NURTURE CAMPAIGN TEMPLATE

**Awareness:
Top Buyer Challenge**

Email Clicked:
Send After 3 Days

Not Clicked:
Send After 10 Days

**Awareness:
Buyer Challenge #2**

Email Clicked:
Send After 10 Days

Not Clicked:
Send After 10 Days

**Awareness:
Buyer Challenge #3**

Email Clicked:
Send After 10 Days

Not Clicked:
Send After 10 Days

Preference Campaign

**Consideration:
Offer #1**

Email Clicked:
Send After 3 Days

Not Clicked:
Send After 10 Days

**Consideration:
Offer #2**

Email Clicked:
Send After 10 Days

Not Clicked:
Send After 10 Days

Email Clicked:
Send After 10 Days

**Consideration:
Offer #3**

**Transaction:
Offer #1**

No Response:
Send After 10 Days

Email Clicked

**Transaction:
Offer #1**

Wait 1 Day

Sales Call

**Consideration:
Offer #2**

Wait 1 Day

Sales Call

Sales Call

BONFIRE
MARKETING

KEY:

MKT

SLS