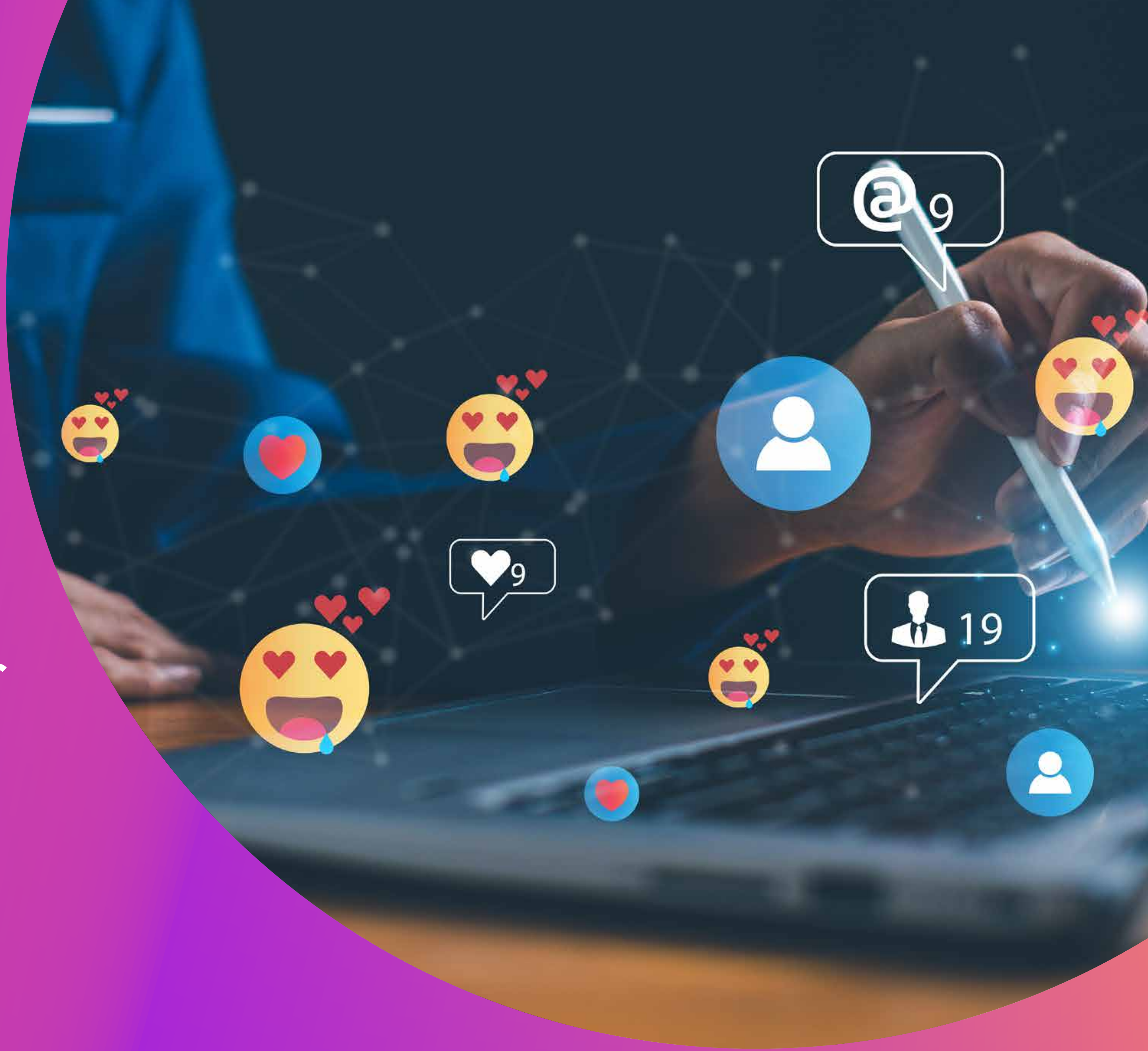


Post-Event Engagement:

The Momentum Multiplier
Playbook





CRM Managers, Growth Marketers, Retention Leads — picture this. **Your automations are humming, your lifecycle journeys are in motion, and your monthly marketing calendar is already firing on all cylinders.**

You've built a solid engine - **Welcome flows, Reactivations, Win-Backs, and Loyalty loops**, all working together to keep your audience active and engaged.

This playbook isn't meant to replace that system. It's a strategic overlay, **a short-term, data-driven layer** designed for the calm after the storm. When demand naturally dips post-event, this framework steps in to protect your momentum, stabilise revenue, and turn fleeting engagement into sustained customer loyalty.

