

Lead nurturing is the process of building relationships with your prospects with the goal of earning their business when they're ready. Lead nurturing is most effective when it is timely, efficient, and targeted.

STEPS TO DEVELOPING AN EFFECTIVE LEAD NURTURING CAMPAIGN



- 1 Set SMART goals** (Specific, Measurable, Achievable, Relevant, and Time-Bound)



- 2 Select** the personas for each campaign



- 3 Create** content for your campaign



- 4 Focus** on showing the value of your products or services and the benefits to be derived from them.



- 5 Identify** the timeline for your campaign, including how long the campaign should run and the interval between messages.



- 5 Track** conversions accurately and always be measuring and improving.