

LEAD NURTURING

CAMPAIGN CHECKLIST



Preparation:

Campaign Type: Engagement – Build Interest

Description: The list is local area leads collected at Chamber meetings, plus a local contest giveaway we had.

Target Audience: Small meeting planners who are local, in charge of planning training and events and holiday parties for their offices.

Buyer Persona:

Role: Local Small Event Planners - Business

Goals: Employee engagement, boost employee morale, keep office current in tech trends, funnel communication clearly

Challenges: Wears too many hats, pulled in a lot of different directions. Competitors try to steal employees, being short staffed makes existing employees cranky, no one ever wants to attend training or meetings, a lot of pressure for events/trainings/meetings to go perfectly but never enough resources.

Change Drivers/Inhibitors: no free breakfast at this property, restaurant onsite service is not great.
Inhibitors – cool meeting space – sort of fun/hip/high tech, 10 restaurants and shops within 3 blocks of hotel, newly renovated rooms that have great tech support – charging stations, plugs, etc.

Information: Chamber, Local Living City Facebook group, HR groups on LinkedIn

Campaign Goals:

(Be Specific - Examples: # Contacts, # Hot Leads, \$ Closed Won Opportunities, % Responses)

Current lead list – 400, will be adding 30 per week

Goal 1 – get 40 site inspections, **Goal 2** – 10 bookings - \$100,000 in revenue,

Timeframe:

(Examples: 1year post event, or over 4 months)

3 months – April, May and June – goal is to get bookings for Q3 & holiday parties

Time between touchpoints (Cadence):

Ideal Touchpoints = 6 emails, two weeks apart

MAP Overview

- 1 – Unusual space - meeting trends article
 - 2 – Creative space, creative employees – video of our fun breaks
 - 3 – Our experience and organization, Meeting checklist
 - 4 – We stand out, Ice breaker ideas/communications quiz
 - 5 – Client testimonials, Calendly link
 - 6 – Holiday Party in July, invite to party
- No Interest

Execution

#1 Touchpoint - Curiosity – looking for a new place to meet?

Goal: Referral – Referral – are you the right person?

Subject Line: Looking for a new place to meet that pops?

Result: Our clients, X & Y, tell us their coworkers can't stop talking about how cool meeting space.

CTA: Are you the right person?

Value Add: Article – P.S. Here is a nice article about new trends: <https://www.cwt-meetings-events.com/2019metrends/#!/page/9>

Email Copy:

Hi {{first_name}},

When you plan office events or training, are they memorable? In a good way?

Would you like to ensure your meetings are appealing? My hotel hosts meetings that inspire. From our unusual space to our memorable breaks, our clients always tell us our property helps them wow their attendees. That's probably why we have the highest client return rate in the city.

Are you the right person for me to engage about this? If not, would you be willing to let me know who I should contact?

Thank you,

X

P.S. Here is a fun article about new trends in meetings I thought you might like: <https://www.cwt-meetings-events.com/2019metrends/#!/page/9>

#2 Touchpoint

Goal: Watch the video

Subject Line: Don't be the only one in CITY to miss out on us!

Result: The coolest space in the city PLUS the most fun breaks – people remember us

CTA: Watch the video

Value Add: Video with break ideas to inspire meeting planning creativity

Email Copy

Hi {{first_name}},

At the end of the last event you planned for your office, were you showered with thank yous and praise for planning the best meeting ever? I hope so!



(Photo by [Nicholas Green](#) on [Unsplash](#))

We see that all the time with our clients. The combination of our client's vision and our creative space and ideas ensure events that wow. We pay attention to the details because we know they make us memorable.

We have put together a quick video to inspire you! It is a collection of some of our crazy breaks. Even if you don't have an event coming up soon, these original break ideas will stick with you!

Thanks,

VIDEO

#3 Touchpoint – Pain point #1 – You wear a lot of hats, we can help

Goal: Checklist downloaded

Subject Line: You wear a lot of hats

Result: You will feel better working with us

CTA: Download checklist

Value Add: Checklist

Email Copy

Hi {{first_name}},

Planning a slam dunk meeting is important, we know. Time has to be spent every single day to make sure you make the right decisions and stay on top of all of the details.

Efficient. Reliable. Trustworthy. These are just a few things you become when you don't have to spend hours planning your meetings or events all by yourself.

Let us help you get back into rhythm. Your time and effort deserve to be matched with the support and creativity that we bring to all of our events here. From the smallest board meeting to the craziest training event with 100 moving parts – we got you!

We've attached a sample meeting checklist that our clients helped us to create. We hope you will find it helpful in prepping for your next big event.

Thanks,

X

ATTACH CHECKLIST



#4 Touchpoint – Pain point #2 – So much pressure to be great

Goal: Click on links to quiz and icebreakers

Subject Line: Want an easy way to wow your coworkers?

Result: We color outside of the lines – to make you memorable

CTA: Take the quiz

Value Add: <https://www.tryinteract.com/quiz/what-is-your-communication-style> OR
<https://medium.com/@speakizi/quality-over-quantity-the-top-18-icebreaker-questions-for-any-group-31475de196ab>

Email Copy

Hi {{first_name}}!

I know you're very busy. Competitors bugging you, coworkers stressed and asking a lot of you.

What if I told you we can take several items off of your to do list AND help you have some fun today?

Our hotel specializes in coloring outside of the lines for our clients. We try to anticipate what they might need before they even think of it. So to that end, we are attaching two links for you. First, the best 18 icebreaker questions for any meeting you have coming up. These are sure fire ways to kick off any company meeting in a lively fun way. Second, we found a great quiz that tells you the sort of communicator you are – which you can also share with your coworkers. It's a fun meeting activity.

And when you are ready to plan your next meeting outside of the office, imagine how much we will be able to help you do something amazing!

Thanks,

X

<https://www.tryinteract.com/quiz/what-is-your-communication-style> OR
<https://medium.com/@speakizi/quality-over-quantity-the-top-18-icebreaker-questions-for-any-group-31475de196ab>

#5 Touchpoint Social Proof – See why local planners choose our event space first

Goal: Meeting/Call/Site inspection

Subject Line: See why local planners choose our event space first

Result: Client Testimonials, we make you successful

CTA: If you'd like to set up an initial meeting to see our property, you can schedule it right here – link to calendar (via Calendly!)

Value Add: Add: ease of meeting set up with calendly

Email Copy

Hi {{first_name}}!

To make sure there are no questions left about our product in case you are interested, let me give you a little more detail about why we are such a popular spot.

Client Testimonial One
Client Testimonial Two

We help our clients succeed, and we hope to help you do that too!

If you are not interested, no worries! Thank you for giving us a minute of your time.

If you'd like to set up a quick initial meeting to see our property and you can schedule it right here – link to calendar (via Calendly).

Thank you,

X

#6 Touchpoint Holiday Party ask – Join us for our holiday in July tasting?

Goal: RSVP to come to party

Subject Line: An invitation for {{first name}}!

Result: Show up at party, book holiday party

CTA: RSVP

Value Add: tasting menu

Email Copy

Ho Ho Ho {{first name}}! !

Okay we know, it is a little early for the holidays, but we were in the mood for a party and we hope you are too!

We are hosting the taste of the holidays in July! It is our chance to give you a glimpse into what it would be like to hold your holiday party with us!

You can see our decorations, sample our festive holiday treats, and get some early inspiration to make your company event the best ever!

I hope you can join us on July X, from 5-7. Please email be back and let me know if you can make it and if you want to bring a coworker with you!

Thank you,

X

Attached – here is a sneak preview of our menu for that evening!

No Interest email

Hello {{first_name}},

I see you don't seem to be interested in my learning about holding events at our hotel.

If you ever change your mind, you can reach me via email, or by calling XXX and I will be happy to work with you!

Have a great day,
X

PS – Here is one of our chef's most requested recipes – that is really pretty easy to make! Perfect for any office potluck!

RESULTS SUMMARY

Total emails sent:

% Opened

% Responded

Other goal results:

Most valuable emails:

Next Steps: