

2022

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Lead Nurture Campaign

blueprint



WHAT IS THIS AND WHY DOES IT MATTER TO ME?

Our lead nurture campaign blueprint is our **design and process guide** for drip campaigns. It summarizes our **best practices** and recommendations around **what good looks like** in this type of marketing initiative. It should **help you refine your own campaign scope** and more clearly **articulate** your specific set of **requirements**.

Properly executed
Nurture sequences
deliver

3X
engagement

Note: This is for you if you have already experimented with a nurturing campaign in the past and you are somewhat familiar with the challenges associated with creating and implementing them. We also must assume that you are fully aware of the need to automate most of the process and that you already have a marketing automation tool. If you are thinking about your first Nurturing Campaign, contact us to provide further advice.

At every stage of the engagement process, you should give people at least three opportunities to engage.

Stage 1

Top of Funnel (TOFU) Awareness

Typically covers trends, challenges & what good looks like

Touchpoints can be emails, WhatsApp's, texts...

Touchpoint 1

Engaged?

+3days

Touchpoint 2

Engaged?

+7days

Touchpoint 3

Exit Logic

Continue?

no yes

Touchpoints 2 and 3 are essentially additional opportunities for your customers to engage with your content. Your **schedule** should reflect this.

This step starts by assessing your customer's **engagement** level with this line of communications:
Completely unengaged
Interested but inactive
Somewhat engaged
It helps define the path to follow.

Stage 2

Middle of Funnel (MOFU) Consideration

Typically covers solution design / scoping / decision-making criteria

Design tip:
Every touchpoint should include a CTA that pushes customers to move to the next stage.

Touchpoint A

Engaged?

+7days

Touchpoint B

Engaged?

+7days

Touchpoint C

Exit Logic

Continue?

no yes

Stage 3

(Bottom of Funnel (BOFU)) Decision

Typically covers: ROI/ Impact & change management

Lists management is a critical success factor for nurture campaigns. **Suppression lists** are needed for a seamless customer experience (since you don't want to be positioning a solution your customer already has).

Touchpoint I

+7days

Touchpoint II

+7days

Touchpoint III

Exit and stop

Nurture picker

When dealing with multiple nurture campaigns, there needs to be an exit strategy - a way to switch between nurtures. The Picker should also offer two opportunities to choose.

PRO TIP:
In our experience, there are three types of nurtures:
Portfolio nurture
Product nurture
Industry-vertical nurture
Your content development roadmap should include all three, in that order.

SAVING TIP:
If, for whatever reason you feel you cannot build a 9-touchpoint campaign, You could try reducing it to 7 or 4, to make sure you still have the option to help prospects move forward in their buying journey.

OPTIMIZATION TIP:
You can repurpose your nurture sequence to maximize return on investment. Try leveraging the same content for another customer tier (same segment/audience, different size); also make sure to offer this content to your sales team - while ensuring traceability.

