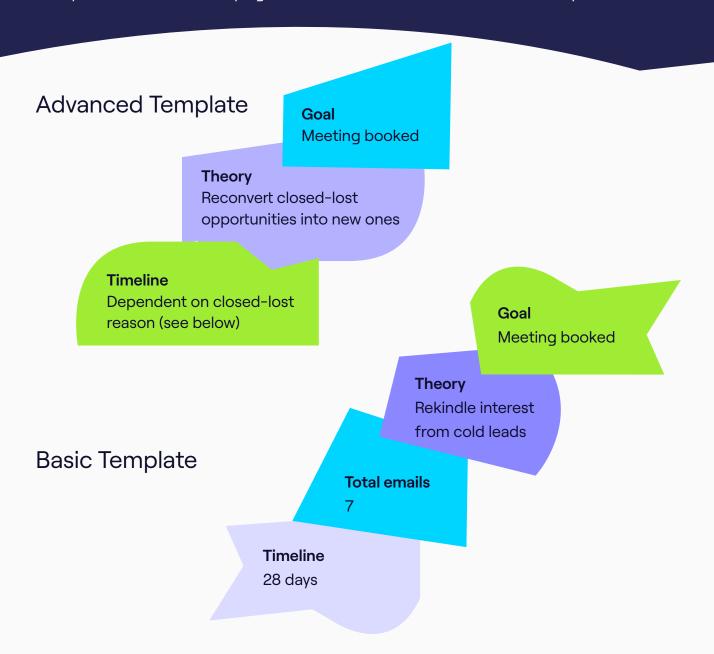


Email Nurture Funnel Template

Plan your email nurture campaigns with our advanced and basic funnel templates.



Segments

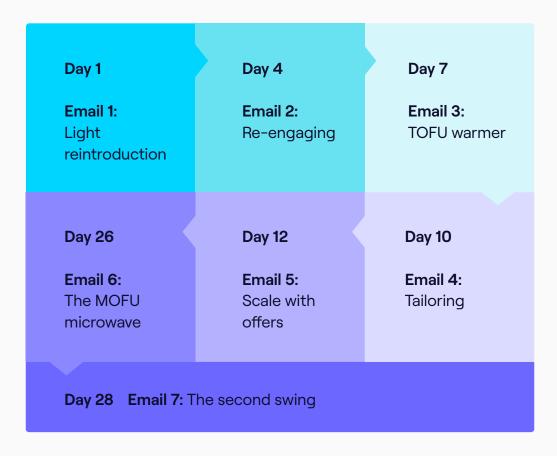
Your emails can be tailored to meet and resolve the original reason for the opportunity failing. Whether it's an issue of pricing, timing or need, try to adapt your approach to that issue - including how long after the opportunity fails, before you get back in touch.

Closed-Lost Reasons



If you're looking for a simpler nurture sequence, or you can't segment by closed-lost reason, consider using the Basic Template - complete with an example timeline and inspiration for email.

Timeline



Emails

The "reintroduction": Remember us? It's been a while, but we've got [x] new resource that you'd love. A podcast works great here. The "re-engaging": Share some of the content you've made recently, but also push your socials. They don't want to miss out on the latest tips, right? The "TOFU warmer": ■ Time to shine - push your best blogs to get them involved. Ideally this stage is personalised as much as possible! The "tailoring": Give them some options between resources. Let them show you their pain point, deliver value, and maybe even book a meeting through your site. The "offer": ■ Once they're engaged, it's time to convert. ■ Showcase an exclusive offer that will get them to book a meeting - a free trial or something that entices them. The "MOFU microwave": 6 ■ They didn't take up the offer? Time to reheat that lead. ■ They've had some space, now give them a report or case study to mull over. The "second swing": ■ Reframe your initial offer in email 5. What could they gain from it? Is it a timed exclusive? This is the last chance to convert - make it count!



Actionable advice in your inbox, every week



