

ITERABLE

Beyond Campaigns

Strategies for Sustainable Customer Engagement

Val Geisler @lovevalgeisler | April 3, 2025





**“We simply must make
peace with not knowing.”**

- Annie Duke, Thinking In Bets



Same-same, but different.



Hey Hi Hello



Lifecycle & retention strategist



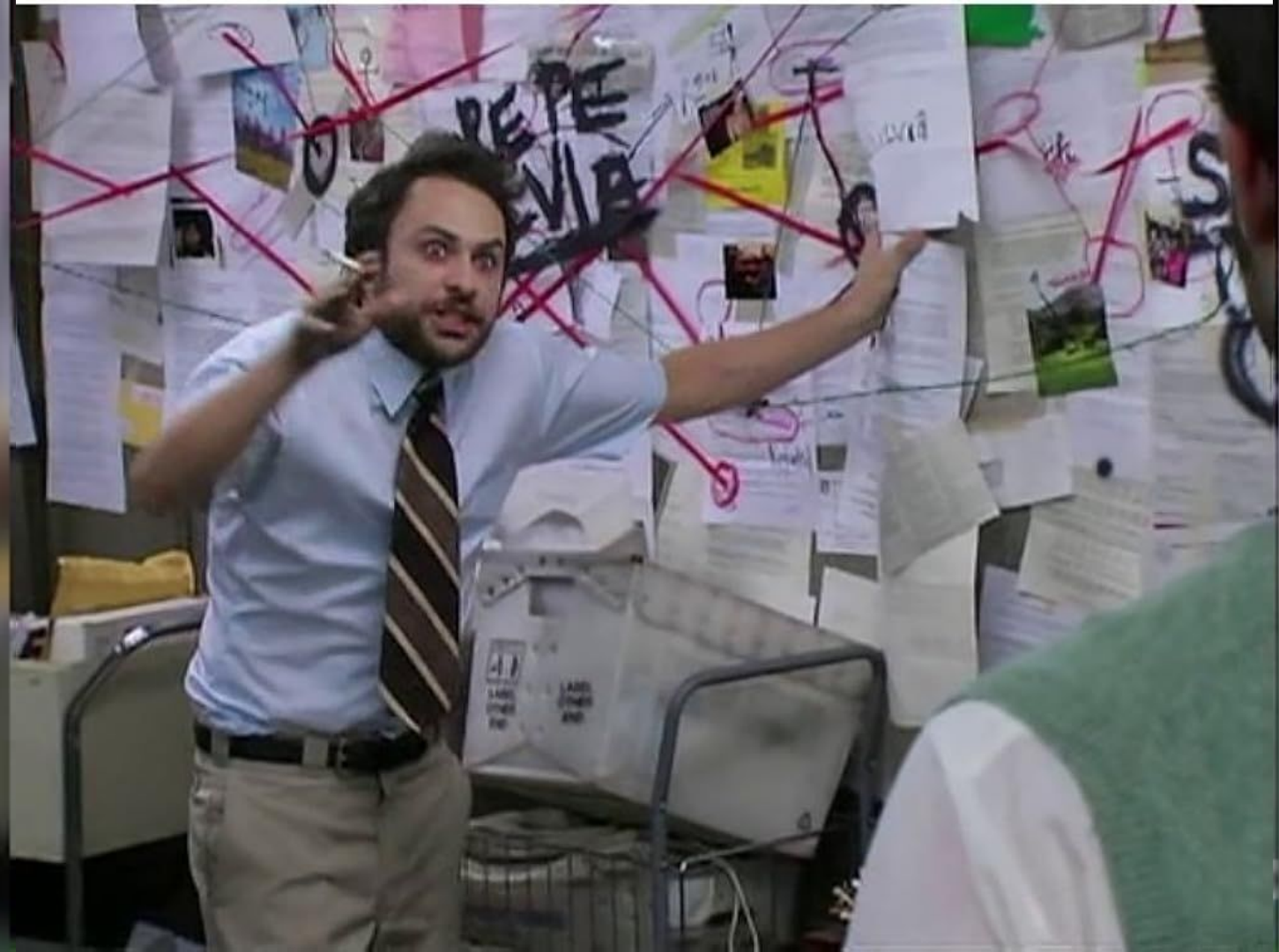
World champion poker player

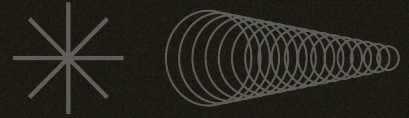


**“A great decision is the
result of a good process.”**

- Annie Duke, Thinking In Bets







Welcome



Product Update



Subscribe

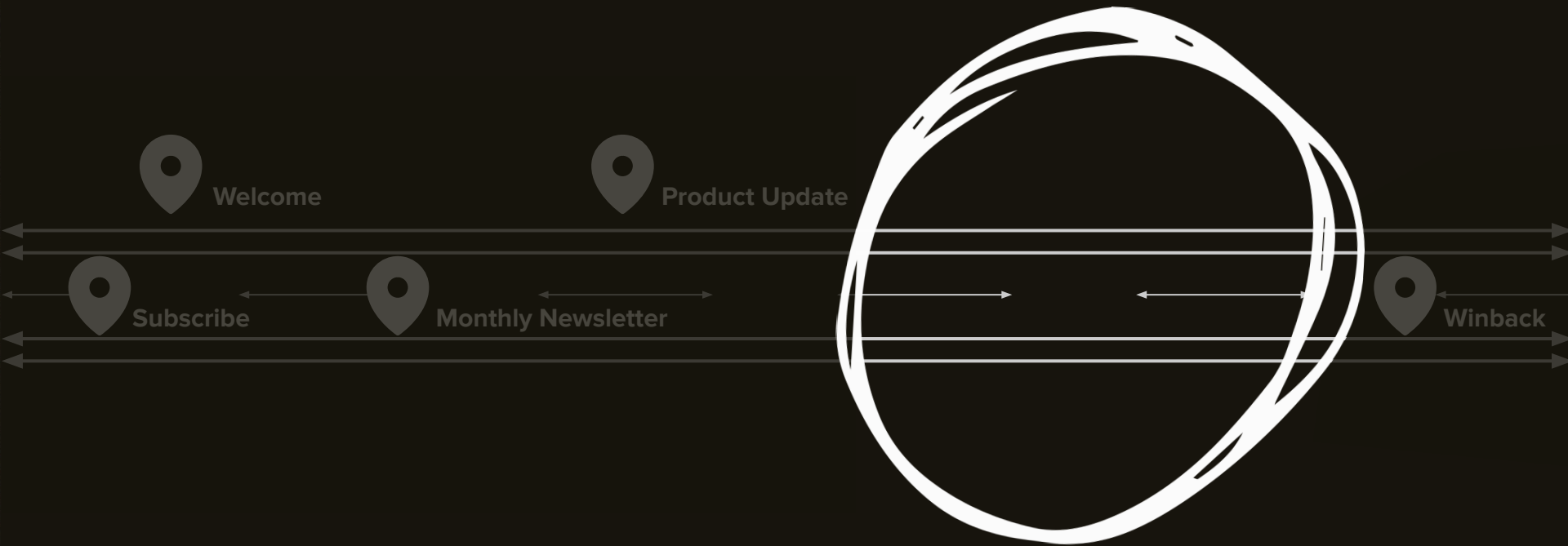


Monthly Newsletter



Winback





A close-up shot of Leonardo DiCaprio from the chest up. He is wearing a black tuxedo with a white shirt and a black bow tie. He has a slight, knowing smile and is looking directly at the camera. He is holding a flute glass filled with a bubbly liquid, likely champagne, in his right hand, with his index finger pointing towards the viewer. The background is dark and out of focus, showing bokeh lights in shades of blue, green, and yellow, suggesting a festive or party atmosphere.

The Dinner Party Strategy



STOP

STOP

STOP

STOP

STOP

STOP

Solve for the real problem

“People don’t want a **quarter-inch drill bit**,
they want a **quarter-inch hole**.”

- Theodore Levitt



Sound familiar?

Problem: Drill-bits **break**

Solution: Make a **stronger** drill bit

UVP: **40% stronger drill-bit made out of titanium**



What do they want?

