



ajaxunion

THE ULTIMATE GUIDE TO 9-WORD EMAIL REACTIVATION

A Blueprint for Re-Engaging Cold Contacts &
Reviving Dormant Opportunities



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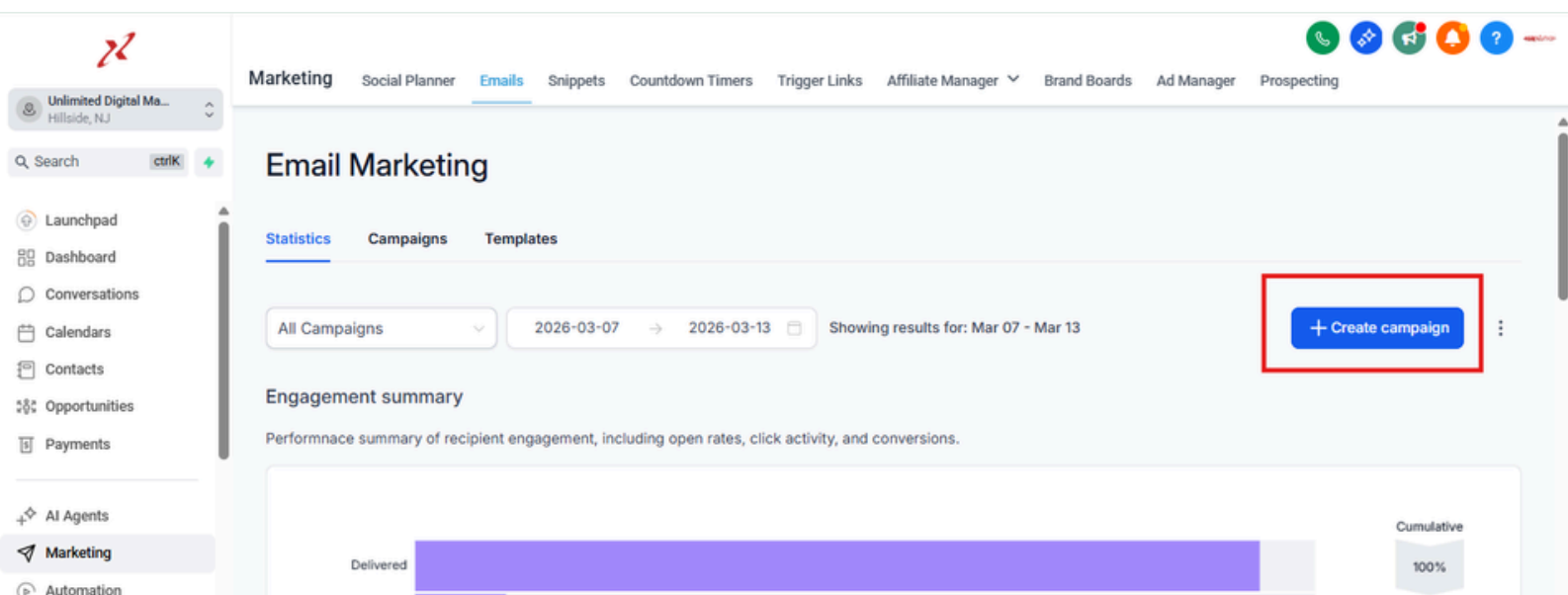
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WHY REACTIVATION WORKS

Every business is sitting on untapped revenue inside its own database. Over time, leads go cold, conversations stall, and past clients drift away—not because they’ve lost interest, but because life and business get busy. Reactivation is the strategic process of re-engaging those contacts and bringing them back into conversation, helping you revive dormant opportunities you’ve already invested time and money to generate.

Reactivation typically focuses on two groups: subscribers who’ve stopped engaging with your emails and former clients or leads who never converted. Instead of sending another promotional message, a reactivation campaign uses a simple, direct question to restart dialogue. The goal isn’t to overwhelm with information, but to prompt a response and reopen the door to opportunity.

This strategy works because it feels human. Short, conversational emails reduce resistance and remove the pressure of a sales pitch. When a contact replies even briefly, it signals engagement, improves deliverability, increases visibility for future campaigns, and most importantly, creates the chance to turn renewed interest into real sales conversations.



