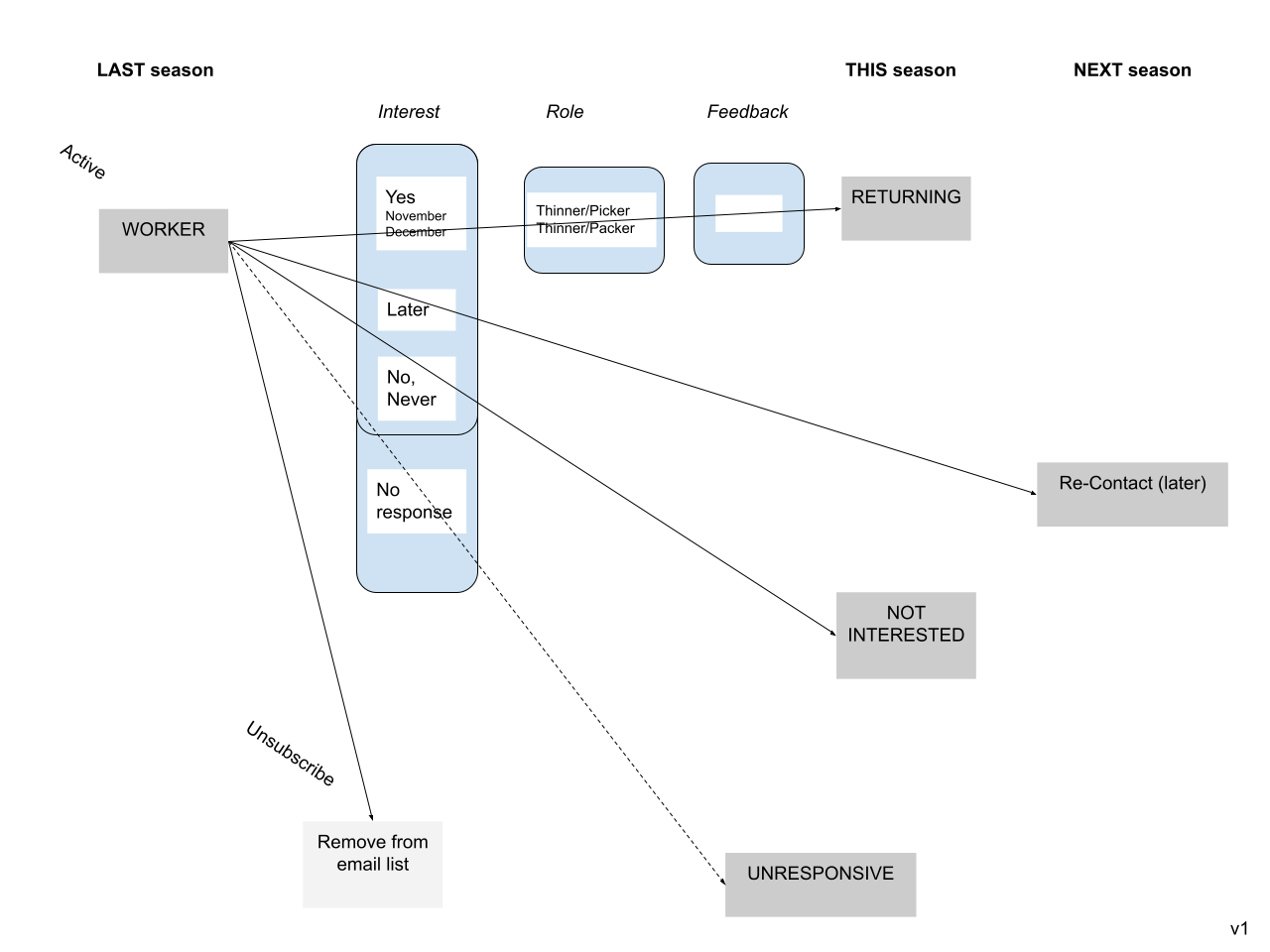
# Template: Returning Workers EDM in MailerLite (EDM configuration)

## 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   * 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?  Is answered Update customer field with the answer  CUSTOM FIELD  Interest | **RULE #2**:update field  Q: What role do you want this season?  Is answered Update customer field with the answer  CUSTOM FIELD  Role | **RULE #3**:update field  Q: We are always looking at ways to be better  Is answered Update customer field with the answer  CUSTOM FIELD  Feedback |  |
|  |  | **RULE #4**: skip to end  Q: When are you available to start?  Is answered with specific answer  ANSWER  Sorry, next season  Skip to questions  *A QUESTION TO SKIP TO*  Q: We are always looking at ways to be better  **RULE #5**: skip to end  Q: When are you available to start?  Is answered with specific answer  ANSWER  I’m not coming back  Skip to questions  *A QUESTION TO SKIP TO*  Q: We are always looking at ways to be better |  |  |  |

### 

## 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 |

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |