

Workflow: The New Lead Nurture Stream

The following campaign illustrates how you can combine both direct mail and email to strategically accomplish key marcom goals.

GOAL: Nurture Warm, New Leads that are Not Yet Ready to Engage

Warm leads are precious and deserve special treatment on their journey to becoming customers. Communicate with them in a way that makes them feel valued and that highlights your value to them.

Approach: Make a good first impression and then continue to underscore it in both email and direct mail. The intention is to be present where needed, and to be helpful without being overbearing.

SUGGESTED CAMPAIGN:



NOTE: When someone is ready to engage, remove them from this flow. Continue nurture campaign after week 8 if ROI is there, or move leads to different flow. Alternatively, send email driving to preference center where they select how, when and about which topics to be contacted.