

# LEAD NURTURING

## CAMPAIGN CHECKLIST



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Preparation:

Campaign Type:

Description:

Target Audience:

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## Buyer Persona:

Role:

Goals

Challenges:

Change Drivers/Inhibitors:

Information:

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## Campaign Goals:

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

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## Timeframe:

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

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## 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

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## RESULTS SUMMARY

Total emails sent:

% Opened

% Responded

Other goal results:

Most valuable emails:

Next Steps: