

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.

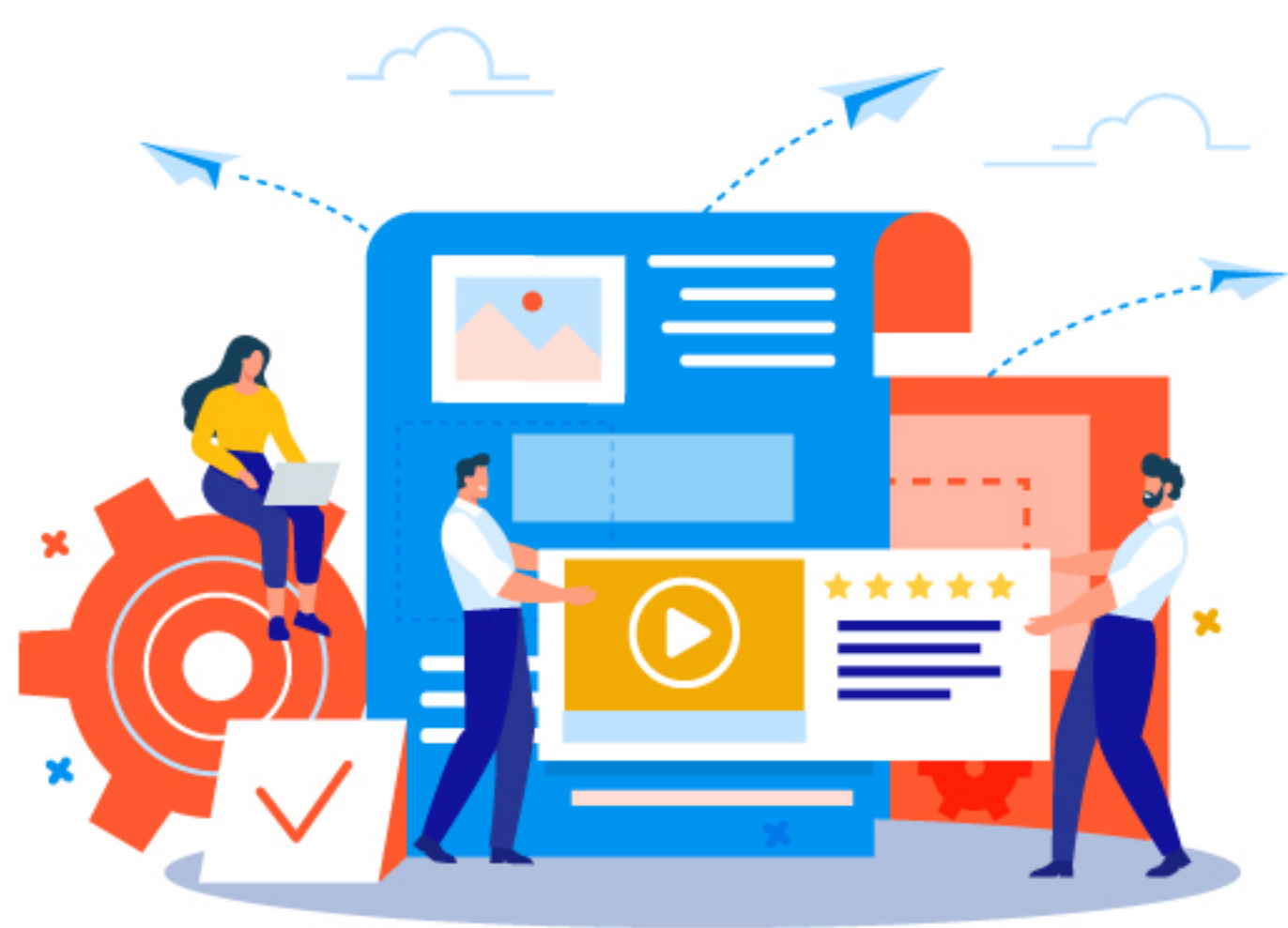
STEPS TO DEVELOPING AN EFFECTIVE LEAD NURTURING CAMPAIGN



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



Select the personas for each campaign



Create content for your campaign



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



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



Track conversions accurately and always be measuring and improving.



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