

Chatter Buzz

# Sample Lead Nurturing Funnel



# Introduction

I'm sure you know this already:

*As many as 50% of your qualified leads aren't ready to buy yet.*

(In fact, according to other sources, the number might be as high as over 70%!)

But regardless of which data you use, the fact remains - you need to nurture your leads to become customers.

And this is where marketing automation comes handy.

A lead nurturing funnel helps you develop a stronger connection with leads, and get them excited about your company or products, and get them ready to talk to sales or buy.

And here's how a sample lead nurturing funnel looks like:

1. Email #1 - A welcome message
2. Wait one day
3. Email #2 - Practical Advice
4. Wait 2-3 days
5. Email #3 - Additional Information
6. Wait 1-2 days
7. Email #4 - More Practical Advice
8. Wait 1-2 days
9. Email #5 - The offer
10. Wait 1 - 2 weeks
11. Email #6 - Follow Up

Let's look at them briefly.

## Email #1 - A Welcome Message

The goal for this initial email is to introduce a person to the content you're going to send them, and explain the value they'll receive from it.

Remember, the welcome email is the most important message in your entire campaign.

Why, because the majority of your leads will read it (although they might skip some of the emails that follow.)

When to Send: Right after someone signs up to your list.

## Email #2 - Practical Advice

The goal of your funnel is to move someone closer to being ready to talk to sales.

One of the most effective ways to achieve it is by helping them overcome a specific problem, relating to products or services you offer.

And in this email should include practical advice your lead could start incorporating in her business right away.

If you've already published content on the topic, it's a good idea to repurpose your existing blog posts into this content.

When to Send: A day after the welcoming message.

## Email #3 - Additional Information

You've sent a lead some practical advice she could use to alleviate her problem.

But of course, there is much more she could do.

However, instead of sending more practical tips, use this email to explain why you're suggesting a particular solution.

Send some theory that would help her better understand the problem, and the solution.

When to Send: No sooner than 3-4 days after sending the previous email. After all, you need to give your lead time to implement your advice.

## Email #4 - More Practical Advice

In the second email, you've offered your lead some advice to help her overcome a particular challenge.

Next, you explained why she should use it, and how it is going to help her specifically.

But if there is anything else, you suggest she could do, then this is the email to include it to.

When to Send: Around 1-2 days after sending the theory.

*(Note, depending on the amount of advice you could offer, you can spread it across more than a single email.)*

## Email #5 - The Offer

All the emails up to this point aimed at showcasing your ability to help the prospect.

And once you've exhausted the advice you could offer, move on to suggesting your company as a solution.

The aim to this email is to suggest a call with sales, so make sure you include a clear call to action that would help the person take that action.

When to Send: 1-2 days after the previous message.

## Email #6 - Follow Up

Not every lead who completes your lead nurturing funnel will decide to talk to sales.

For some, it mightn't have been the right time.

Others might need some more information from you before they make up their mind.

And you can only discover their reasons if you ask for feedback.

Use the final email in the sequence to ask leads that haven't acted on your call to action to ask them about their reasons, and experiences with implementing your advice.



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