

Lead nurturing track

Lead nurturing is how you build that all-important relationship with your potential customers at every stage of the sales funnel.

Successful lead nurturing focuses on marketing and communication to gauge the needs of prospects and provide them with the information and answers they need to build trust and maintain that connection until they're ready to buy.

It's crucial for sales and marketing to collaborate at every stage of the revenue cycle to provide prospects with high-quality, timely, and relevant information.

Sample 3-month lead nurturing track

Day 1

Send an introductory email

Hi **[lead name]**,

I'm **[insert name]**, **[insert job title]** with **[insert company name]** and we **[brief elevator pitch/value prop]**.

I saw that you were checking out **[service or product]**, and wanted to give you a quick shout after checking out our site. I thought it would be helpful to learn a bit more about what you hope to get from **[service or product]** and share some best practices.

Our solution helps businesses in **[prospect's industry]** with three main goals:

Goal #1.

Goal #2.

Goal #3.

Are you free for a call to discuss **[prospect company's]** strategy for **[business area]**? Let me know what time works best for you.

Best,

[insert name]

Day 10

Email an offer of new content related to the prospect's first download and any site activity

Hi **[lead name]**,

We couldn't help but notice you recently **[site activity]**.

Tons of other businesses – just like you – also find our **[service or product]** works in perfect partnership with this. Here are a few of its highlights:

- Highlight #1.
- Highlight #2.
- Highlight #3.
- Highlight #4.

Whether you decide to take the plunge now or down the line, we just thought we'd let you know!

Thanks,

[insert name]

Day 15

Personalized email from a sales rep

Hi **[lead name]**,

I've worked in **[industry]** for **[X]** years now. One of the biggest challenges I find they struggle with is **[challenge]**.

Over the past year, **[insert company]** has helped **[X]** companies to achieve **[business goal]**, resulting in **[achievement - revenue, savings, increased productivity, etc]**.

If these same challenges resonate with you too, let's jump on a quick call. We have some ideas that may help.

Best,

[Insert name]

Day 30

Email offering educational content, such as a best practices whitepaper

Hi **[lead name]**,

[Subject of content] is one of the hardest aspects of **[prospect industry]**.

If you are considering **[service or product]**, you might find our free guide **[title of guide, hyperlinked to landing page]** helpful. The easy-to-read guide covers:

- Benefit of guide #1.
- Benefit of guide #2.
- Benefit of guide #3.

Learn how to **[overcome challenges mentioned above]** and **[achieve desired result]**.

Download the free guide today!

Best,

[insert name]

Day 45

Check-in call from a sales rep

Hi **[lead name]**,

Thanks for your interest. If you'd like to learn more about **[service or product]** I'd be happy to jump in on a call to give you an in-depth review and answer any questions.

Let me know what time works for you, and I'll send you a calendar invitation.

Best,

[insert name]

Day 60

Email promoting a webinar or podcast series

Hi **[lead name]**,

Join us for a live webinar on **[date/time]** to find out the most effective ways to **[webinar details]**.

Together with our **[position and name of speaker]**, we're going to delve into **[topic]** and provide you with as much useful info as we can.

You won't want to miss this! Here's what we'll cover:

- Webinar topic #1.
- Webinar topic #2.
- Webinar topic #3.

See you there!

[insert name]

Day 80

Personal email from a sales rep offering a product demo

Hi **[lead name]**,

Thanks for taking the time to evaluate our **[service or product]**. I think **[insert company name]** can provide the ideal solution to your **[current issue]**.

We'd love to offer you a product demo so you can really see for yourself how **[service or product]** can work for you. Please let us know what days next week work for you and we'll gladly get something booked in.

Best,

[insert name]

Day 90

Email with sales proposal

Hi **[lead name]**,

I hope you found our demo enlightening and we managed to answer all of your questions.

As I've gotten to know **[their company]** better, I truly believe that our services align with your company's immediate needs, able to tackle **[pain points]** and achieve **[goals]**.

We've consistently been recognized by our clients for our exceptional outcomes. For example, we were able to help one of our customers with **[insert specific customer reference or link to case study]**.

Given how well our **[product or service]** suits your needs, I think we could work well together.

Let me know how you'd like to proceed.

Best,

[insert name]
