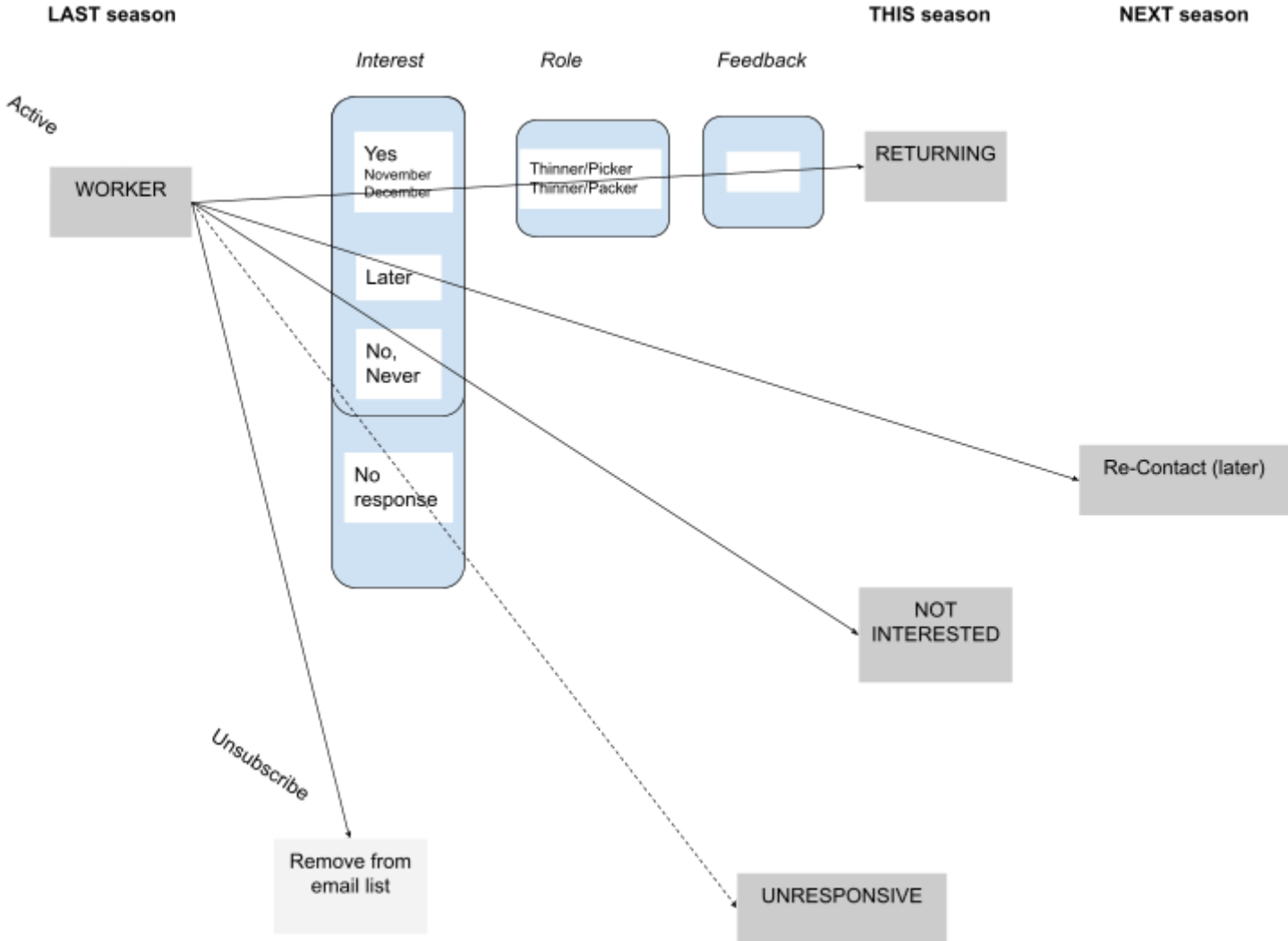


Template: Returning Workers EDM in MailerLite (EDM configuration)

Design



Subscriber Fields

Note these fields are going to be independent each year and should be tagged with a prefix “YYYY |” (eg 2022 | Interest)

Name	Type	Values	Description
2022 Interest	Text	November December Sorry, next season I'm not coming back No response	These answers (first four) come from the user entry in form. The last is from the automation
2022 Role	Text	Thinner/Picker Thinner/Packer	These answers come from the user entry in the form and can be empty depending on the Interest answer (i.e. should be filled if November or December are answered.
2022 Feedback	Text		This answer comes from the user entry in the form and can be empty.

