

LEAD NURTURING

CAMPAIGN CHECKLIST



Preparation:

Campaign Type:

Description:

Target Audience:

Buyer Persona:

Role:

Goals

Challenges:

Change Drivers/Inhibitors:

Information:

Campaign Goals:

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

Timeframe:

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

Time between touchpoints (Cadence):

Ideal Touchpoints =

MAP Overview

1 – Key Point, Value Add

2 – Key Point, Value Add

3 – Key Point, Value Add

4 – Key Point, Value Add

5 – Key Point, Value Add

6 – Key Point, Value Add

#1 Touchpoint

Goal:

Subject Line:

Result:

CTA:

Value Add:

Email Copy:

#2 Touchpoint

Goal:

Subject Line:

Result:

CTA:

Value Add:

Email Copy

#3 Touchpoint

Goal:

Subject Line:

Result:

CTA:

Value Add:

Email Copy

#4 Touchpoint

Goal:

Subject Line:

Result:

CTA:

Value Add:

Email Copy

#5 Touchpoint

Goal:

Subject Line:

Result:

CTA:

Value Add:

Email Copy

#6 Touchpoint

Goal:

Subject Line:

Result:

CTA:

Value Add:

Email Copy

RESULTS SUMMARY

Total emails sent:

% Opened

% Responded

Other goal results:

Most valuable emails:

Next Steps: