LEAD NURTURING CHECKLIST

☐ Analyze Your Buyer Personas
☐ Segment Your Database
☐ Select a Starting Segment to Target
☐ Decide Duration and Outreach Frequency
☐ Create Engaging Content
☐ Add to Your Lead Scoring
☐ Create a Workflow
☐ Determine When a Lead Is Unqualified / Unenrolled from the Workflow
☐ Launch Campaign
☐ Track Campaign
☐ Debrief on Performance