

General Nurture

Infusionsoft Funnel Strategy (Suspect to Prospect)

Campaign Performance

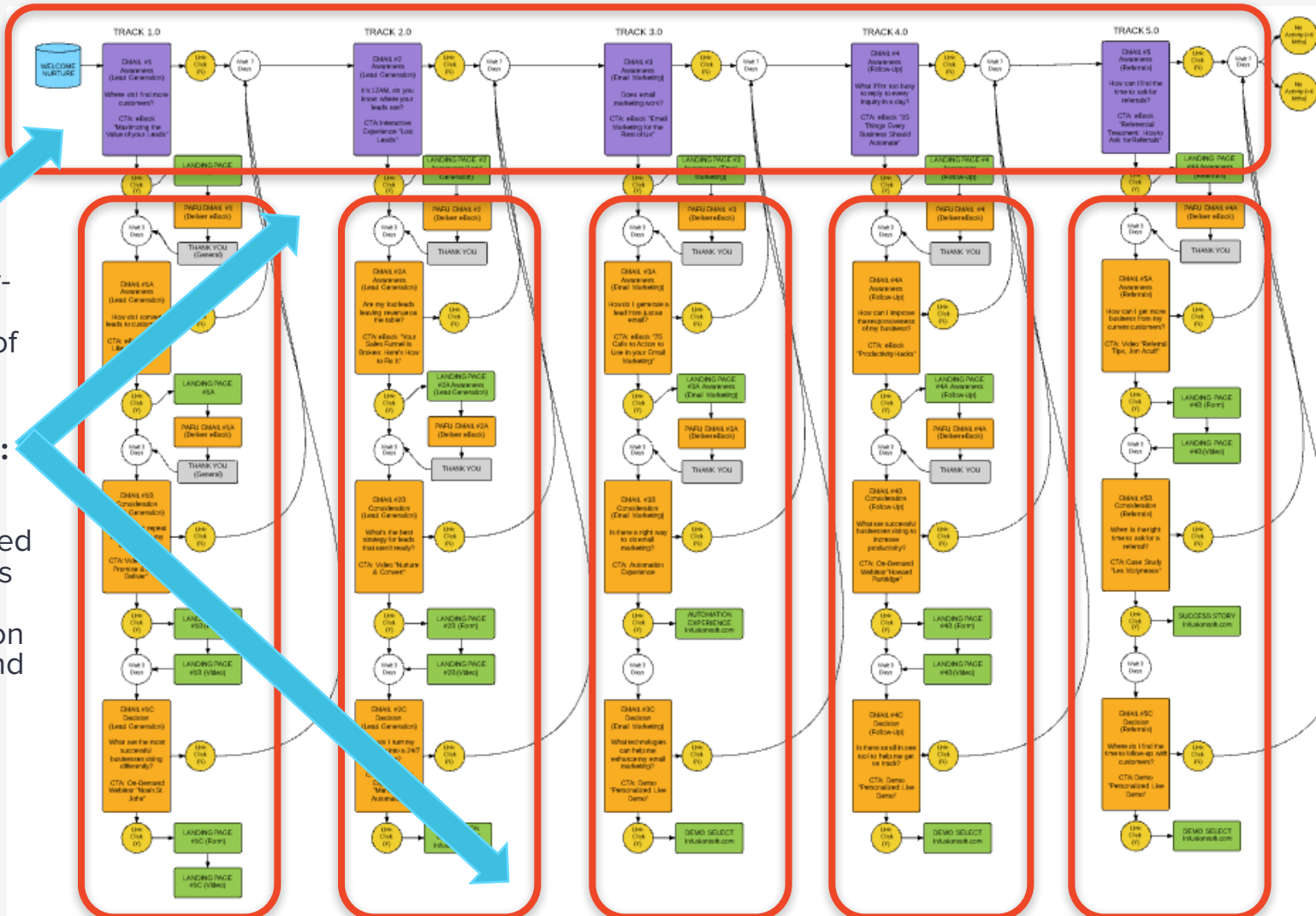
KPI	Nurture Campaign	Industry Average*
Open Rate	76%	20.8%
Click Rate	60%	2.7%
Unsubscribe Rate	0.01%	0.18%

*Industry averages based on the 2016 Email Marketing Metrics Benchmark Study: from IBM Marketing Cloud, available at <http://www.silverpop.com/marketing-resources/white-papers/all/2016/email-metrics-benchmark-study-2016/>.

Linear & Dynamic Tracks

- **Linear Track:** Singular awareness entry-point offers that act as a “hook” of engagement
- **Dynamic Tracks:** Once “hooked,” this is themed content positioned along the buyer’s journey in increasing fashion through email and landing page CTAs





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Messaging Alignment to Buyer's Journey


Lead Stage	Awareness	Consideration	Decision
Message	Why Buy? Pain Points, Challenges, Make \$ or Save Time	Why Buy Now? Urgency, Milestones, Expiring Offer, Year End Goals	Why Buy Infusionsoft? Differentiation, Understand Pain, Intro Product, Success Story
Offer Type	eBooks, Infographics, Blogs, SBMT Report, Video, Knowledge Center, Growth Planner	Webinars, eCourse, Automation Experience, ROI Calculator, Scorecard, Assessment, Consult	Live Demo, Success Stories, Comparison Datasheet, Partner Content, Consultation, BOFU Offer, Day in the Life

Email Examples (Full Copy Set Also Enclosed with Application)

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4 Strategies to Warm Up Cold Leads

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Remember when you could just call up your leads and close the sale? Neither do we. That's why we created [The Ultimate Guide for Maximizing the Value of Leads](#). It shows you exactly how to turn more leads into paying customers—fast.

Discover 4 strategies you can start using right now, and use the interactive worksheets to put them into action for your business.

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You'll learn exactly how 63% of companies are outgrowing their competitors, and what you can do to become one of them.

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Howard Partridge

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2-Minute Tutorial: How to Wow More Customers

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Ignoring your customers is a huge mistake. Did you know that it's 5x more expensive to find new customers than to get repeat business from existing ones? How are you going to make sure that your current customers come back—and recommend you to everyone they know? [Watch this 2-minute tutorial](#) from the Small Biz Lady, Melinda Emerson, for some easy tips on how to wow customers right now.

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Lead Nurture Example Assets

