



YOUR LEAD NURTURING JOURNEY MAP

You begin by listing the primary channels through which consumers could express an initial interest in your brand, thus allowing you to capture their information and segment them into appropriate categories for further contact.

Your initial 'thank you' or 'welcome' email should be tailored to reflect the channel through which your prospects first engaged with you. Tailor your email's tone, call to action and purpose to be relevant to the needs of different audiences. Eg. Social Media competition entries will vary in desire to those who sign up to your mailing list - reflect that in your contact with varying invitations to more content.

Offer a variety of methods for people to stay in touch with you or engage with different departments. Make sure to supplement invitations to further subscriptions by including regular calls to actions for leads to visit your website.

At this stage, once your leads have received a variety of different nonsales related contact from you, you can introduce conversion driven contact - such as information on an upcoming sale or product release. Be subtle, stick to their preferred platforms and maintain your regular non-sales contact.

When you push for conversions with sales heavy contact, make sure you continue to supply valuable and engaging content. Lead Nurturing is not a campaign but an ongoing, cyclical strategy you develop over time.

Don't forget to ask for feedback, check everything went well and repeat. Never lose touch, be dynamic and stay genuinely valuable to your leads.



Want to know more? For advanced information on Lead Nurturing and how you can grow your database of prospects, visit our [LMG Lead Nurturing page](#).