



Creating a Lead Nurturing Campaign That Works

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Creating a Lead Nurturing Campaign That Works

Successful email campaigns are a creative endeavor. Navigating a prospect through the buying journey requires finesse. Often, subscribers or leads aren’t ready to buy or give money from their first touch with a business or organization. These prospects require a little persuasion in the form of valuable and instructive content. This type of email dialogue forges a relationship that can make a subscriber’s final purchase decision easier. The best way to build this relationship is with a nurture campaign.

In essence, a nurture campaign is a series of emails meant to familiarize new contacts with a brand or to provide helpful information. A nurture campaign is easy to do but does require planning. Let’s take a step-by-step look at creating a nurture campaign.

First Steps

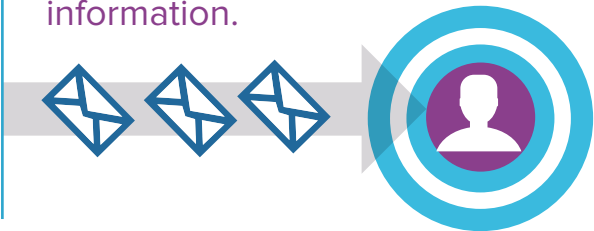
- Plan out the time period over which to send the initial, introductory email communications (30 days is typical for a nurture campaign).
- Create and gather your assets. Use the outlined categories below to develop email content and plug it into our example workflow.

Assets Needed

- 1 WELCOME EMAIL:** Always confirm that the contact’s email subscription was successful by reaching out within 24 hours. Outline types of communication the new contact should expect to receive and direct them to your social media sites or useful pages on your website.
- 2 EMOTIONAL APPEAL EMAIL:** Explain how the product or service solves perceived subscriber problems or needs. Break it into short, digestible blurbs that can easily be skimmed to keep a subscriber’s attention.
- 3 DIFFERENTIATOR EMAIL:** We recommend breaking this step into two different paths, based upon engagement from the Emotional Appeal email.

Opened Emotional – Show why the product or service is the right solution by going more in-depth into the production, product backstory, and business qualifications, for example.