Why Run This, When Automation Already Exists



Timing Gap:

Lifecycle automations react to individual behaviour. They don't "know" an event just ended.



Cohort Context:

Generic flows treat all customers in a segment equally; this overlay targets the specific event cohort that just purchased.



Revenue Protection:

Post-event slowdowns of 15-30 % are predictable. A controlled, thematic overlay cushions the fall and maintains emotional recall.

Deploy only when

- The event contributed > 10 % of monthly revenue and
- A ≥ 15 % slowdown is anticipated.

The Core Logic:

Recover, Retain, Reignite

After any big campaign EOSS, Festival Week, Anniversary Sale the graph always tells the same story: A spike, a slump, a crawl back to baseline. **The Momentum Multiplier sits in the middle of that curve.**

Phase	Marketing Objective	Strategic Question	Key Metric
Recover	Cushion the decline	“How do we protect footfall?”	Δ This year’s transactions vs. last year’s transactions
Retain	Extend emotional recall	“How do we convert event buyers to repeat?”	Repeat Rate 30 days
Reignite	Seed next intent	“How do we bridge to the next season?”	Cohort Engagement Score

Step 1 - Cohort Classification

Archetype	Behaviour	Strategic Risk	Example
Explorers (New)	Explorers (New) First-time buyers attracted by buzz	High churn	Independence Day Flash Sale
Rekindled (Reactivated)	Dormant users revived by incentive	Medium; discount dependence	EOSS Clearance
Anchors (Active/Loyal)	Frequent contributors	Low; expect recognition	Diwali Mega Week



Step 2 – Overlay Strategies

Exploration → Habit Accelerator (Recover Phase)

Goal: Trigger 2nd purchase
≤ 30 days

Mechanic: Spend-linked
wallet credit / low-value
coupon

Example: “You’ve earned
₹250 wallet credit, valid till
30 Nov.”

Behavioural Hook: Recency
Effect act before memory
fades.

Rekindle → Retain Path (Retain Phase)

Goal: Prevent relapse of
reactivated customers

Mechanic: Category
nostalgia + 2x points

Example: “Your classic
denims are back earn 2x
points this week.”

Behavioural Hook:
Commitment Bias – reward
completion of renewed
engagement.

Anchor → Advocate Loop (Reignite Phase)

Goal: Deepen advocacy,
convert loyalty into referral
or cross-sell

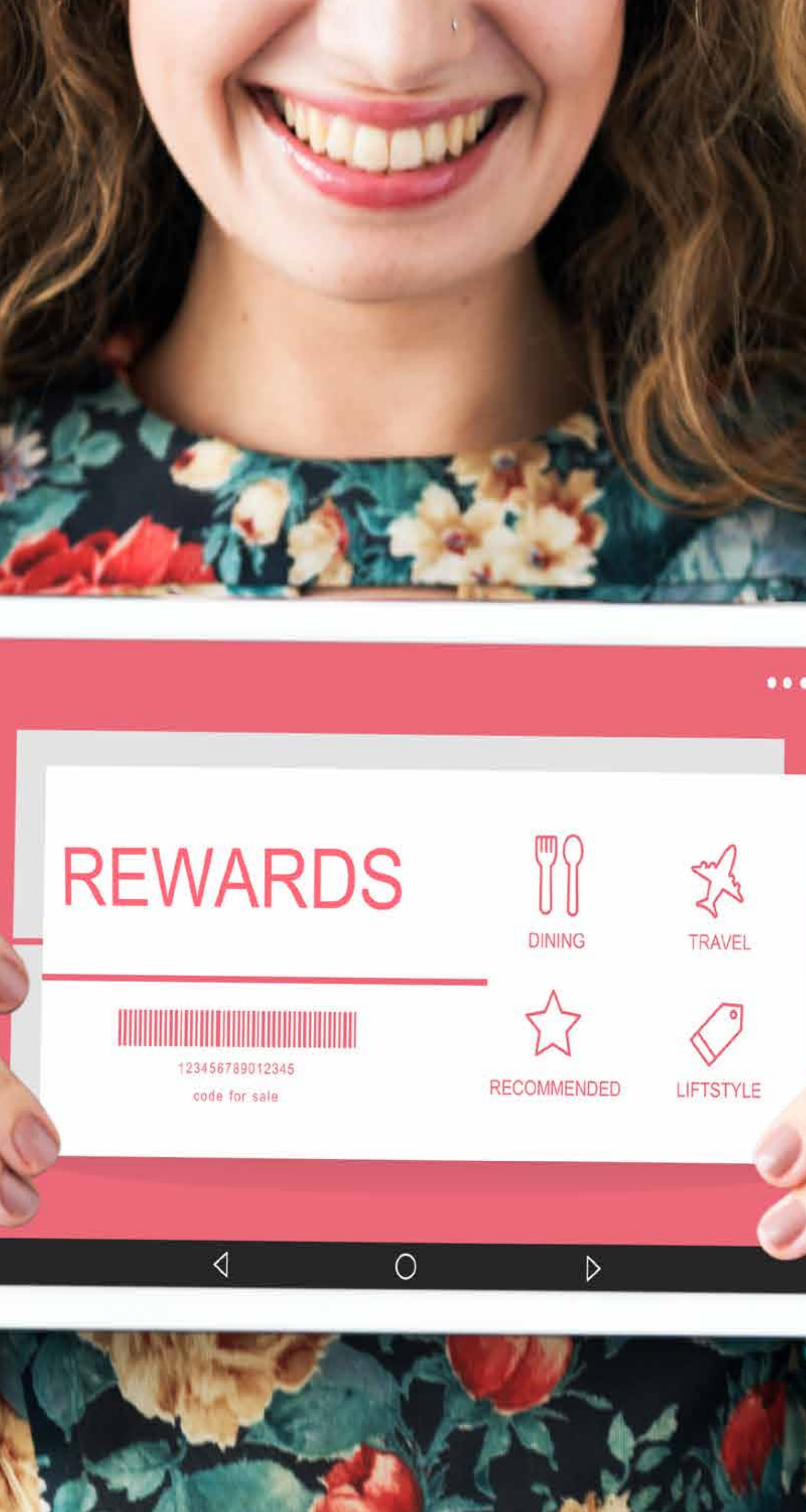
Mechanic: Early access / VIP
preview / limited-edition
reward