The screenshot displays a marketing dashboard with a sidebar on the left containing navigation items like Launchpad, Dashboard, Conversations, Calendars, Contacts, Opportunities, Payments, AI Agents, Marketing, and Automation. The main content area is titled 'Email Marketing' and includes tabs for Statistics, Campaigns, and Templates. A search bar is present at the top left. The dashboard shows a campaign filter set to 'All Campaigns' and a date range from '2026-03-07' to '2026-03-13', with a note 'Showing results for: Mar 07 - Mar 13'. A prominent blue button labeled '+ Create campaign' is highlighted with a red rectangular box. Below this, an 'Engagement summary' section provides a performance overview, including a bar chart for 'Delivered' status and a 'Cumulative' metric showing '100%'.

UPLOADING CONTACTS CORRECTLY

Before launching a reactivation campaign, ensure your contact list is properly uploaded and organized inside Unlimited Digital Marketing.

Step 1: Prepare Your CSV File

Your spreadsheet should include clearly labeled columns:

- First Name
- Last Name
- Email
- Phone (with country code)
- Company (if applicable)
- Tags (optional but recommended)

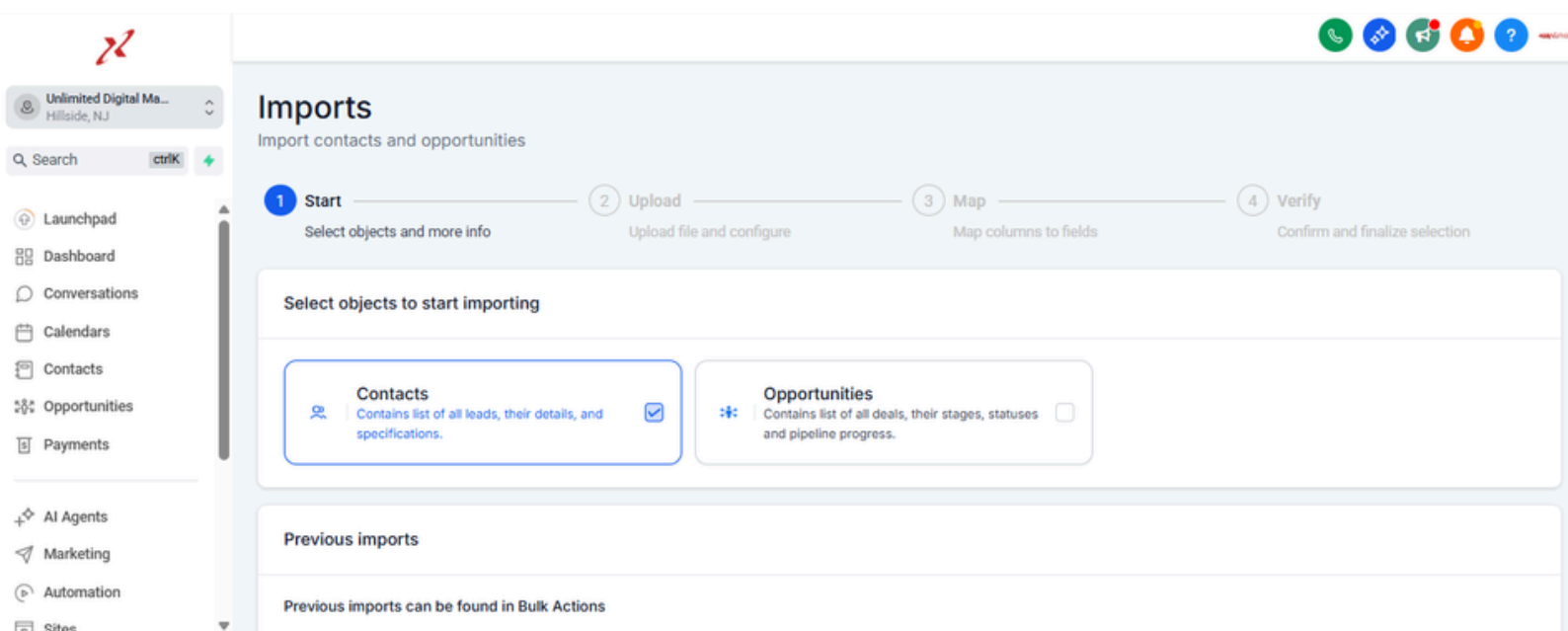
Remove duplicates, verify email formatting, and confirm phone numbers are valid. Clean data ensures personalization fields work correctly in your emails.