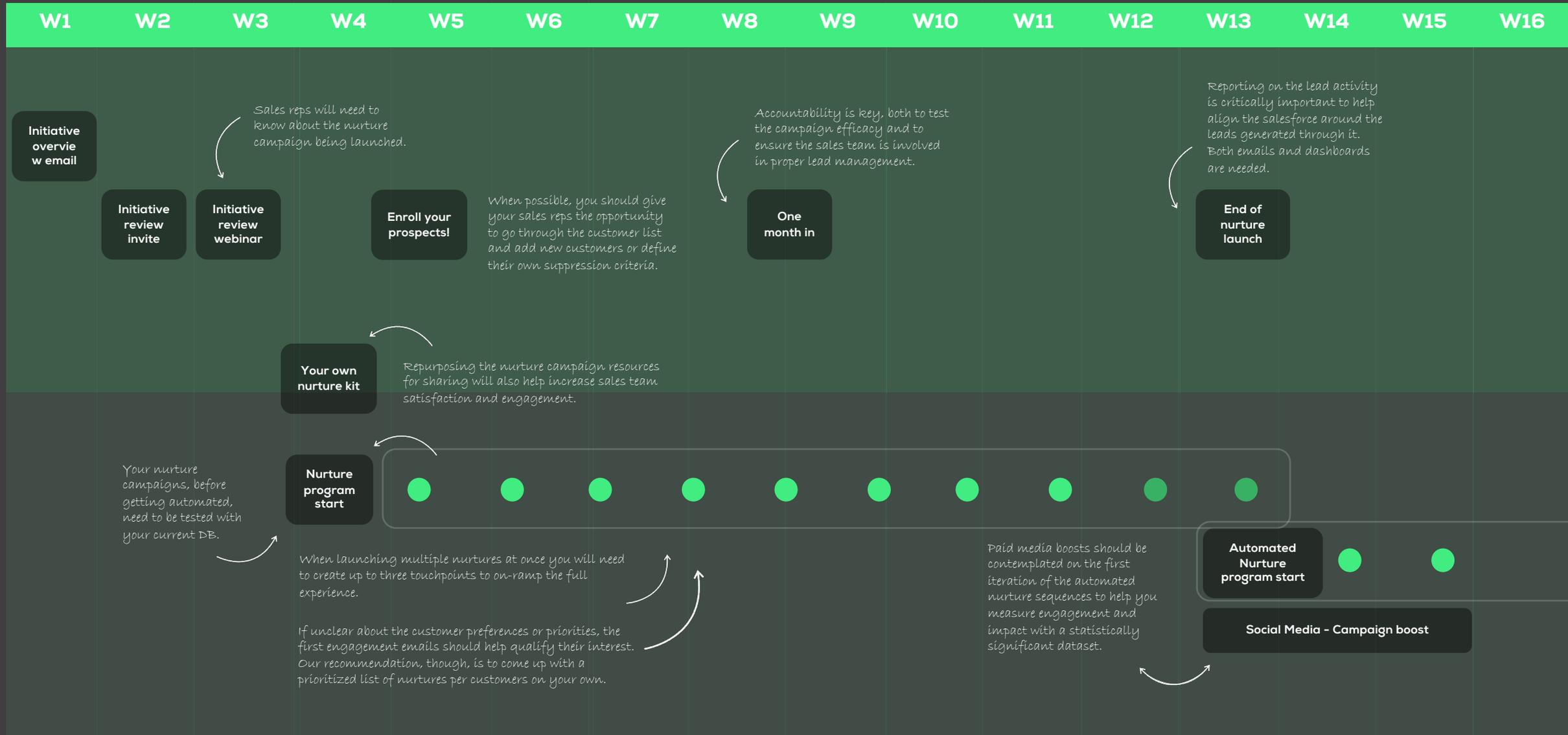
nurture campaign blueprint

nurture campaign roll-out plan

By default, nurture campaigns are set up in automated flows and triggered from your website, so every time a new visitor fills out a form, the sequence starts for him/her. In our experience, however, you need to launch your nurture and test it with your existing contact database first. This will give you fresh new leads and the opportunity to measure significant impact.

INTERNAL COMMS

EXTERNAL COMMS





nurture campaign checklist

What you need to ask for / consider

Quantities may change depending on final scope

	#
Nurture emails / WhatsApp posts / Texts The medium through which to are planning on distributing your insights and resources	9
Nurture collateral Could be a whitepaper, and infographic, and assessment or a video. In our experience, every touchpoint in a nurture should have at least one of these content assets	9
Resource hub The landing page where you are going to host your content assets. Many marketers tend to want to upload these items on their blog, but we feel it must live in a separate page – at least while the campaign is active, to simplify tracking and analytics and offer a value add to your new prospects	1
Nurture picker emails A menu-type email. Will offer different content options. Customer engagement in one menu item will trigger a new nurture campaign associated to it. Could be enhanced/optimized with the help of a recommendation engine	2
Internal launch emails A five-touchpoint series design to inform, help and create accountability within your internal sales team	5
Internal launch presentation The deck that you are going to need to introduce the new campaign plan to sell the program and inform your internal sales team	1
Sales rep toolkit Purpose-built emails to enable your sales team to leverage the same content for their own business development pursuits	1
List admin tool Should give your sales team the possibility to define their own contact suppression criteria (to minimize conflicting messaging with their existing account base) and the opportunity to quickly and easily enroll customers in the nurture. Must tie back to the nurture dashboard	1
Nurture dashboard To track lead activity at all levels and calculate impact	1
Social media boost campaign content The social media posts needed for the first nurture iteration. Key to validate the nurture's impact in the short term – since organic traffic results are going to take longer and will definitely come in smaller volume	8