

15 Follow-Up Email Ideas for Better Engagement

*This is an extra resource to go along with the original article:
[How to Track Member Engagement to Improve Retention Rates](#)*

The follow-up email is an important part of member retention and engagement, and the reality is that you're not just "checking-in" – you're trying to accomplish something. You want to create an effective email that helps you turn waning interest into a renewal or purchase.

Here are a few ideas of emails to send that will help you do just that...

1. Send a short piece of actionable advice
2. Send a longer how-to guide and offer to follow up further
3. Point out a weakness in their business that could be fixed
4. Share an article relevant to their industry or profession
5. Respond to a social message and follow up with more resources
6. Reference a relevant blog post they just published
7. Send a blog post that your company has just published
8. Recommend an event in their area
9. Invite them to an upcoming webinar or educational event your company is hosting
10. Send a link to a relevant testimonial of one of your highest-profile customers
11. Call attention to something their competitor is doing well and ask how they plan to address it
12. Bring up a common challenge your buyers face and ask if they're experiencing it
13. Send a, "Did this email get buried?" email
14. Ask if they're still interested in achieving X goal and provide a suggestion for how to accomplish it
15. Send a breakup email to let them know that you're ready to stop reaching out