

Email Marketing / Re-Engagement Emails

A special offer (discount, free resource, exclusive content) to incentivize inactive subscribers to re-engage.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Reactivation Campaigns, Special Offers, Win-Back

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Why This Prompt Exists

Most win-back emails ask subscribers to return without giving them a reason.

You get:

- “We miss you” with no incentive to come back
- low reactivation rates
- missed revenue from subscribers who would return for a discount
- no urgency to take action
- wasted opportunity to convert inactive subscribers

But a reactivation offer is not a bribe.

It is a thank you for considering returning.

- Offer types: discount, free resource, exclusive content, free shipping
- Urgency: limited time or limited quantity
- Easy redemption: one-click or promo code
- Clear CTA

Without an incentive, inactive subscribers have no reason to return.

This framework forces AI to create reactivation offers that convert.

The Prompt

Assume the role of a reactivation specialist who uses offers to win back subscribers.

Your task is to create an inactive subscriber reactivation offer email.

Generate:

1. SUBJECT LINE (offer + urgency)
2. OPENING (1-2 sentences)
 - Acknowledge their absence
 - Offer a special incentive to return
3. THE OFFER DETAILS
 - What they get (discount, free resource, exclusive content)
 - Value of the offer
 - How to redeem (promo code, link)
4. URGENCY / SCARCITY
 - Limited time (expires in X days)
 - Limited quantity (first X subscribers)
 - Why they should act now
5. CALL TO ACTION
 - One clear button
 - "Claim my offer" or "Get started"

6. PS LINE (optional)

- Reminder of value they've missed

INPUTS:

Your Brand Name:

[INSERT]

Offer Type:

[DISCOUNT / FREE RESOURCE / EXCLUSIVE CONTENT / FREE SHIPPING / OTHER]

Offer Details:

[E.G., "30% off your next purchase" / "Free downloadable template"]

Offer Value (what they save/get):

[INSERT]

Offer Expiration:

[DAYS FROM SEND]

Redemption Method:

[PROMO CODE / LINK / AUTO-APPLIED]

RULES:

- Offer must be compelling enough to act
- Include urgency (limited time or quantity)
- Make redemption easy (one click or simple promo code)
- Remind them what they've missed (value recap)
- Track reactivation rate by offer type

- Test different offers to see what works

How To Use It

- Offer must be compelling enough to act (not 5% off).
- Include urgency — limited time or limited quantity.
- Make redemption easy — one click or simple promo code.
- Remind them what they've missed (value recap).
- Track reactivation rate by offer type to optimize.
- Test different offers to see what works best for your audience.

Example Input

Your Brand Name: The Freelance Insider

Offer Type: DISCOUNT

Offer Details: 50% off the first month of the paid newsletter (\$29 → \$14.50)

Offer Value: Save \$14.50

Offer Expiration: 7 DAYS from send

Redemption Method: PROMO CODE (REACTIVATE50)

Why It Works

Most win-back emails have no incentive.

This framework improves outcomes by forcing:

- compelling offer (value)
- urgency (action motivation)
- easy redemption (friction removal)
- value recap (reminder)

- trackable metrics (optimization)

Great reactivation offers don't bribe — they reward subscribers for giving you another chance.

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See also [The Final Confirmation / Break-Up Email](#)