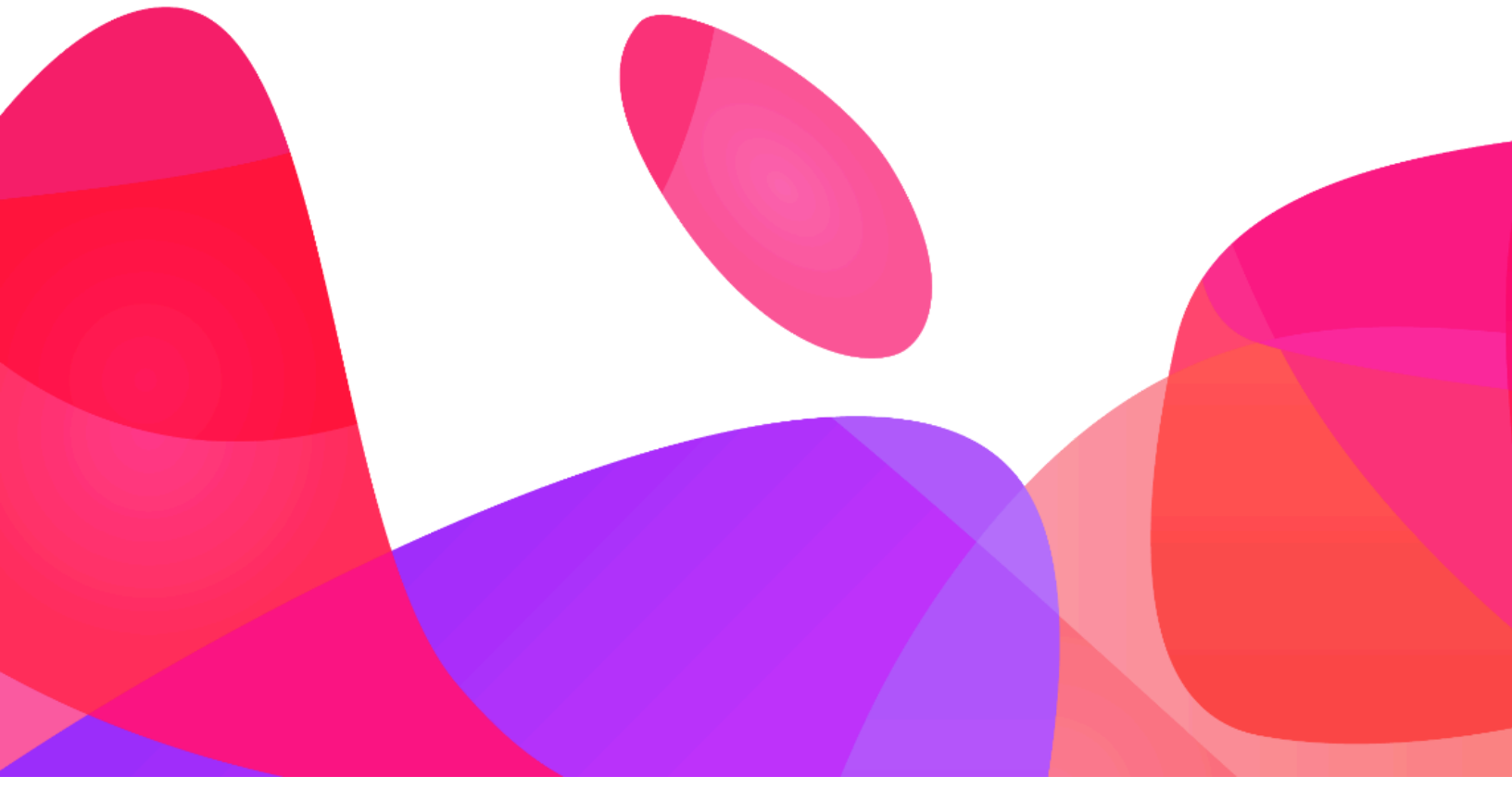




# **Genio Notes: 7 week student re-engagement plan**



# Re-engagement Action Plan

## Week 1: Data Analysis

- Review login data for inactive users  
[\(the last active column shows when a user last used Genio Notes\)](#)
- Export User list and target 'Dormant users' (users active over 28 days ago)  
[Guide to exporting user list](#)

Need support on this? Book a meeting with your CSM or join an [Admin training webinar](#).