Example: “Top 100 Members
get early access to our
Winter Drop.”

Step 3 –
15-Day
Cadence

Day	Focus	Purpose	Channel
3	Reward Announcement	Declare benefit	SMS + WhatsApp
10	Reminder Pulse	Create scarcity / FOMO	Push + SMS
15	Final Nudge	Drive redemption	Push only





Step 4 - Budget Philosophy → Reward, Not Discount

Tool	Why It Works	Cost Impact
Wallet Credits	Closed-loop spend; drives revisit	Medium
Loyalty Boosters	Feels rewarding; low liability	Low
Spend Multipliers	Recognises high spenders	Low
Cross-Category Vouchers	Expands basket mix	Medium

Step 5 - Theme Continuity: Extend the Story, Not the Offer

Your pre event theme (colour, phrase, mood) becomes the **spine** of your post-event communication.

Why it matters:

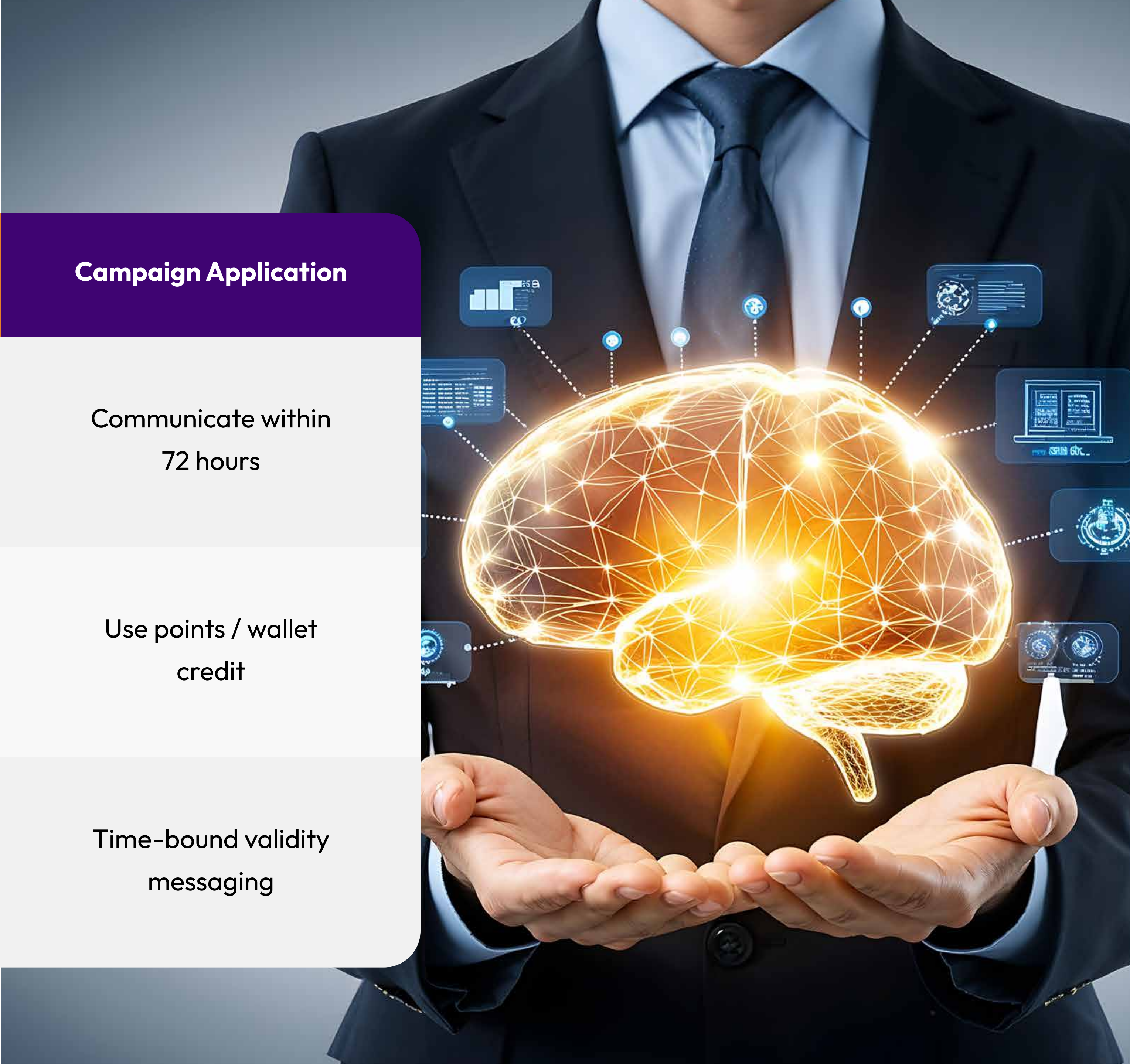
- Fluency Effect – repeated imagery builds familiarity.
- Positioning Consistency – same tone = trust.
- Production Efficiency – one story, many channels.

Channel	Role	Example
CRM (Push/WhatsApp)	Gratitude + continuity	“Your Denim Revival continues – earn 2x points.”
Meta / Google	Visual recall	Carousel Ad: The Revival Continues – New Fits, Same Spirit.
Website / App	Environmental extension	Banner: Bloom Club Extended – Members shop Spring '25 first.

Principle: Your post-event message should feel like the epilogue, not a new chapter.

Psychology Corner

Bias	Description	Campaign Application
Recency Effect	Memory strength highest right after experience	Communicate within 72 hours