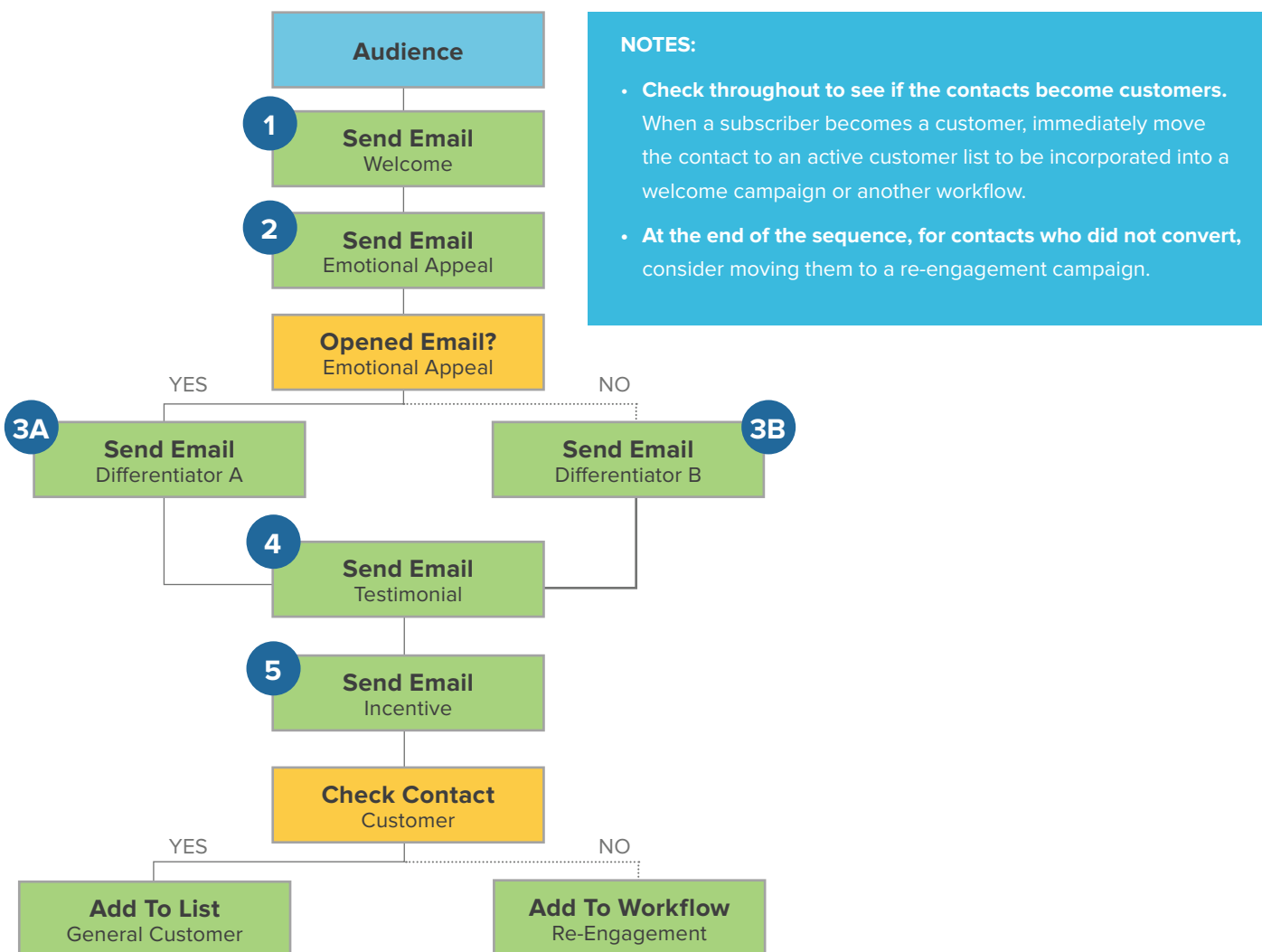
In essence, a nurture campaign is a series of emails meant to familiarize new contacts with a brand or to provide helpful information.



Non-Open Emotional – Amp up your persuasion with this email. The contact didn't open the previous email, so you need to show why they should pick you over the competition and what they are missing out on if they do not. Try to do so in a way that doesn't directly attack competitors, but rather point out strengths that set you apart.

- 4 TESTIMONIAL EMAIL:** Use this email for both the engaged and unengaged contacts. Customer testimonials are some of the most effective tools in your marketing arsenal. Hearing from real customers and their experiences often helps persuade new users of the value of the product or service being promoted.
- 5 INCENTIVIZE EMAIL:** This is the important email that entices a subscriber to take a certain action, such as to buy or donate. Create a sense of urgency or include a promotional offer to encourage them to do so sooner, rather than wait.

Here's how the workflow described above would look on paper:



Still not sure how to start designing your own nurture workflow? To get your creative juices flowing, here are three examples of a workflow in action for specific organization types: a restaurant, an online retailer, and a nonprofit. As you read them, think in terms of substituting information relevant to your own organization, and you will be well on your way to getting your subscribers engaged.

Example: Restaurant/Bar

A restaurant/bar collected a large number of new email subscribers at a New Year's Eve party they hosted. Now they want to encourage attendees to make the restaurant a regular place to hang out. The restaurant offers multiple opportunities for socializing with friends, both in the daytime and late night, as well as rotating monthly specials in addition to its regular offerings.

1 WELCOME MESSAGE: The first email thanks the new contacts for signing up for emails and for attending the NYE party at the bar. It includes an invitation to check out their monthly event calendar and follow the bar on social media sites. They include buttons linking directly to each social platform.

2 EMOTIONAL APPEAL: Provides the attendees some points of interest.

- Happy-hour specials of food and drinks on weekdays from 4–7 p.m.
- Run club on Tuesdays, with 3-mile and 5-mile options.
- Information about special-event space and examples of types of gatherings that can be accommodated (i.e., birthday parties, corporate team meals, wedding receptions).

