Win-back campaign kit: setup guide

For: venue owners and agencies who bought the Venue Hire Lead System snapshot and want to run the bonus win-back campaign themselves. Version 1, October 2026.

What it does

A one-off campaign to people who enquired with your venue and never booked, and to past customers you have not heard from in a while.

1. Each person gets one short email, written for either old enquiries or past customers.
2. Two days later, anyone who has not replied gets a second email: "Last email from me".
3. One day after that, anyone who agreed to texts, and has a phone number on file, gets one text.
4. The moment someone replies, the campaign stops for them and you get an alert.
5. Anyone who replies "keep me" stays on your list and gets nothing more from this campaign.
6. About a week after the first email, everyone who never replied is tagged so you can decide what to do with them.

Nothing is sent until you add contacts to the campaign yourself. Both workflows arrive switched off (Draft).

What is in the kit

Part	Name	What it does
Workflow	Reactivation 1 - Win-back	Sends the two emails and the text, and stops when someone replies
Workflow	Reactivation 2 - Reply handler	Tags each reply and alerts the contact's assigned user
Smart list	Reactivation - Old enquiries	Everyone tagged reactivation-list-enquiry
Smart list	Reactivation - Past customers	Everyone tagged reactivation-list-customer
Tag	reactivation-list-enquiry	You add it on import: old enquiry, never booked
Tag	reactivation-list-customer	You add it on import: past customer
Tag	reactivation-sms-ok	You add it on import: only for people you can show agreed to texts
Tag	reactivation-sent	Added by the campaign while someone is in it
Tag	reactivated	Added when someone replies
Tag	reactivation-keep	Added when someone replies "keep me"
Tag	reactivation-no-reply	Added at the end to everyone who never replied
Custom values	7 values starting "Reactivation"	Your details, filled into every message

Before you start: who can you message?

Only message people who enquired with you or booked with you. Never use a bought, rented or scraped list. Leave out anyone who unsubscribed before.

Fill in one row for each place your contacts came from:

Where these contacts came from	Roughly how many	Did they agree to marketing emails? How?	Did they agree to marketing texts? Can you show it?	Country	Include?
Website enquiry form					
Past bookings					
Facebook lead form					

What the rules say, in short. This is not legal advice. Check your own position for the countries your contacts are in.

Country	Rule	Source
United States	Marketing texts need prior express written consent you can prove for each number. The FCC one-to-one rule was vacated on 24 Jan 2025. The "revoke all" opt-out rule is delayed to 31 Jan 2027	compliancehub.wiki, TCPA 2026 guide
Australia	Consent should be recorded. Every message names the sender and has an unsubscribe honored within 5 working days	ACMA, Avoid sending spam
New Zealand	Express consent is safest. Inferred consent is narrow and cannot rest on a single purchase. Every message names the sender with contact details. The unsubscribe is free and processed within 5 working days	Klaviyo help centre, Understanding New Zealand's anti-spam legislation (third party). Check against the Department of Internal Affairs anti-spam guide

What this means in practice:

- No clear consent and no past enquiry or booking: leave them out.
- Only people with "yes, and I can show it" in the texts column get the `reactivation-sms-ok` tag.

Setup, start to finish

1. **Fill in your details.** Settings, Custom Values. Replace the placeholder text in each value that starts with "Reactivation":

Custom value	What to put in it
Reactivation business name	Your venue's name, as people know it
Reactivation sender first name	The first name the emails come from
Reactivation offer line	Your one reason to reply, written to finish the sentence "let you know that...". For example: we are holding last year's prices for bookings made this month
Reactivation offer end date	When the offer ends, for example Friday 20 November
Reactivation booking link	Your Venue site visit calendar link, or another booking page
Reactivation business contact line	Your address, phone and website on one line, for the bottom of every email
Reactivation enquiry topic	What people enquired about, written to fit "Still thinking about ___?". For example: your event

