

# PLAY #17:

## CHURNED CUSTOMER RE-ENGAGEMENT

Reactive | Top-of-funnel | Comeback campaigns

Just because they left doesn't mean they're gone for good. When conditions are right, former customers are ripe for a second look. This play monitors for those right conditions—leadership shifts, fresh funding, product launches—and reopens the conversation with fresh perspective and strategic intent.

Former customers already know you. They've seen your strengths and your shortcomings. So don't pretend it's a clean slate. Instead, make the case for what's changed, why it matters, and how you're better equipped to support them now.

What it looks like in action

Tactic	Description
Track churn re-entry signals	Use tools like UserGems, LinkedIn Sales Navigator, or Crunchbase to monitor former customers for exec moves, growth events, or a return to your website. Set alerts that signal when it's time to re-engage.
Send a "Look What's New" email drop	Package up product improvements that directly map to why they churned. Pair feature recaps with a customer story, quick demo link, or short changelog video.
Offer a reactivation field guide	Build a short, honest PDF for returning accounts: "What we've changed, what's better, and what's coming next." Keep it candid, visual, and forward-looking.
Deploy a "new stakeholder starter kit"	If someone new is in the buyer seat, equip them with a curated intro pack: one-pager, 2-min explainer, top customer quotes, and FAQs. Frame it as a modern reboot—not a sales pitch.
Launch a "Back with Benefits" offer	Sweeten the return with a low-risk incentive: pilot discounts, concierge onboarding, or early access to new roadmap features. Brand it playfully to keep it light.
Deliver a "We've Been Busy" box	For high-value accounts, send a direct mailer with a personal note, a small branded item, and a printed update booklet. Signal investment, without pushing for the sale.

## WHY IT WORKS:

It's cheaper to win back a former customer than to acquire a new one—if you do it right. This play works because it acknowledges the past while making a concrete case for the future. With the right timing and tone, your “we’ve evolved” can spark a second look, and a stronger, stickier second chapter.



# REACTIVE PLAYS: MID-TO-BOTTOM OF FUNNEL

## For deals in motion that need a nudge, or a redirect

Not every deal moves in a straight line. Some stall. Others zig when you expect them to zag.

The following plays are about recognizing those moments and responding with intent. Whether it's a quiet account still circling the decision, a competitor making a move, or a fresh signal from a previously cold lead, these campaigns allow you to step in with timing, clarity, and purpose.

From webinar follow-ups to lost deal revivals, here's how to restart momentum, reframe the conversation, and close the gap between interest and action.