

How To Nurture Your Subscribers

Nurturing Through Segmentation:

Why:

1. Targeted Emails, to targeted people
 - a. Increased Open Rates
 - b. Better Click Rates
 - c. Less Unsubscribes

For Customers:

1. Tag Your Customers
2. Exclude Customers From Future Pitches

Link Triggers:

1. A high-interest list
 - a. Interested in, but has not bought.
2. A non-interest list
3. One-click registration

Based On Subscriber Journey:

1. Customer Progress
2. Customer Interest
3. Freeze Tagging

Nurturing Through Automations:

Essential Auto Responders:

1. Immediate delivery of Incentive
2. Welcome Sequence (Learn)
3. Bridge Sequence
4. Pitch Sequence
5. Bonus: Post Pitch Email
6. Bonus: Downsell