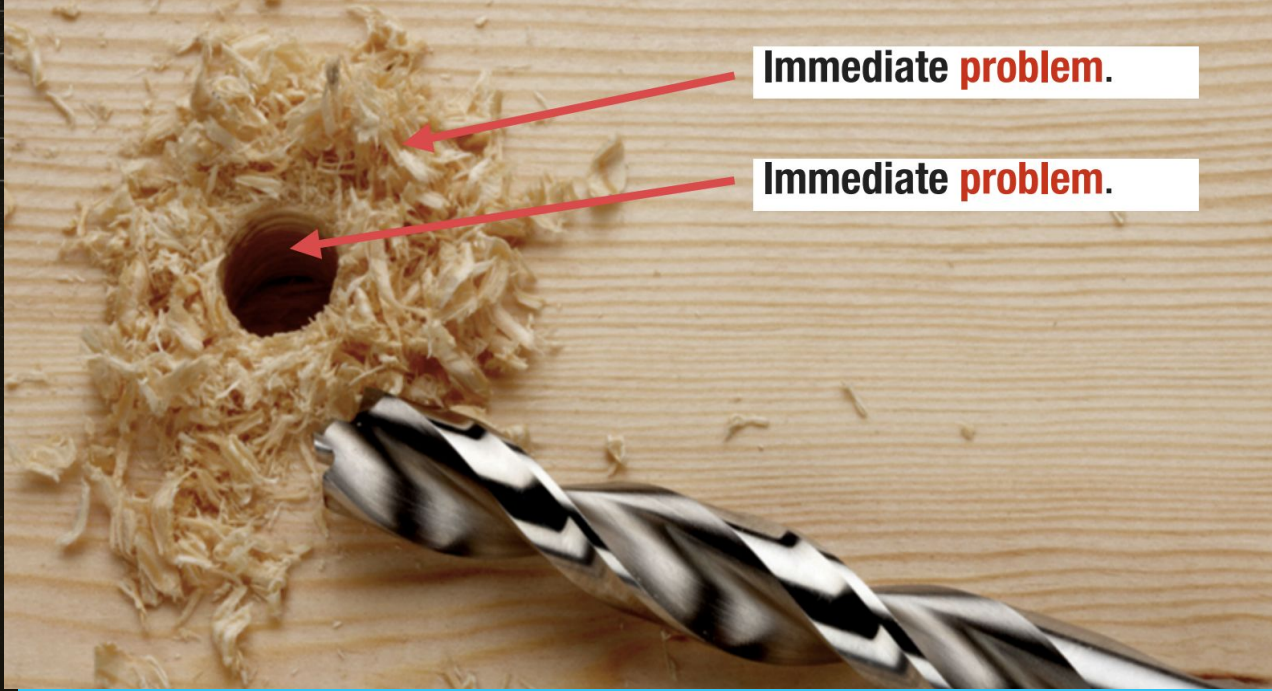


Do people really **want** a
hole in their wall?

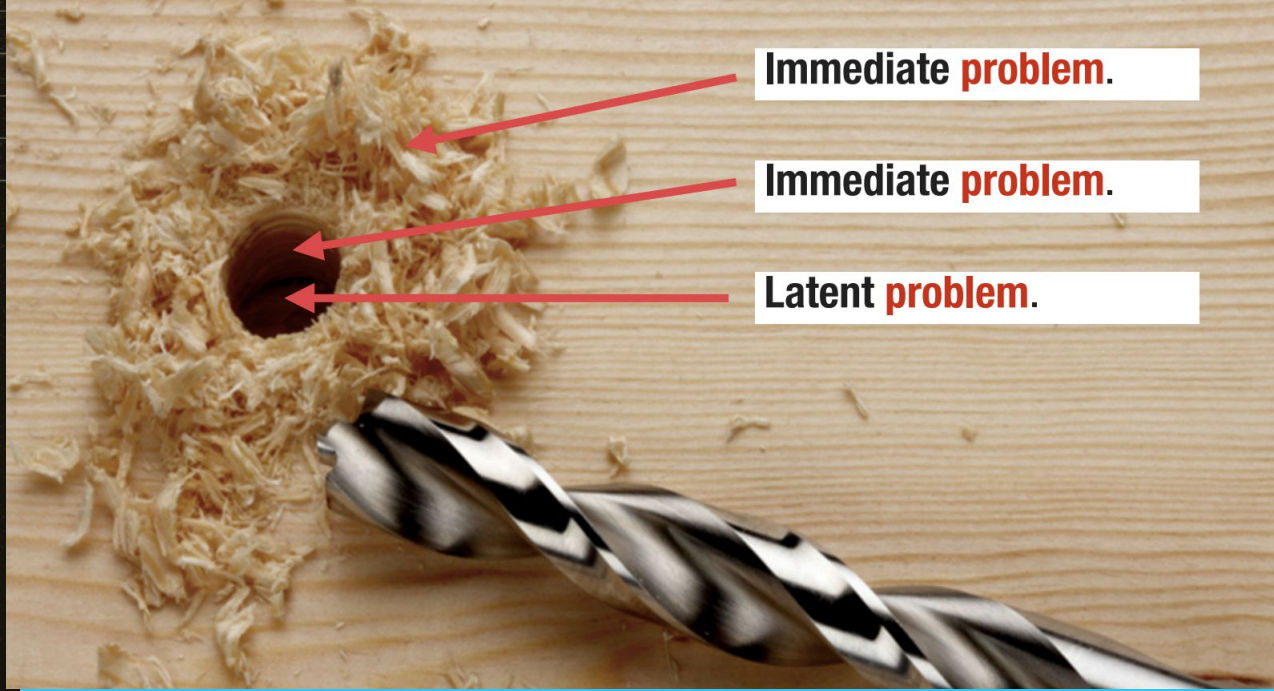
How can you help them avoid problems?



