

B2B Lead Nurturing Worksheet

Use to sketch out your B2B Lead Nurturing Campaign.



Original Trigger

How did someone get into your database or end up on a list that you want to nurture?

(Example: ebook download, webinar invite, tradeshow attendance, etc)

Original intent.

Why did they initially engage with your brand? What problem were they trying to solve?



Desired outcome.

Based on that problem, what desired outcome do you think they are hoping to achieve?



Obstacles or barriers.

What obstacles or barriers exist to them realizing that outcome?

Sketch out your nurturing flow:

	Purpose	What Content	CTA
Email #1			
Email #2			
Email #3			
Email #4			
Email #5			
Email #6			
Email #7			

Key things to think through as you deploy your nurturing flow:

- If someone interacts with the content, will they continue to stay in the flow? What is the service level agreement with the sales team as to when they may get passed as an SQL from this campaign?
- If someone books a meeting how will we get them out of this nurturing campaign so they're not getting messages anymore?
- If a contact completes the nurturing, what happens next?
- Who owns this process?
- How often will we review the results?