Step 2: Import Contacts

Log into app.ajaxunion.com and go to:

Contacts → Smart Lists

Click Import Contacts, upload your CSV file, and continue to the field mapping screen.



UPLOADING CONTACTS CORRECTLY

Step 3: Map Fields Accurately

Correct mapping prevents errors with personalization tokens like {{contact.first_name}}. Match each CSV column to the correct contact field:

- First Name → Contact First Name
- Email → Contact Email
- Phone → Contact Phone

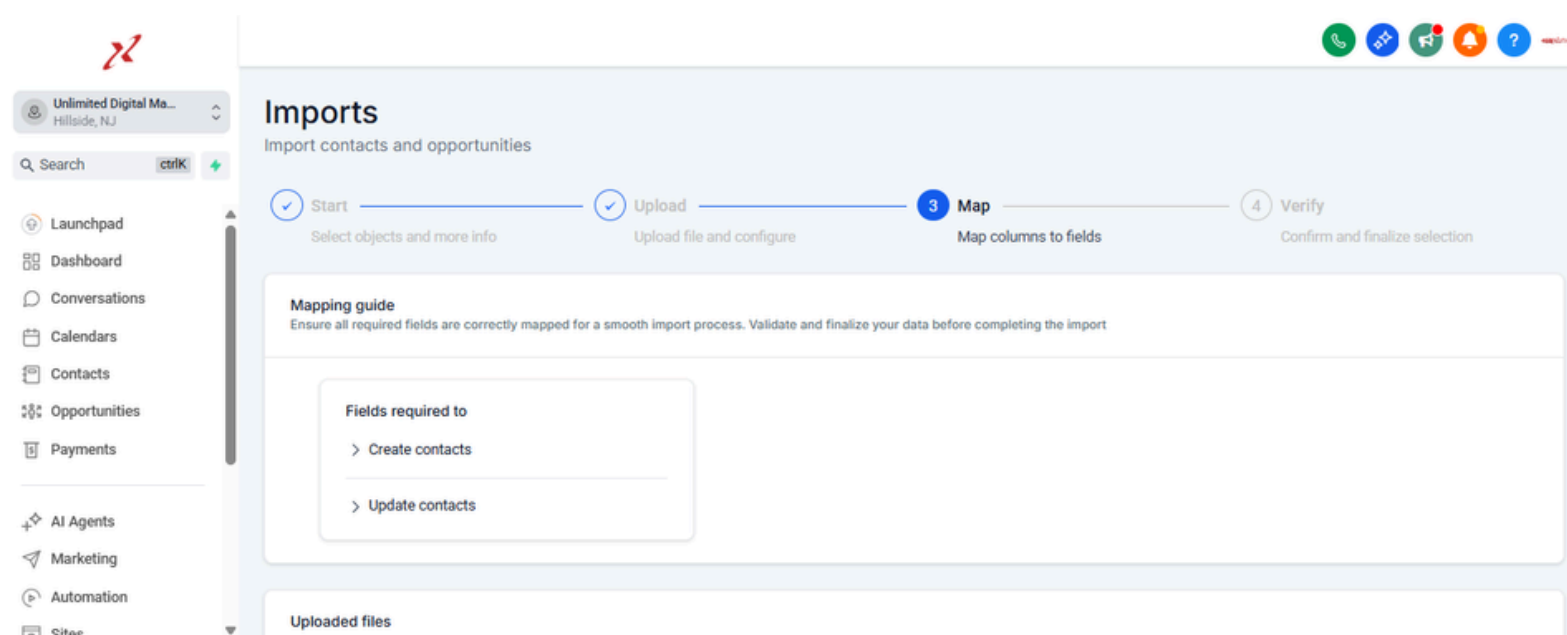
Step 4: Apply Tags

Tags help segment contacts, trigger workflows, and track performance. Add a campaign-specific tag before completing the import, such as:

- Reactivation Campaign
- Old Leads
- Past Clients

Step 5: Confirm Import

Review the summary, check for errors, and confirm the total contacts added. Once verified, your list is ready for automation.



