1. **EMAIL** [Bounced Email = CTA]

**SUBJECT LINE:** Bounce back!

BANNER LINE: Pick up on the clues...

[Loan Officer],

When it comes to email marketing a "bounce" seems like a bummer. And it is if you have neglected your past client database. But bounced emails frequently mean that a contact has experienced a life change, which provides a great opportunity to connect: When an email bounces back, pick up the phone!

Did your contact change jobs? Retire? What's new or different in that person's life - *and is there anything you can help with*?

Don't ignore bounced emails. Worst case scenario, you'll clean up your databases. Best case scenario? You connect with someone on a personal level and reignite the potential for repeat and referral business.

Be aware of what's bouncing - and do something about it!

[Learn more here.](https://totalexpert.wistia.com/medias/4eu102seyc)

[Signature block – customer company/marketing admin?]