



Lead Nurturing (Marketing Funnel) Template

>> Marketing Funnel 1: (Autoresponder Sequence) Welcome series to sales appointment

TIME	TRIGGER	CONTENT
Immediately	Someone downloads a lead magnet	Deliver the lead magnet
At 1 day		Welcome email
At 3 days		Popular resources
At 5 days		Popular resources
At 7 days		A call to action to make a purchase, schedule a call, book a meeting or fill out an application
At 9 days		Add the lead onto your regular email marketing list

>> Marketing Funnel 2: (Autoresponder Sequence) Webinar or event

TIME	TRIGGER	CONTENT
Immediately	Someone registers for a webinar	Thank you confirmation email with a date saver for the calendar
3 days before		Worksheets and pre-reading for the webinar or event
1 day before		Details and reminder that the webinar or event is on tomorrow
1 hour before		Webinar or event starts in 60 mins
1 day after		Thank you, special offer, replay or any other follow up material

>> Your Marketing Funnel (Autoresponder Sequence):

TIME	TRIGGER	CONTENT