

Nurture Campaign Strategy and Planning

IMPACTFUL DIGITAL CAMPAIGNS. LED BY EXPERTS.

Without strategy a company can be stuck executing batch and blast emails with no clear purpose, resulting in never reaching goals and running out on time to execute multi-channel marketing initiatives.

It is important to carefully plan an effective approach to create a strategy that allows your nurture campaigns to be successful - driving engagement, generating leads and converting to revenue.

Identifying what specific channels to leverage and where to put your effort and dollars, is where Leadous shines.



NURTURE CAMPAIGN PLANNING

Leadous will coach you through a guided nurture campaign planning process, giving you all the best practices to ensure a successful marketing message and delivery. This process looks through existing campaigns, baseline results, and where improvement is needed. Leadous leaves your marketing team with detailed steps and best practices for all your future nurture campaigns.

With the help of Leadous your marketing team will be guided through a checklist of items that should be considered to ensure best practice campaign planning. The checklist includes:

- ✓ Campaign type
- ✓ Expected results (ex. Opens, clicks, etc.)
- ✓ Behavior score
- ✓ Campaign length
- ✓ Content/assets
- ✓ Call to action (CTA)
- ✓ Email and landing page templates
- ✓ Form fields
- ✓ Goals
- ✓ Reports
- ✓ Launch/end date
- ✓ Message
- ✓ Who is in the campaign
- ✓ Sync to CRM
- ✓ Alerts
- ✓ And more...

There is more to marketing nurture campaigns than creating a simple email and hitting the send button. Creating consistent messaging across all channels and ensuring deliverability play a major role in campaign strategy and planning.

Cross channel strategy

A company's nurture campaigns should go beyond email. Nurture campaigns should look to leverage message across multiple channels for consistency and engagement with measurements for awareness, education and connection. Considering social outreach, website presence and events can be the difference between engagement and conversion. With a set nurture campaign plan, all channels can be influenced, ensuring success.

Content mapping

The messaging throughout a nurture campaign is important. Leadous helps map the correct content to the best placement in the nurture process. Creating streams within the nurture that help push messages to create awareness, and educate; then following with final messaging to connect with the lead. Teaching marketing teams the best way to reach an audience, at the right time, with the best possible message.

Business impact

The campaign planning process teaches your marketing team the structure of a best practice marketing campaign, using terms that are familiar to marketers. All underlying automation components are covered, without marketing having to know any technical components. Making the process from idea, plan to automation simple.

Results

Creating successful marketing campaigns moves your company forward and allows growth. Leadous aligns your goals and vision to create a campaign plan that gets the right message, in front of the right person, at the right time. Resulting in engagement, qualification and conversion.

Leadous will leave your team with a best practice process for planning future campaigns, a sample that they can refer to and baseline results based on your KPIs.

ABOUT LEADOUS INC.

Leadous is a world-class consultancy that leverages marketing automation to deliver exceptional experiences for the 'journey makers' and the 'journey takers'. The journey between "Hello Prospect" to "Welcome Valued Client" can be difficult to navigate. From concept to conversion, Leadous utilizes technology, methodology, and certified marketing automation experts to deliver consulting services that increase demand, drive conversion, and deliver pipeline growth making the journey a well-traveled one. Our near-decade-long world-class partnerships with Adobe, Hubspot, Oracle, and Salesforce give us the capabilities to serve hundreds of clients, across industries, to obtain measurable value from their investments in customer journey solutions. Let us lead you. | www.leadous.com | 844-LEADOUS

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