

LEAD NURTURING AND LEAD SCORING



Customer Lifecycle

Lead Scoring

Drip Emails

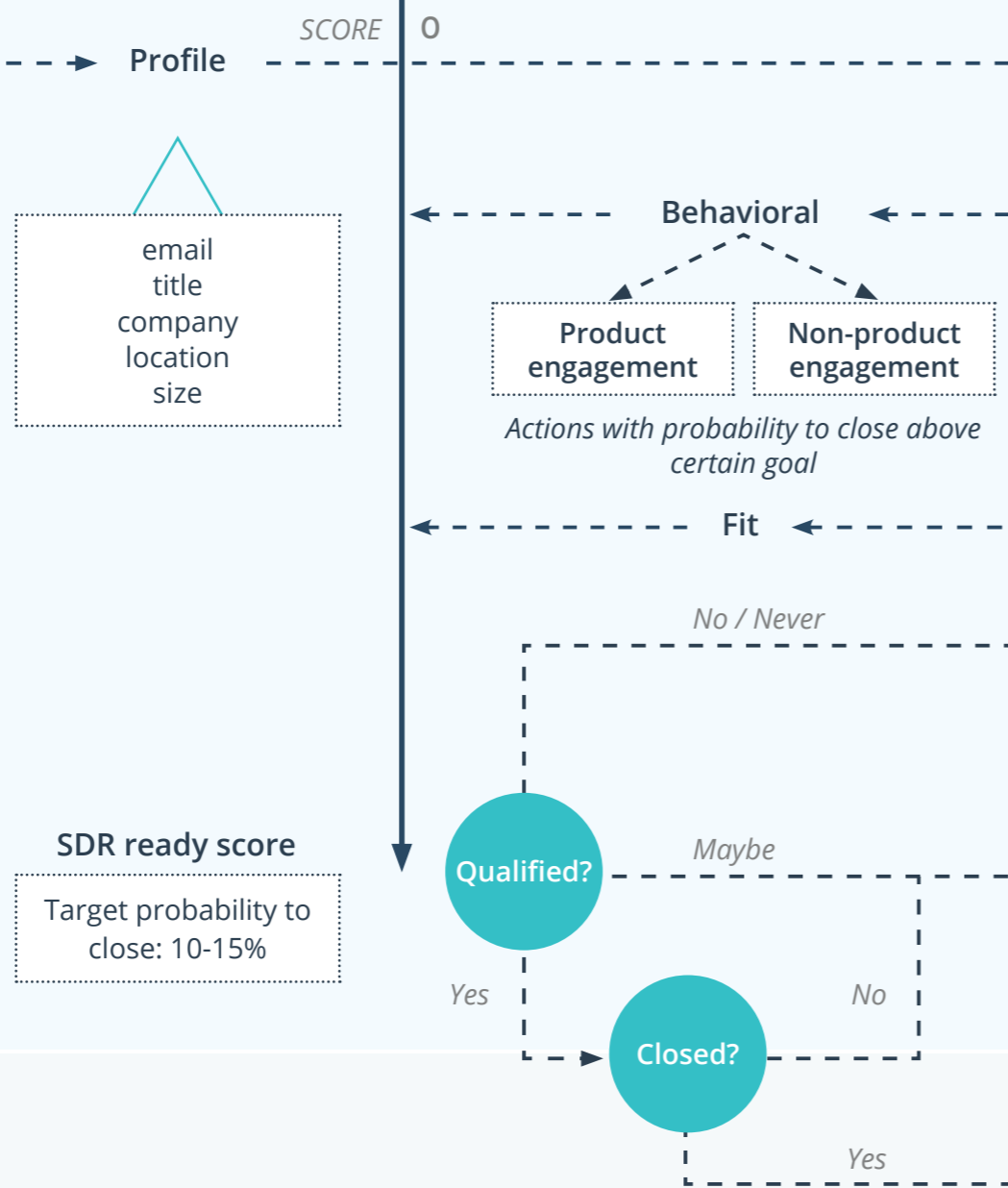
Unknown visitor

Unqualified lead

MQL

SQL

Onboarding



Start nurturing

User onboarding

Nurturing (long term)

Product engagement

Customer onboarding

Upsell campaign

Renewal campaign

Decision Maker**	Influencer	End-user
#1: Welcome	#1: Welcome	#1: Welcome
#2: Insights	#2: Insights	#2: Insights
#3: Tips / Hints	#3: Tips / Hints	#3: Tips / Hints
#4: Benefits	#4: Benefits	#4: Benefits
#5: Case Study	#5: Case Study	#5: Case Study

- Unfinished flows
- Tips / Best practices
- Offer help

- Newsletter
- Product updates
- Educational content

- Industry news / tips
- Product tips / updates
- Educational content
- Test BANT

Lead / Prospect Nurturing

Customer Nurturing

- Notifying usage limits
- Future benefits
- New releases
- Promotions
- Training