Later on...



They are solving for bigger problems





Solution



PLEASE

TELL ME MORE

memegenerator.net



About them:

- Describe a day in your life?
- Are you working on any big projects or undertakings right now?
- What keeps you awake at night?





About your brand:

- What was happening in your world that led you to buy from us?
- What happened during your purchase that told you our brand was the right solution at that time?
- What were you skeptical or anxious about when you made your purchase?
- (if they're a past customer) Is that what ultimately prevented you from using our products long-term?



How to plan a party

- **Welcome**
- **Appetizers**
- **Main Course**
- **Side Dishes!**
- **Dessert**
- **Invite Back**





Welcome

Wildwonder

Give a clear welcome

Tell them what to expect

Make a soft offer



Appetizers = Value

HELP ME, HELP YOU!



Buoy

Educate

Educate

Educate



BUOY

Buoy electrolytes are *clinically-proven* to hydrate better*

64%	more hydrating than water alone*
49%	more hydrating than a leading electrolyte competitor*
10x	increase in positive fluid balance compared to both*

[Shop Clinically-Proven Electrolytes →](#)

[See The Study →](#)

*based on Buoy's third-party, independent clinical study



It's not looking good for the others, *according to science.*

We measured key hydration biomarkers in blood and urine along with the two standard indicators for

★ Main Course = Your Products

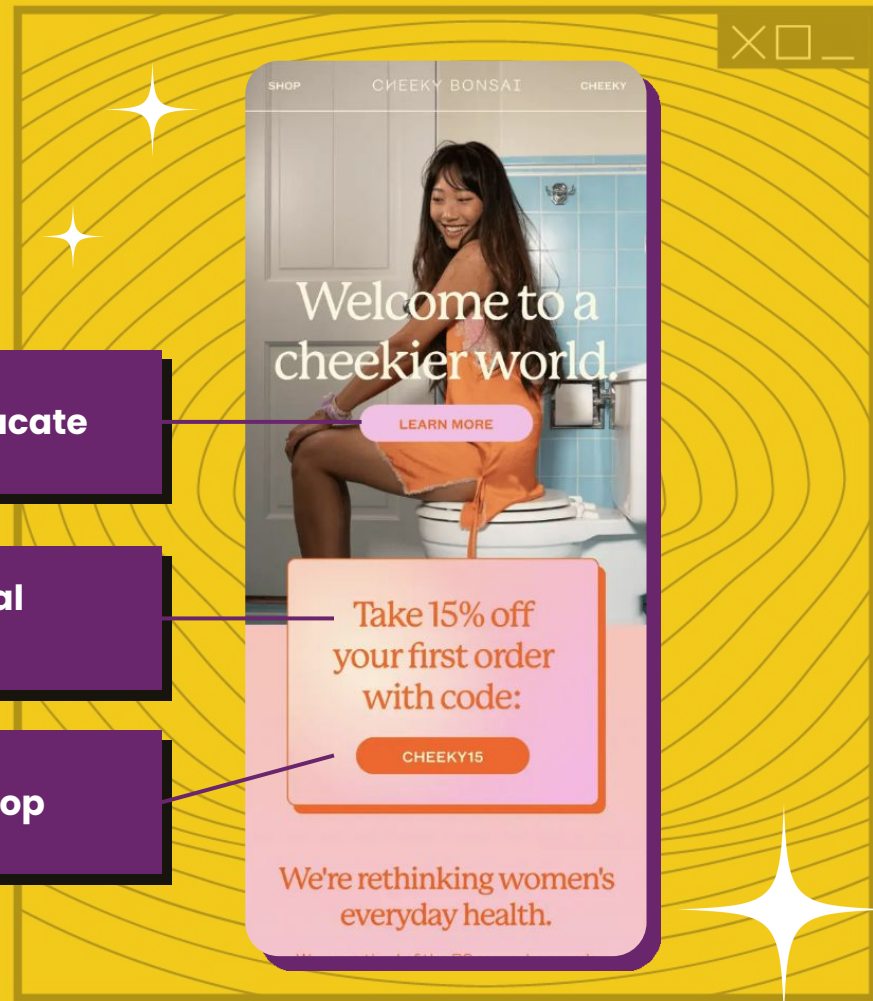


Cheeky Bonsai:

Continue to educate

**Give them a deal
(if you want)**

Make the CTA pop





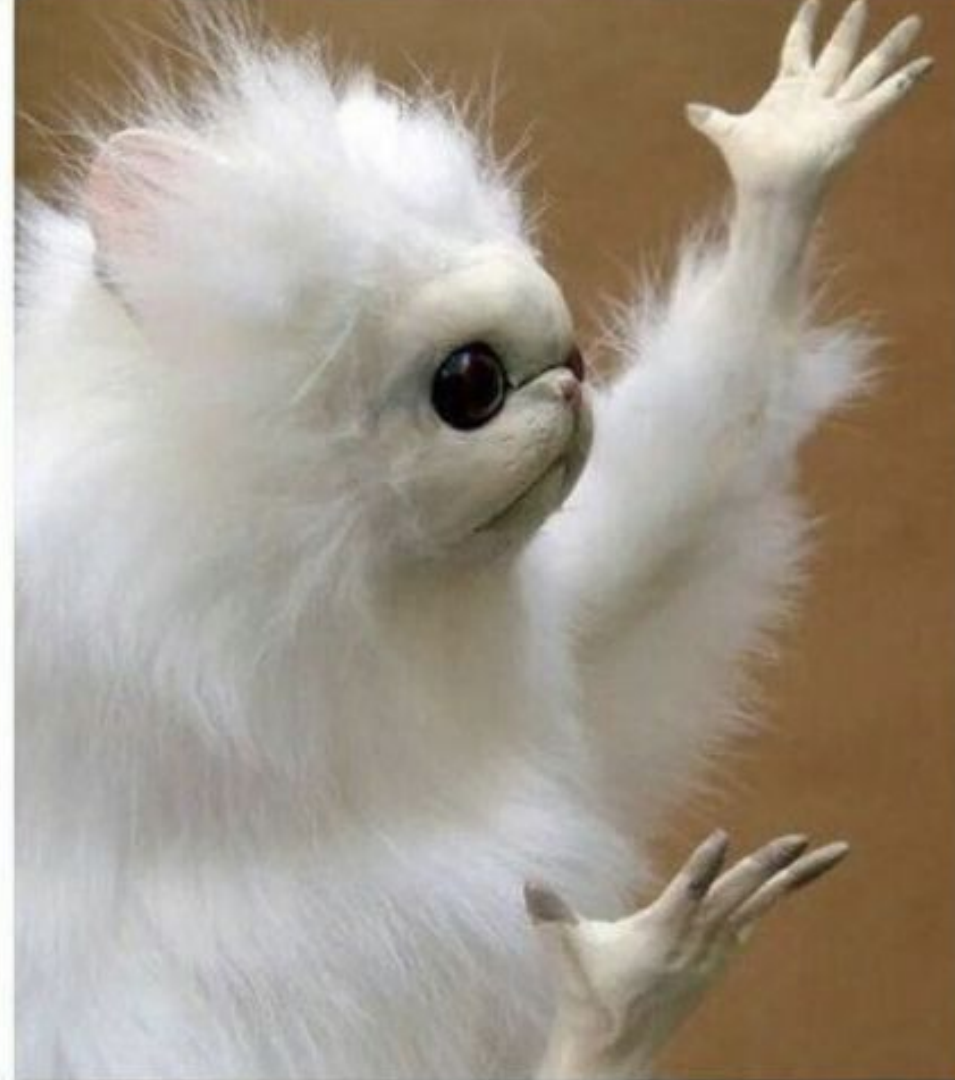


Squirrel!