The screenshot displays the 'Imports' section of a CRM system. The interface includes a sidebar with navigation options like 'Launchpad', 'Dashboard', 'Conversations', 'Calendars', 'Contacts', 'Opportunities', 'Payments', 'AI Agents', 'Marketing', and 'Automation'. The main content area shows a progress bar with four steps: 'Start' (Select objects and more info), 'Upload' (Upload file and configure), 'Map' (Map columns to fields), and 'Verify' (Confirm and finalize selection). The 'Map' step is currently active. Below the progress bar, there is a 'Mapping guide' section with the text: 'Ensure all required fields are correctly mapped for a smooth import process. Validate and finalize your data before completing the import'. A box titled 'Fields required to' contains two options: '> Create contacts' and '> Update contacts'. At the bottom, there is a section for 'Uploaded files'.

EMAIL TEMPLATES – 9-WORD EMAILS

The 9-word email is simple, direct, and intentionally minimal. It asks one clear question with one goal: to trigger a reply, not to pitch or persuade. Its concise, conversational tone makes it feel personal rather than promotional, increasing engagement.

Below are three high-performing variations you can deploy inside Unlimited Digital Marketing

Variation 1: Subject: Quick question

Hi {{contact.first_name}},

Are you still interested in improving your marketing results?

Variation 2: Subject: Should I close the loop?

Hi {{contact.first_name}},

Should I close your file or revisit this?

Variation 3: Subject: Still looking for support?

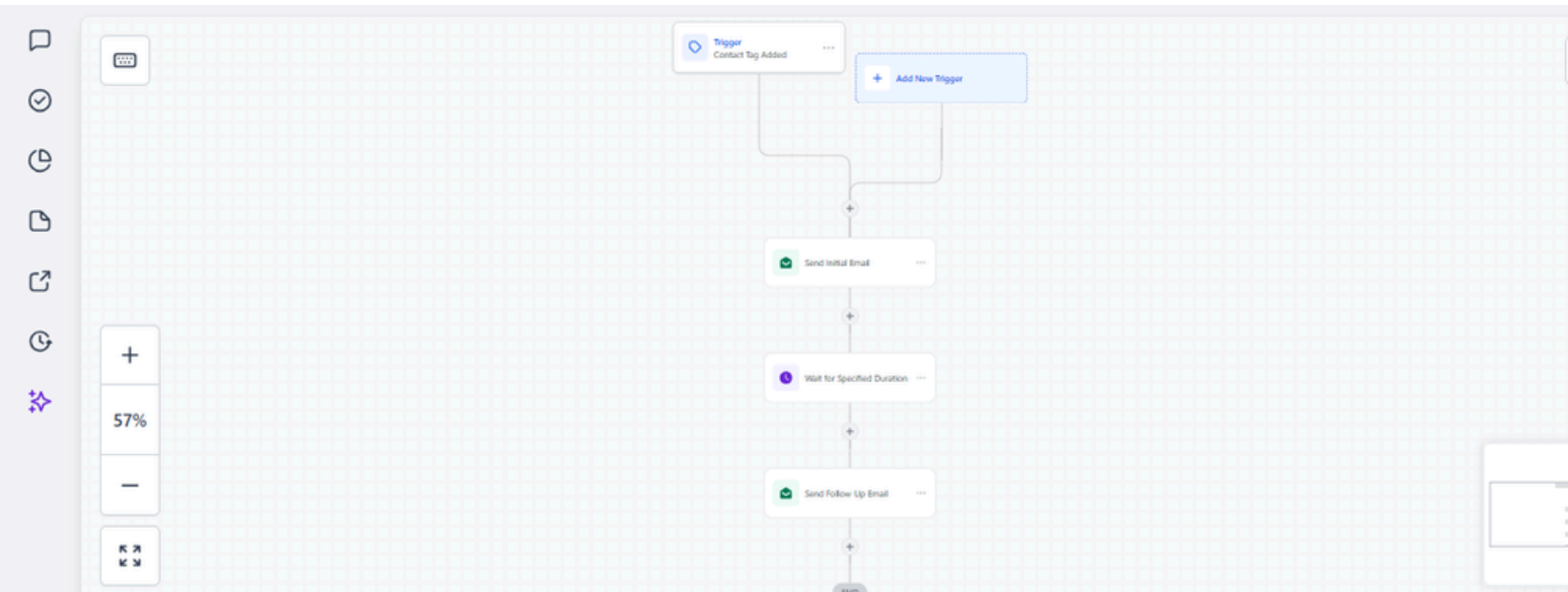
Hi {{contact.first_name}},

Are you still looking for help with this?