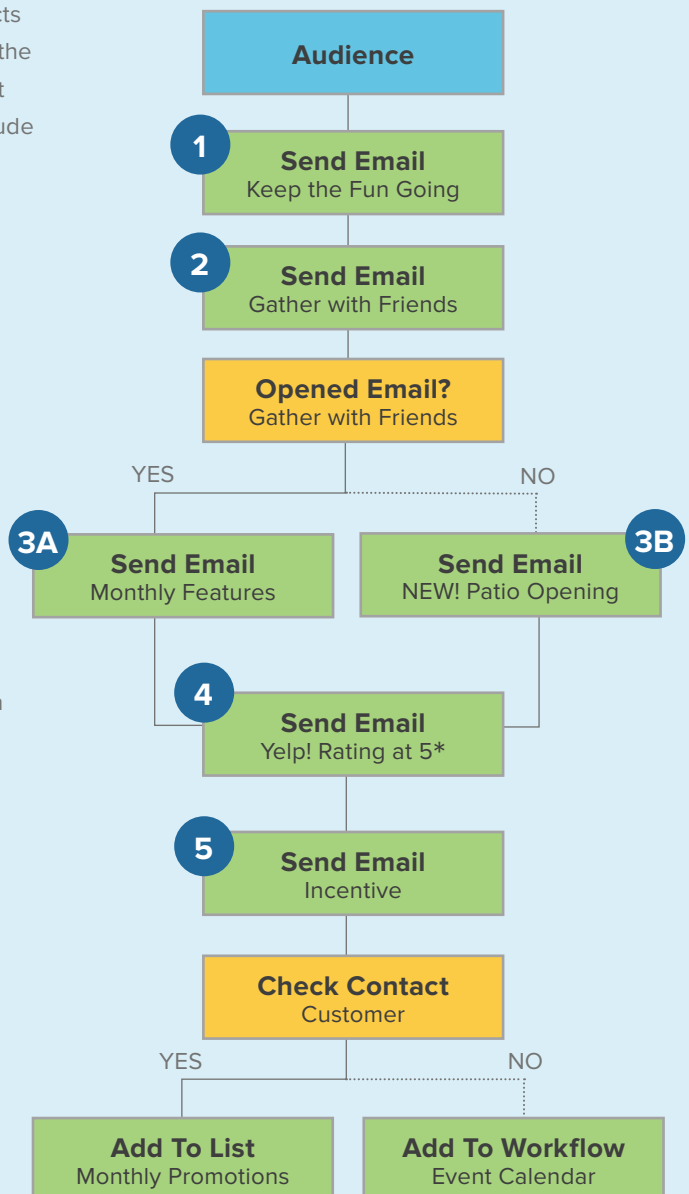
3 DIFFERENTIATOR: This is based upon engagement from the Emotional Appeal email.

Opened Emotional: Includes more information on special cocktails and food exclusive to the bar, how often the menu changes (i.e., stay tuned for monthly/seasonal updates), and space and specials for watching televised sporting events.

Non-Open Emotional: Includes more information that challenges local competition. It talks about recent facility renovations or upgrades, outdoor or indoor areas for mingling (depending on the time of year), or items on the menu that are exclusive (i.e., most local brewery beers on tap in the area).

4 TESTIMONIAL: Includes photos of the facility and events, as well as notable Yelp reviews.

5 INCENTIVE EMAIL: Sends a promotion for them to come into the bar, such as a coupon for a free drink or appetizer that expires within a month.



Example: Online Athletic Clothing Retailer

The athletic clothing retailer collects emails at the point of purchase and via a popup form that appears when a viewer visits their website. They track the subscribers who have yet to purchase and add them to a list to send information to familiarize the new subscribers with the brand.

1 WELCOME MESSAGE: Thanks the subscriber for signing up for emails and directs them to the blog that features sponsored athletes, new product releases, and lifestyle ideas. The email also includes social media buttons and encourages the reader to check out Instagram to see how real people are using and loving the products.