2. **Choose your offer.** One reason to reply, with an end date. A free gift is your choice, not the default. Read every message in "What the messages say" below with your offer filled in.
3. **Check your sending is connected.** Your sending email and phone number must be connected in the sub-account (the main setup guide, step 6).
4. **Import your list.** Contacts, Import. Use a spreadsheet with first name, last name, email and phone. Import old enquiries and past customers as two separate files, so you can tag each file on import:
    - Old enquiries file: tag `reactivation-list-enquiry`
    - Past customers file: tag `reactivation-list-customer`
    - Add `reactivation-sms-ok` only to the people you can show agreed to texts.
5. **Assign the owner.** On import, assign every contact to the person who will answer replies. Reply alerts go to the contact's assigned user. A contact with no assigned user means no alert.
6. **Check the smart lists.** Contacts, Smart Lists. Open Reactivation - Old enquiries and Reactivation - Past customers and check the right people are in each.

Test it before anyone real gets a message

1. Create one test contact with your own email and phone. Tag it `reactivation-list-enquiry` and `reactivation-sms-ok`, and assign it to yourself.
2. Open Reactivation 1 - Win-back. Change each Wait step to 1 minute, for the test only.
3. Publish both workflows.
4. Add your test contact to Reactivation 1 - Win-back (from the contact's record, or by selecting it in the contact list and using the bulk action to add it to a workflow). The exact label of that bulk action can differ between GoHighLevel versions.
5. Check the first email arrives, reads correctly, and shows your details, not placeholder text.
6. Check the bottom of the email has a working unsubscribe link. GoHighLevel adds its own unsubscribe line to workflow emails. If none shows, add one before going live.
7. Wait for the second email and the text.

8. Reply to the text or email. Check the contact now has the `reactivated` tag and you got the alert.
9. Put every Wait step back: 2 days, 1 day, 4 days, in that order. Delete the test contact.

Run the campaign

1. Contacts, Smart Lists, Reactivation - Old enquiries. Select everyone and add them to Reactivation 1 - Win-back.
2. Do the same for Reactivation - Past customers. The workflow sends the past customer version of email 1 to anyone tagged `reactivation-list-customer` .
3. Leave both workflows published until the campaign has finished, about a week after the first email.

During the campaign

- Answer replies from Conversations, ideally the same day.
- Anyone who replies "keep me" is tagged `reactivation-keep` and gets nothing more from this campaign.
- If someone asks to be removed, set them to Do Not Disturb.

After the campaign

1. Filter contacts by the tag `reactivation-no-reply` . These are the people who never replied.
2. Choose one: remove them, set them to Do Not Disturb, or keep them. The second email tells people you will take them off your list if they do not reply. If you keep them, change that line before you run the campaign (see below).
3. Switch both workflows back to Draft.

Nobody is removed automatically. You choose, after looking at the list.

What the messages say

`[first name]` and the other bracketed words fill in from the contact and your custom values.

Email 1, old enquiries (day 0) Subject: Still thinking about [enquiry topic], [first name]? Asks whether they are still planning what they enquired about, gives your offer and its end date, links to your booking page, or invites a quick yes by reply.

Email 1, past customers (day 0) Subject: It has been a while, [first name] Thanks them for choosing you before, gives your offer and its end date, links to your booking page, or invites a reply.

Email 2, both lists (day 2, only if no reply) Subject: Last email from me Says this is the last email about it, repeats the offer, and says: reply "keep me" to stay on the list, or you will be taken off it. If you will not remove non-repliers, open Reactivation 1 - Win-back and change that line to: "If now is not the right time, no problem. You can unsubscribe below."

Text (day 3, only if tagged `reactivation-sms-ok` and no reply) Your first name and venue, the offer and end date, your booking link, and "Reply STOP to opt out".

Alert to you (on every reply) The contact's name and phone, and a reminder to answer in the conversations inbox.

Good to know

- Replies stop the campaign for that person straight away.
- Leave anyone who asked not to be contacted out of your import file, and set any such contact already in your account to Do Not Disturb before you run the campaign.
- Fill in missing first names in your spreadsheet before you import, so every greeting has a name.
- Sending costs come from your own GoHighLevel account.

Support

Questions after setup: reply to your purchase email, or email admin@clientahq.com.