Side Dish = More Value



Please sir, I want some more.

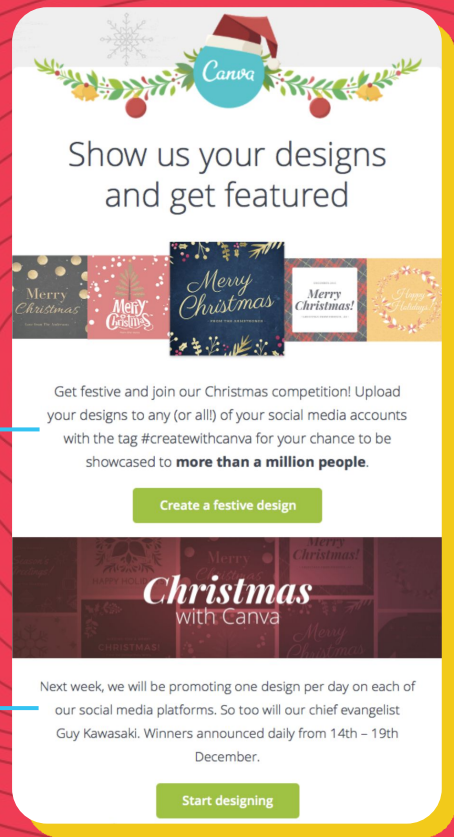


Canva

Help them help you
(Get them involved in a social sharing campaign)

Build that brand
(What's your #customhashtag?)

Show them off
(Your customers love to see themselves in your spotlight)



Dessert = Bonus!



MeUndies

**Send it *after* they've used
the product**

(Don't ask them to refer something
they haven't tried yet)

Make it sweet

(Give them something for their efforts)

Get clear

(There's nothing else to distract
in this email)



**Give Your
Friends 20% Off**

(And get \$20 while you're at it)

Undies are a surefire way to a long-lasting
friendship. For every friend that uses your
referral to get 20% off, we'll give you \$20
credit. You'll be Undie-buddies 4 lyfe.

REFER A FRIEND

Return Invite



Lumē

Tell them before you charge them

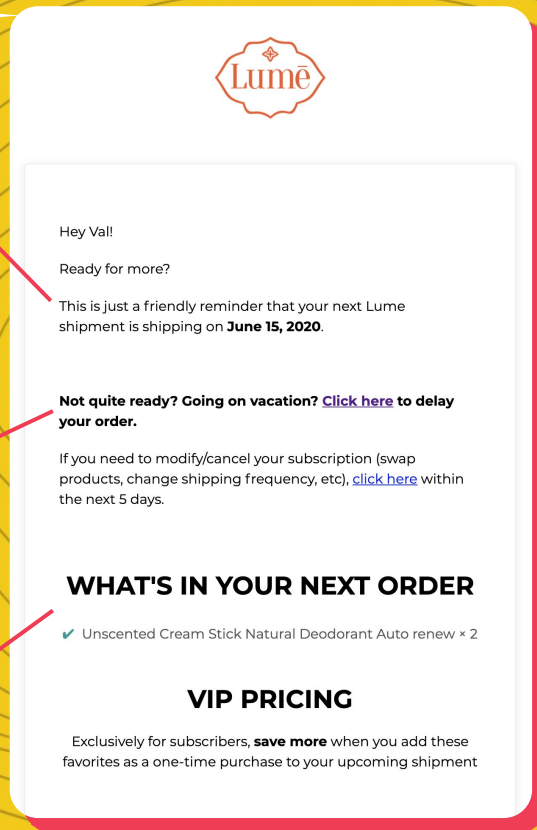
(Anything with a frequency longer than monthly should offer this heads up)

Offer to *not* charge them

(Subscription timing is tricky for customers to figure out)

Show them what they're getting

(Because we forget!)