2 EMOTIONAL APPEAL: Talks about why the subscriber should buy their athletic clothes over another brand.

- Perfect for all seasons — pieces have either wicking or warming fabric depending on the season or usage.
- Talks about durability and the testing process for the pieces.
- Talks about comfort in the different fabrics used for different purposes and men's fit vs. women's fit.

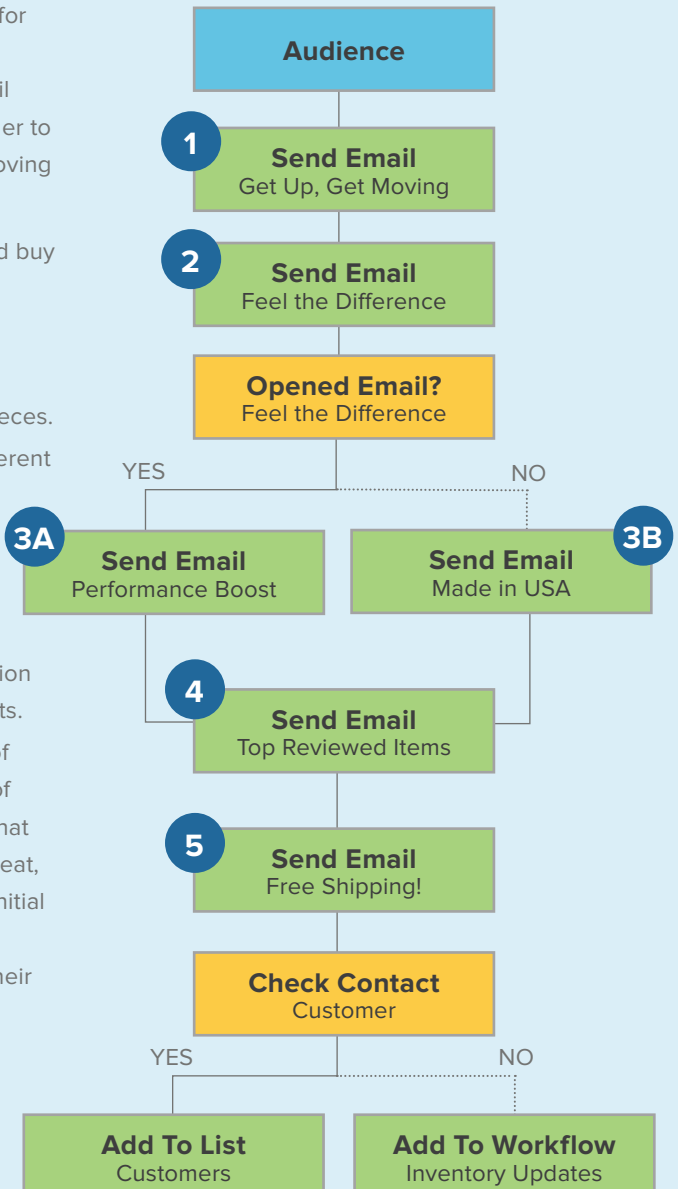
3 DIFFERENTIATOR: This is based upon engagement from the Emotional Appeal email.

Opened Emotional: Talks in more detail about the benefits of the clothing, such as increasing blood circulation or how the different pieces are best used in specific sports.

Non-Open Emotional: Talks more about the production of their athletic clothes. They take the reader on a journey of the brand's evolution. The founder couldn't find clothes that were warm in winter but were also efficient at wicking sweat, so she began the clothing company that grew from that initial launching point. They make all their clothes in the United States because supporting the local economy is one of their values, which contributes to a higher price point.

4 TESTIMONIAL: They include customer reviews from their website, feature a sponsored athlete using their clothes, and show a case study of a loyal weekend warrior who improved her performance using the brand's clothing.

5 INCENTIVE EMAIL: The athletic clothing retailer sends a coupon to the subscriber to use on their site (with an expiration in a month to create urgency), as well as free shipping on the first order.