AUTOMATIONS SET UP

To automate your reactivation campaign inside Unlimited Digital Marketing, navigate to:

- Automations → Workflows
- Click **Create Workflow** and select Start from Scratch. Name the workflow clearly, such as: Reactivation – 9 Word Email Campaign.
- Set your trigger to **Contact Tag Added**, and select the specific tag applied during import (for example, “Reactivation Campaign”). This ensures the automation runs only for the intended contacts.
- Next, add the action **Send Email** and insert one of your 9-word templates. Keep the formatting plain text. Avoid images, banners, or heavy signatures. Simplicity improves deliverability and keeps the message personal.
- Optionally, add a Wait Step of three days, followed by a second 9-word variation if there is no reply. This creates a light follow-up without overwhelming the contact.
- Before publishing, turn off Allow Re-entry to prevent the same contact from repeatedly cycling through the workflow. Once confirmed, click Save and set the workflow status to Published.



BEST PRACTICES FOR HANDLING EMAIL AUTOMATION REPLIES

Once replies begin coming in, responsiveness becomes critical. The success of a reactivation campaign depends not only on getting the reply but on how quickly and professionally you continue the conversation. A delayed response breaks momentum and reduces the likelihood of conversion. Aim to respond within 24 hours and keep your tone conversational, aligned with the simplicity of the original message.

Avoid shifting immediately into a long sales pitch. Instead, acknowledge their response, ask one clarifying question if necessary, and guide the conversation naturally toward a call or next step. Inside Unlimited Digital Marketing, ensure notifications are enabled (Settings → Notifications) so you're alerted to new replies. Once a contact becomes active, remove them from any reactivation sequences and update their opportunity stage in the CRM to prevent duplicate messaging and maintain clean reporting. Reactivation works best when automation transitions smoothly into genuine human interaction.

General Notifications

Notification Settings

In-App Email SMS

Conversation Notifications

Notify for all new conversations & messages initiated with the account	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notify when a conversation gets assigned to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notify for new messages on a conversation I am assigned to	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notify when I am added to a internal chat	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notify for all new messages in internal chats I am part of	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notify when I am mentioned in any conversation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notify for all new messages in conversations where I am mentioned	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

KPI EXPECTATIONS

Understanding performance benchmarks allows you to evaluate your campaign realistically. While results vary by industry and list quality, these averages provide a useful framework for cold and reactivation email campaigns. Reactivation efforts often outperform traditional cold outreach because recipients already recognize your brand, especially when messages are concise, relevant, and conversational. Success should be measured not just by opens or clicks, but by the number of meaningful conversations restarted and opportunities revived.

Industry	Open Rate	Click Rate	Reply Rate
B2B Services	40–60%	2–5%	5–15%
Marketing Agencies	35–55%	2–4%	8–18%
SaaS	30–50%	1–3%	5–12%
Professional Services	40–65%	3–6%	8–20%

Sources:

- Campaign Monitor Email Benchmarks Report: <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>
- Mailchimp Industry Benchmarks: <https://mailchimp.com/resources/email-marketing-benchmarks/>
- Belkins Cold Email Study: <https://belkins.io/blog/cold-email-benchmarks>

ABOUT AJAX UNION

Ajax Union is a digital marketing and technology company focused on helping businesses build scalable marketing infrastructure and sustainable growth systems.

Through its Unlimited Digital Marketing platform, Ajax Union provides businesses with a powerful CRM, automation, and lead management system designed to centralize marketing, communication, and customer engagement in one place.

In addition to delivering marketing strategy and implementation services, Ajax Union offers white-label CRM solutions powered by GoHighLevel, allowing businesses to operate advanced marketing automation, funnels, messaging, and reporting under their own branded platform.

To learn more about marketing services if you are interested in a free trial , visit ajaxunion.com or access our platform at unlimiteddigitalmarketing.com.

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