Subscriber Groups

Name	Description
2022 Worker	Tag all people that worked for you in this season

Automation Configuration

Element	Email 1 (make contact)	Email 2 (follow up)	Email 3 (last follow up)	Email 4 (going negative)
Delay	immediate	4 days	4 days	4 days
Template	Returning Worker	Returning Worker	Returning Worker	Close out
Calls to action	Returning details			
Name	{name}			
Subject line (28-50 chars)	Following up last email on returning to {business}	Just in case you missed the last email	Final check on returning to {business}	Sorry you aren't joining us this season
From (23 chars)	{name} at {business}			
BODY (50-125 words)				
Salutation	Hi again {name},	{name},	Hi there {name},	{name},
Opening text	I'm keen to know if you want to come back and work with us next season—it was great having you last year! Please let us know when you are able to work and what role you would like. Sign up and bring a friend!	I'm still keen to know if you want to come back and work with us next season—it was great having you last year! Please let us know when you are able to work and what role you would like. Sign up and bring a friend!	Just a final check to see if you want to come back and work with us next season—it was great having you last year! Feel free to get in touch anytime.	Sorry that you aren't joining us this season. We've marked you as not available and won't contact you again this season.
Salutation	Cheers, {business person name}.	Cheers, {business person name}.	Cheers, {business person name}.	Cheers, {business person name}.
CTA	Data Collection			
Footer <ul style="list-style-type: none"> • Unsubscribe • Links to social • Company details • Disclaimer 	[Divider line—MailerLite default] {business} {business address} {business contact phone number} {business contact email address} You received this email because you worked with us last season Unsubscribe			

Email—Survey Design

See <https://www.mailerlite.com/help/how-to-embed-a-survey-in-a-campaign>

Question Type	Intro	Multiple Choice	Multiple Choice	Open Choice	Outro
Questions	Help us plan next season	When are you available to start?	What role do you want this season?	We are always looking at ways to be better	Thanks!
Description	Are you joining us this coming season?			If you could change something at {business name} from last season what would it be?	I'll be in touch about the next steps.
Button	Complete 3 questions				
Answers		November	Thinner/Picker		
		December	Thinner/Packer		
		Sorry, next season			
		I'm not coming back			
Type				Textarea	
Placeholder				Optional but always appreciated!	
Interaction		Answer question and move on all with one click (rather than select and next)	Answer question and move on all with one click (rather than selec and next)	Answer question and move on all with one click (rather than selec and next)	
Rules		RULE #1: update field Q: When are you available to start?	RULE #2: update field Q: What role do you want this season?	RULE #3: update field Q: We are always looking at ways to be	

		<p>Is answered Update customer field with the answer</p> <p>CUSTOM FIELD Interest</p>	<p>Is answered Update customer field with the answer</p> <p>CUSTOM FIELD Role</p>	<p>better Is answered Update customer field with the answer</p> <p>CUSTOM FIELD Feedback</p>	
		<p>RULE #4: skip to end Q: When are you available to start? Is answered with specific answer</p> <p>ANSWER Sorry, next season Skip to questions</p> <p><i>A QUESTION TO SKIP TO</i> Q: We are always looking at ways to be better</p> <p>RULE #5: skip to end Q: When are you available to start? Is answered with specific answer</p> <p>ANSWER I'm not coming back Skip to questions</p> <p><i>A QUESTION TO SKIP TO</i> Q: We are always looking at ways to be better</p>			

Returning Workers Segments (Reporting)

Name	Group belongs to	Interest (field) contains	Role (field) contains	Description
2021 Worker 2022 Returning	2021 Worker	November		A person has indicated that they do want to return
	2021 Worker	December		
2022 Returning Worker November	2021 Worker	November		A person has chosen the month
2022 Returning Worker December	2021 Worker	December		A person has chosen the month
2022 Returning Worker Picker	2021 Worker		Picker	A person has chosen the role
2022 Returning Worker Packer	2021 Worker		Packer	A person has chosen the role
2021 Worker 2023 Re-Contact	2021 Worker	Re-Contact		A person has said no to this year but keep them on the list to be re-contacted
2021 Worker 2022 No Response	2021 Worker	No response		All of the emails had no response (they may have been opened/viewed and clicked but no explicit response.
2021 Worker 2022 Not Interested	2021 Worker	not coming back		An explicit negative response and not to be contacted

Subscribe List Template

Email Address	First Name	Last Name
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