Campaign Tracker and results dashboard
- Phone and personal-message scripts for top contacts
- Response handling guide (interested, later, not interested, wrong person)
- Automation recipe cards (cold customer, open quote, cold lead)
- Seasonal campaign calendar template
- Quarterly database health checklist
- Annual Re-Activation Plan template
- Common Mistakes (a short bonus lesson)

Common Mistakes to Avoid

- Never contacting past customers because it feels awkward
- Sending one message and giving up
- Blasting an entire list at once instead of testing a small batch
- Offering nothing specific, so there's no reason to reply now
- Slow responses to the people who do reply
- Ignoring consent and opt-out rules
- Writing generic messages that don't reflect what the customer bought or asked about
- Heavy discounting when a bonus or added value would work
- Letting the database go stale between campaigns