ENGINE SETUP PLAYBOOK

Lead Reactivation Engine

Revive dormant leads automatically and recover revenue you already paid to acquire.

For: Firms sitting on cold, undecided, or lost leads. **Price:** $500 (installed for you, included)

What's inside

- Staleness triggers for inactive leads
- Five-step plain-text reactivation sequence with practice-area merge
- Lost-lead long-term nurture campaign
- Stuck-leads report

How it installs

This engine is delivered through the LexLabs Lawmatics agency. After a quick onboarding (we email Lawmatics support and CC you to add your firm to our agency; you reply to confirm), we push the engine's assets into your account in about one click. The steps below activate and customize what was shared, not rebuild it.

1. We set your dormant threshold with you (default: 14 days inactive in an open stage).
2. We adapt the five reactivation emails to your firm's voice.
3. We activate the reactivation automation and confirm it exits on any reply.
4. We turn on the lost-lead long-term nurture for non-responders.
5. We run a test lead past the threshold to confirm it enters and exits cleanly.

Questions

Will this annoy leads?

The sequence is short, plain-text, and exits on any reply. It reads as a personal check-in.

What counts as dormant?

You set the rule. The default is 14 days of inactivity in an open stage.

Installed for you, included. We push the engine into your Lawmatics, map it to your fields and links, customize the copy, and run a short review call. No setup fee.