Commitment Bias	People repeat behaviours they've been rewarded for	Use points / wallet credit
Loss Aversion	Fear of losing benefits drives faster action	Time-bound validity messaging



Step 6 –
Learning
Loop
Metrics

Metric	Target	Meaning
Repeat Rate	≥ 20 %	Retention strength
Wallet Redemption %	40–60 %	Incentive relevance
Channel ROI	≥ 3x	Efficiency
Thematic Recall %	+15 pts vs control	Brand memory impact

These insights loop into the Pre-Event Planner for the **next cycle**.

Step 7 – When Not to Run

- New season launch ≤ 10 days away.
- Campaign fatigue detected in open/click rates.
- Event cohort $< 5\%$ of active base.

When any of the above apply, rely on lifecycle + monthly plans only.



Summary Matrix

Dominant Cohort	Overlay Type	Key Incentive	Duration	Goal
New	Exploration → Habit	Wallet / Coupon	15 days	2nd Purchase
Reactivated	Rekindle → Retain	Points / Nostalgia	15 days	Prevent Relapse
Active	Anchor → Advocate	Early Access / Recognition	10 days	Loyalty Depth

Insight in One Line

Even with automation running, a post-event overlay protects your momentum rewarding the spenders, re-solidifying the returners, and recognising the loyalists while extending your brand story.



LET'S TALK SOLUTIONS

2000+
Brands

9
Years

55+
Cities

4+
Countries

DISCLAIMER

The presentations are created merely to guide the delivery of the products of eWards. The content includes indication about the product offered by eWards. The content presented are free from any plagiarism and copyright violations under copyright act.