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