

90-Day Lapsed Client Reactivation

35–45% of your client list is sleeping right now. This sequence wakes them up.

BEFORE YOU START

Pull your client list filtered by last visit > 90 days ago. Segment into: High-value / Recent lapsed / Long-gone / One-time visitors. Run the sequence on your largest segment first.

THE 3-MESSAGE REACTIVATION SEQUENCE

1

Day 1 — The Check-In (no offer)

"Hi [Name]! 🌸 It's been a little while and we were thinking of you! How have you been? We'd love to have you back whenever you're ready. Is there a service you've been meaning to try?"

⚠️ NO DISCOUNT IN MSG 1 — RECONNECTION FIRST, ALWAYS

2

Day 3 — The Value Add (if no reply)

"Just following up — we recently started offering [service relevant to their history] and thought of you! [2-line description + price]. Interested? I can check what's available this week."

🔔 SEND ONLY IF DAY 1 HAD NO REPLY

3

Day 7 — The Soft Close (with offer)

"Last message from us this time 🥰 We're offering returning clients: ₹500 off your next visit / complimentary conditioning with any colour. Valid until [date 10 days out]. Would love to see your name on our book again!"

🔔 THIS IS THE ONLY PLACE AN INCENTIVE APPEARS

SEGMENTATION QUICK REFERENCE

Segment	Strategy	Offer?
High-value lapsed	Personal, VIP tone	No
Recent (90–120 days)	Friendly nudge	Msg 3 only
Long-gone (12+ months)	Acknowledge gap	Yes (Msg 3)
One-time visitors	Ask what happened	Optional