



# Lifecycle Best Practices:

Where to Go From Here?

For each lifecycle stage, select 3-5 campaigns from our suggestions that make sense for your business and note any modifications needed for lapsing, active, and loyal users.

STAGE	CAMPAIGN IDEAS	GIVE IT A TRY?	MODIFICATIONS NEEDED FOR LOYALTY STATUS?
<b>1. AWARENESS</b>	Partner & Co-Marketing		
	Holiday & Cultural Tentpole		
	Event Promotion		
	New Product or Program		
	Contests		
	Alerts		
	Breaking News		
	Daily Briefing		
	Newsletter		
<b>2. CONSIDERATION</b>	Onboarding welcome message		
	New user activation message		
	New user tutorials		
	Priming for permission		
	Product Recommendations		
	Voucher (offer, coupons, discounts, sales)		

STAGE	CAMPAIGN IDEAS	GIVE IT A TRY?	MODIFICATIONS NEEDED FOR LOYALTY STATUS?
<b>2. CONSIDERATION</b> (CONTINUED)	Cart abandonment		
	Favorites & Wishlist		
	Restock / Low Stock		
	Paywall Subscription Prompt		
	Upsell / Upgrade		
	Trials		
<b>3. SATISFACTION</b>	Confirmations		
	Repurchase reminders		
	Delivery updates		
	Ratings & Reviews		
	Customer survey		
	Refer a friend		
	Share		
<b>4. RETENTION &amp; LOYALTY</b>	Rewards		
	Gamification		
	Birthday/Anniversary		
	Update App		
	Confirmation		
	Milestone Messaging		