

B2B Lead Nurturing Email Series Sample

Email 1: Introduction & Value

Subject: Discover How [Product/Service] Can Accelerate Your Business

Hi [First Name],

Thank you for your interest in [Company Name]. We help organizations like yours achieve [specific benefit or solution].

Would you like to explore how [Product/Service] can streamline your [problem area]?

Best regards,

[Your Name]

[Your Position]

[Company Name]

Email 2: Sharing Useful Content

Subject: [Industry] Insights: Guide to [Pain Point Solution]

Hi [First Name],

I wanted to share our free guide on [relevant topic], which addresses common challenges in [industry/problem area].

You can access it here: [link to resource]

Let me know if you have any questions or feedback.

Thank you,

[Your Name]

Email 3: Social Proof & Case Study

Subject: See How [Well-known Client] Improved [Outcome]

Hi [First Name],

I thought you might be interested in how [Client Name], a company similar to yours, achieved [result] using [Product/Service].

Read their case study here: [link to case study]

Best,

[Your Name]

Email 4: Offer a Conversation

Subject: Can We Help You Achieve [Desirable Outcome]?

Hi [First Name],

I'd love to learn more about your goals and see how we can help.

Would you be open to a quick call this week to discuss your needs?

Let me know what works for you.

[Your Name]