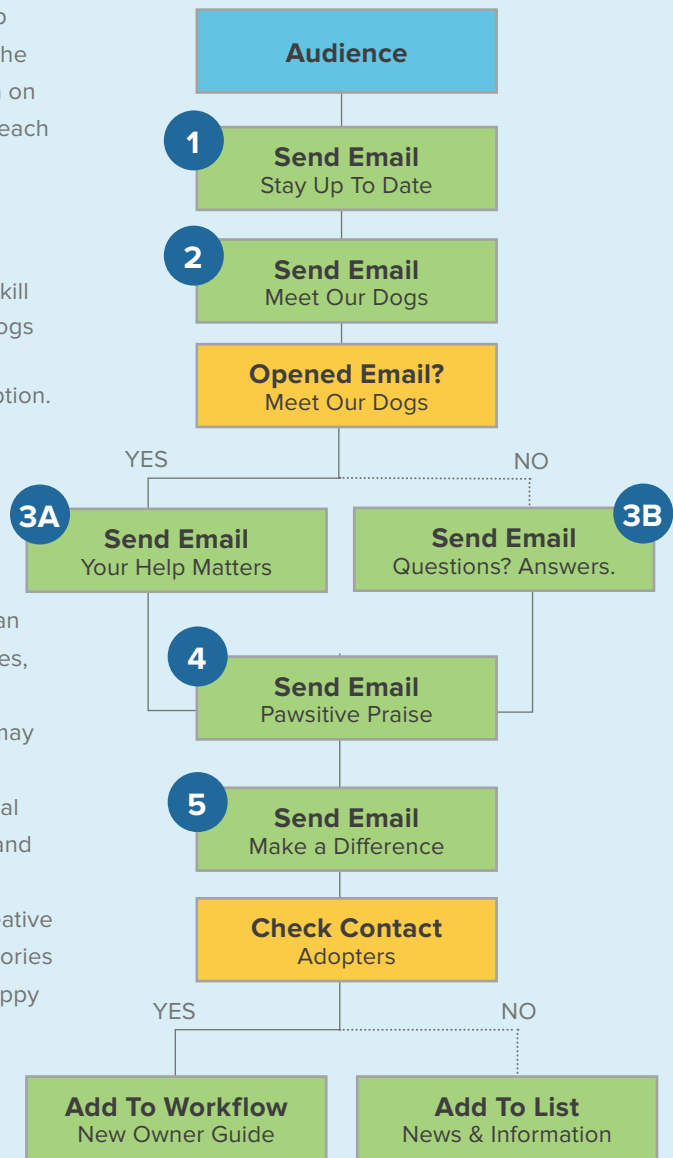
Example: Animal Rescue Group

A dog rescue group collects subscriber information at adoption events and on their website. They want to build up local knowledge of their existence to help find homes for dogs, create a solid volunteer base, and increase donations.

- 1 WELCOME MESSAGE:** Thanks the subscriber for signing up at an event. This message invites the reader to check out the monthly event calendar and follow the rescue organization on social media sites. They include buttons linking directly to each social platform.
- 2 EMOTIONAL APPEAL:** Tells the subscriber more about the organization and their dogs.
 - Talks about where they find their dogs (primarily rural kill shelters) and statistics about their success (i.e., 450 dogs homed in 2015).
 - Includes a link to the dogs currently available for adoption.
 - Informs the reader about events to meet animals (i.e., at a local PetSmart on the first Saturday of every month).
- 3 DIFFERENTIATOR:** This is based upon engagement from the Emotional Appeal email.

Opened Emotional: Tells the subscriber about how they can get involved with the organization — volunteer opportunities, fostering, or setting up a donation drive for supplies.

Non-Open Emotional: Answers questions the subscriber may have with a series of FAQs. These include how and why to have an animal spayed/neutered, how to find lost pets, local shelter contact information, obedience training locations, and national animal organizations.
- 4 TESTIMONIAL:** The rescue group uses this space to be creative and hook the reader on the cause. They tell pet success stories about the transition from the street to the good life with happy pet parents.
- 5 INCENTIVE EMAIL:** Asks for a donation to keep the nonprofit running or, as an alternative, the subscriber can sponsor a specific pet monetarily.



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