## Week 2: Survey and Drop-In's

*See Template 1*

- Send one question email to red users: "Why did you stop?"
- Host 2 drop-in sessions
  - [Guide on how to run a Genio Workshop day](#)
  - [Slides to introduce Genio Notes to students](#)
  - [Genio Notes intro video](#)

## Week 3: Segmented Follow-up

*See Template 2*

- Send target emails based on survey responses
  - "Too complicated" -> "Just try 3 features"
  - "Forgot" -> "Try the New Event and Reminder feature"
  - "Technical issues" -> "Let's fix that now"

## **Week 4: Peer Ambassadors**

*See Template 3*

- Recruit 2-3 active student users
- Casual peer outreach
- Share student success video

## **Week 5: Exam Timing Hook**

*See Template 4*

- Email: "your old notes = exam study gold"
- Workshop: Exam prep with Genio

## **Week 6: Celebrate Wins**

*See Template 5*

- Email anyone who who recently logged in - positive reinforcement, no pressure
- Forward on feedback directly to Genio - good and bad

## **Week 7: Analyse and adjust**

- Debrief on re-engagement actions
- Plan improvements

## Email Templates

TEMPLATE 1: Survey and Drop-In's (Week 2)

Subject: Quick Question About you Genio Notes account 🙄🙄

Hi [Name],

We noticed you were using Genio Notes earlier but haven't logged in recently. We want to understand what happened and why.

Could you answer one question? [SURVEY LINK or PASTE THE BELOW]

- Too complicated
- Doesn't fit my courses
- Found something better
- Technical issues
- Struggling with motivation
- Just forgot

No judgment, just curiosity.

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TEMPLATE 2: "Too Complicated" Response (Week 3)

Subject: We simplified Genio Notes - just use 3 features

Hi [Name],

You said Genio Notes felt too complicated. Most students start with 3 features:

1. [Hit the audio record button](#)

2. [Add a text note \(messy is fine\)](#)
3. Stop recording and [create your transcription](#)

Want to try JUST these three? [An introduction to Genio](#)

Genio also offer direct training with their [Live Tutorials!](#)

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TEMPLATE 3: "I Forgot" Response (Week 4)

Subject: Reminder features in Genio Notes that actually work 

Hi [Name],

You said you forgot you had access to Genio Notes - you are not alone. Here are three recommendations to help you"

What other students do:

1. Bookmark 'Genio Notes' in Google Chrome.  
Make sure your have your 'Bookmarks bar' on show and 'Genio Notes' as the first choice
2. Connect Genio Notes with your calendar.  
[Schedule Genio events](#), using your preferred online Calendar, to remind you to open Genio Notes at the start of a lecture
3. Start with using Genio Notes for ONE class, not all to get you used to using it.

Pick one, try for one week.

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TEMPLATE 4: Exam Prep Hook (Week 5)

Subject: Your Old Notes = Exam Study Gold 🏆

Hi [Name],

Exams approaching. Those notes from [September]?

They are still searchable in Genio Notes.

You can:

- Search all notes for keywords in Genio Notes
- Find your chosen event and [re-listen at 1.5x speed](#)
- Use the [Outlines tool](#) and [QuizMe](#) to test your knowledge

Your notes can be accessed by logging into your account at:

<https://app.genio.co/>

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TEMPLATE 5: Celebration Email (Week 6)

Subject: You Used Genio Notes This Week 🙌

Hi [Name],

We noticed you used Genio Notes this week. That's awesome.

Doesn't matter if one lecture or ten. Doesn't matter if  
notes were messy. You used it - that's a win.

Keep going!

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