- Thank you/customer appreciation
- Ask for a review/referral
- Put them in a nurture (depends on industry/product)

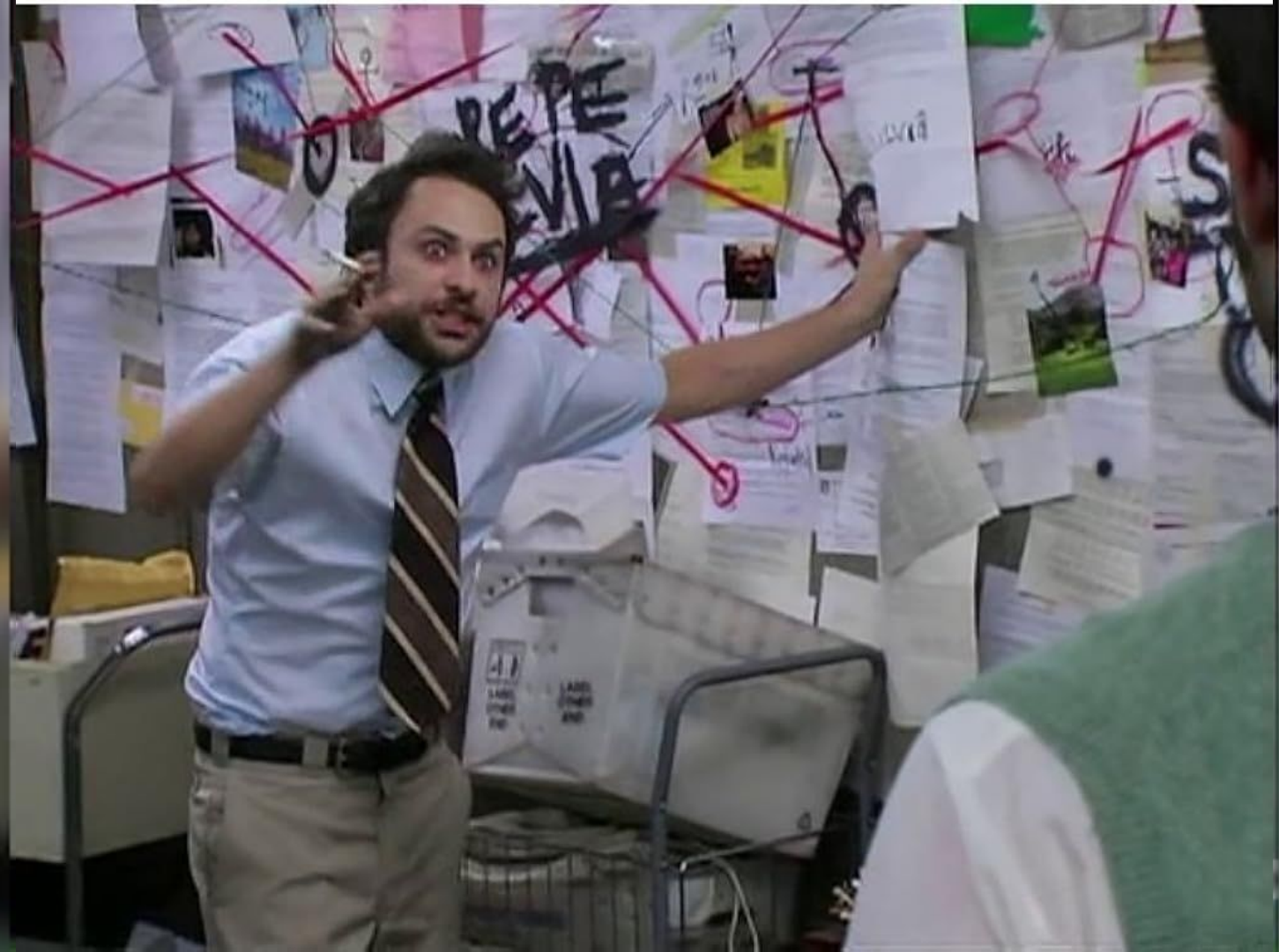




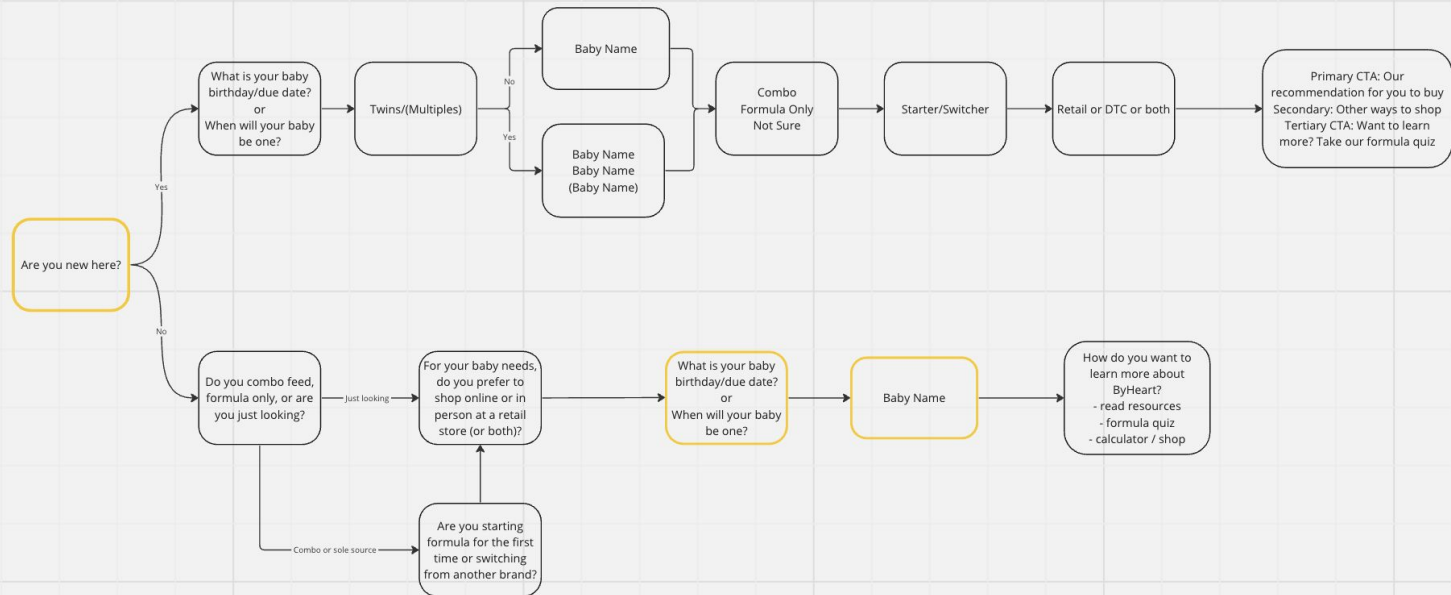
More examples of winback emails

- Discounts (proceed with caution!)
- Product updates/launches
- Social proof, reviews
- FOMO, activities
- Holiday/timing





Val's Charlie Map: A Clear Customer Journey

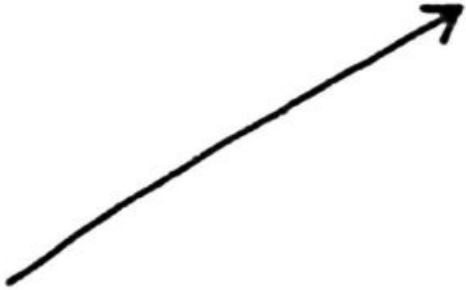


Put it to work!

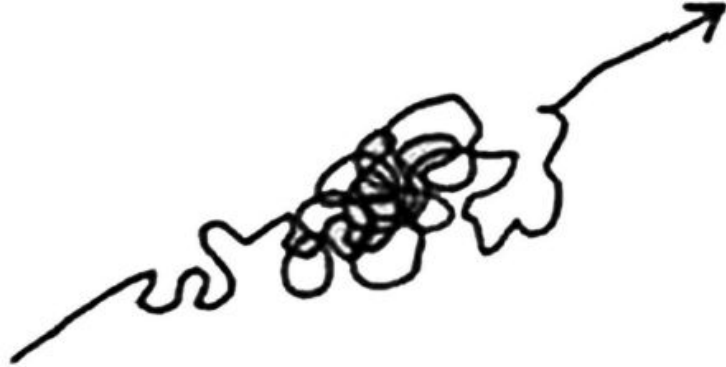


Tell me what you learned – @lovevalgeisler

Success



What people think
it looks like



What it really
looks like



WE'D LOVE YOUR FEEDBACK

Here's how to fill out the session survey:

1. Download/Open the Activate app
2. Toggle to the **Agenda** tab
3. Tap on this session
4. Scroll to **Engagement** and tap **Survey**

BONUS

Complete the survey to earn points you can redeem for prizes at **The Market @ Activate!**



**RECORDING WILL BE
AVAILABLE ON APRIL 10TH!**