

## Workflow: The New Lead Nurture Stream

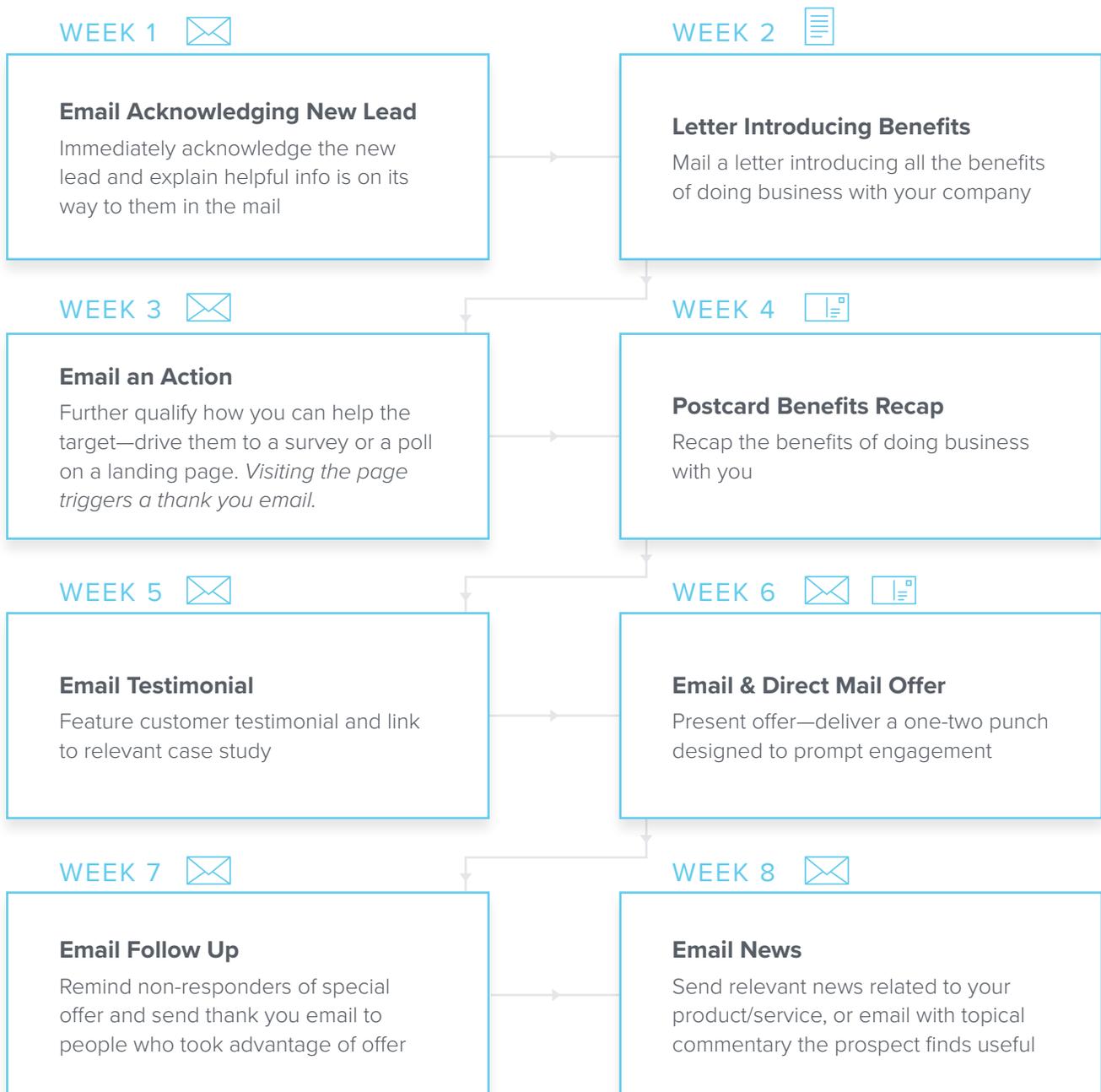
The following campaign illustrates how you can combine both direct mail and email to strategically accomplish key marcom goals.

### 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.