

Lead Nurturing Drip Campaign Outline

Campaign Overview

- Objective: Nurture new leads through informative content and gentle CTAs
- Audience: Recently acquired leads (opted-in for communication)
- Channel: Email
- Duration: 3 weeks
- Number of Touchpoints: 5 emails

Drip Sequence

1. Email 1: Welcome & Introduction
Greet the subscriber and introduce your brand/value proposition.
Send: Immediately after sign-up
2. Email 2: Educational Content
Provide a helpful resource, guide, or educational content relevant to their interests.
Send: 2 days after Email 1
3. Email 3: Social Proof/Testimonials
Share case studies, success stories, or customer testimonials.
Send: 4 days after Email 2
4. Email 4: Product/Service Spotlight
Introduce a product, service or core feature and demonstrate its value.
Send: 5 days after Email 3
5. Email 5: Call to Action/Offer
Present a special offer, invite for a call/demo, or encourage next step.
Send: 1 week after Email 4

Timeline at a Glance

| Email | Timing | Purpose |
|---------------------------|--------|--------------------------------------|
| 1. Welcome & Introduction | Day 0 | Brand introduction, set expectations |
| 2. Educational Content | Day 2 | Add value, build relationship |
| 3. Social Proof | Day 6 | Build trust |
| 4. Product Spotlight | Day 11 | Show relevance/solutions |
| 5. CTA/Offer | Day 18 | Encourage next action |

Notes

- Personalize each email with recipient's name and relevant details where possible.
- Monitor engagement and adjust cadence or content as needed.
- Include unsubscribe link in every email.