

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.



GUIDED 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 how to improve. 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...

Creation

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.

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

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, messages that educate, then following with final messaging to connect you with the lead. Teaching you and your marketing team the best way to reach your 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 to 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.

Leaving your team with a best practice process for planning future campaigns, a sample that they can refer to that Leadous helped guide them through and baseline results based on your KPIs.

ABOUT LEADOUS INC

We believe that marketing is a Human Experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

Proud Platinum Partner of Marketo Engage
Let us lead you. | www.leadous.com | 844-LEADOUS

CONTACT US

Find out how we can help you reach your Digital Marketing goals by contacting our team today.

EMAIL | info@leadous.com

CALL | 844-LEADOUS

TEXT YOUR QUESTIONS | (215) 431-9462