222Emails

THE 222EMAILS PILOT PLAYBOOK

Help past clients take their next step.

A clear route back to booking, with the terms visible from the start.

14-Day Reactivation Pilot

£0 for selected suitable UK businesses.

One focused test

One objective. One eligible segment. One approved campaign.

A clear choice

No card. No automatic charge. No automatic renewal.

222Emails

01 / CHECK YOUR FIT

Start with a suitable group.

We first check whether a focused reactivation campaign makes sense.

Choose the starting point

Suitable past enquiries or previous clients. Initially up to 250 eligible contacts.

Confirm readiness

A valid contact basis, clear exclusions, booking capacity and someone to handle replies.

Apply without sending client files

Use the readiness check. Do not upload client records or passwords. Applying does not start a campaign or guarantee a place.

Your clients should receive a relevant invitation, with a clear next step.

222Emails

02 / BEFORE ANYTHING IS SENT

Approve the detail first.

Your clinic knows its clients. The plan needs your approval.

Audience and permissions

Agree who can be contacted, who is excluded and when follow-up should stop.

Message and booking route

Approve the exact copy, timing and a working route to book.

Access and launch

Confirm data-processing terms, access and response ownership. Any extra tool or sending costs are agreed first. Chelston gives final launch approval.

A form submission never authorises a campaign.

03 / YOUR 14 CALENDAR DAYS

The clock starts with the first approved send.

The readiness check and preparation do not use up your pilot.

At launch

Begin the one agreed campaign with staged sending.

During the pilot

Monitor replies and observed booking activity. Your team handles client conversations, booking decisions and clinical questions.

At day 14

Review what happened and agree the next step. A wider system is outside the pilot.

222Emails

04 / THE RESULTS REVIEW

Know what happened next.

A reply, a booking and money collected are different results.

Activity

What was sent and what delivery information is available.

Client response

Replies and evidenced bookings, with the tracking limits explained.

Commercial outcome

Attendance and collected revenue are reported separately where available. Potential booking value is not collected revenue.

05 / AFTER THE PILOT

Choose what happens next.

No automatic paid service begins when the pilot ends.

Review first

Discuss the evidence, limitations and what would be useful for your clients.

Continue only by agreement

Any installation or ongoing management needs a separate scope, price and your agreement.

Keep the choice simple

There is no obligation to buy. Paid installation support and staff training belong to the separately agreed installation package.

222Emails

YOUR NEXT STEP

A clearer way to try client follow-up.

For appointment-led businesses with suitable past enquiries or previous clients.

What you apply for

One focused 14-day reactivation campaign, initially up to 250 eligible contacts.

What happens first

Readiness review, audience checks, agreed copy and launch approval.

Check your fit for the £0 pilot

222emails.com • hello@222emails.com