

**Subject:** How to Use Our New Email Templates to Reconnect with Past Customers

**Dear Team,**

We hope this message finds you well. As we continue to grow and support more students through "School is Easy," it’s essential that we maintain and strengthen our relationships with the families who have already entrusted us with their children’s education. Reconnecting with these past customers is a key step in helping them realize that we’re still here, ready to support their children's academic success.

To assist you in reaching out to these families, we’ve developed a series of email templates. These are designed not just to rekindle connections but to emphasize the unique value we offer and encourage families to re-engage with our services.

All email templates along with the rollout documents can be found in the School is Easy Help Centre [HERE](https://siesupport.zendesk.com/hc/en-us/articles/31073973347092-Email-Marketing-Templates)

Here’s how you can effectively use these templates:

1. **Reconnect and Reassure:** The first email is a warm check-in to remind parents that we care about their child's continued academic journey. It's a gentle nudge to let them know we’re still here to support their child’s success.
2. **Highlight the Importance of Consistency:** The second email stresses the value of regular tutoring sessions. Consistency is vital for long-term success, and this message helps parents understand how continued engagement can make a significant difference for their child.
3. **Share a Success Story:** The third email leverages real success stories to demonstrate the positive impact our tutoring has had on other students. Personal stories are powerful and help parents envision similar success for their own children.
4. **Emphasize the Long-Term Benefits:** The fourth email focuses on the lasting benefits of tutoring beyond immediate academic improvement. It’s about helping parents see the broader impact on their child’s confidence, critical thinking, and love of learning.
5. **Introduce New or Upcoming Programs:** The fifth email serves as an update on any new or enhanced programs we’ve rolled out. This is our chance to show parents how we’re continuously evolving to better meet their children’s needs.
6. **Create a Sense of Urgency and Encourage Action:** The final email is designed to prompt immediate action. It highlights the importance of securing their child’s spot with us and the benefits of returning to our program without delay.

**Why is this important?**

Maintaining regular contact with past customers is vital for several reasons:

* **Trust and Loyalty:** Consistent communication reinforces the trust parents have in us and builds loyalty to our brand.
* **Continuous Support:** Regular touchpoints remind parents that we’re committed to supporting their child’s ongoing educational needs.
* **Sustainable Growth:** Re-engaging past customers is often more cost-effective than acquiring new ones and helps us grow our business sustainably.

If you have any questions or need further guidance on using these templates, please don’t hesitate to reach out. Let’s work together to ensure we continue providing exceptional support to our students and their families.

Thank you for your continued dedication to "School is Easy." We’re confident that these emails will help us strengthen our relationships with the families we serve and encourage them to continue their journey with us.

Best regards,
David Riker
Managing Director
School is Easy