⏱️ 25 MIN SETUP

Lost Lead Re-Engagement Emails With Zapier, Make or n8n

Part of our Small Business Automation guide and our Automation for real estate agents hub.

The problem

Many leads go quiet because the timing wasn't right, not because they weren't interested. A short, polite check-in to contacts who agreed to hear from you gives them an easy way to pick things back up. This guide keeps your list in Google Sheets and sends the emails from Gmail, using Zapier, Make or n8n (tools that connect apps).

What you need

- A lead list with a recorded opt-in for each contact
- Zapier, Make or n8n
- Gmail or your email tool

Setup with Zapier, Google Sheets and Gmail

1. Filter your list to leads who opted in and haven't been in touch for 60 days or more.
2. Create a Zap with **Google Sheets, New Row** (add rows to start a contact's sequence).
3. Send email 1, wait 5 days, check whether they replied, then send email 2.

4. Include an unsubscribe link and stop on any reply.
5. Test it with your own address.

Setup with Make

1. Watch rows, add a Sleep step and a Search Rows status check, then a Gmail step for each email.
2. Turn it on.

Setup with n8n

1. Use a **Google Sheets Trigger** node that watches for new rows.
2. Add a **Gmail** node for email 1, then a **Wait** node set to 5 days.
3. Add a **Google Sheets** node to read the contact's row again and an **IF** node that stops if the status says they replied or unsubscribed.
4. Add a second **Gmail** node for email 2, test with your own address, then activate the workflow.

Gmail message template

> Hi [Name], it's been a while since you asked about [service]. Still interested? Reply and we'll pick it up. [Unsubscribe]

Consent and local rules

This is marketing. Only send to contacts who opted in, include an unsubscribe in every message, and stop as soon as someone opts out (TCPA and CAN-SPAM in the US, the Spam Act in Australia, PECR and GDPR in the UK and EU, CASL in Canada). This isn't legal advice.

Want it ready-made?

Our US$19 web form leads instant reply pack handles the first reply to new enquiries, so fewer leads go quiet in the first place. Includes a step-by-step guide.

FAQ

Can I email old leads who never opted in?

Not for marketing in most countries. Use this only with contacts who gave you permission to stay in touch. Keep a record of when and how each person opted in.

How many re-engagement emails should I send?

Two is plenty. A short check-in, then one last note a few days later, is enough to find out who’s still interested. Stop as soon as someone replies or unsubscribes.

How long should I wait before contacting a quiet lead?

This guide uses 60 days with no contact as the starting point. Adjust it to how long your customers usually take to decide.

Related

- Automation for real estate agents: all the easy wins
- Automation for online shops: all the easy wins
- Quote follow-up sequence
- Web form leads into one inbox with instant reply
- Customer birthday offers (opted-in only)

- Speed to lead: website enquiry auto-reply
- Web form leads instant reply pack (US$19): includes a step-by-step guide.

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