

Best Practices for Lead Nurturing Through an Email Drip Campaign

*This is an extra resource to go along with the original article:
[How to Craft a Lead Nurturing Drip Campaign](#)*

When setting up your lead nurturing drip campaign, follow these tips:

Welcome to My Email List

- The new subscriber is on the lookout for this email. Engage them right away.
- Personalize your email. Include their first name (and your first name) and use conversational language.
- Set expectations. Let them know what type of emails you'll send and how often you'll send them.

Customer Onboarding

- Your new customer is the most engaged with your product immediately after purchase. Give them a task to complete so they can get into the routine of using your product.
- Take them on a tour of your product to show them how to use it. Send this tour out over multiple days to avoid information overload.
- Send testimonials and case studies (a.k.a. social proof) that can help reinforce their decision to buy your product.

Transactional

- [Use a dunning service to reduce customer churn from failed payments.](#)
- Send out your emails promptly.
- Always include a clear call to action at the end of your transactional emails.

Ongoing Nurturing

- Make every email relevant. Always answer the “what’s in it for the subscriber” question.
- Segment your emails to deliver the most targeted message possible.

- Use a responsive template so your emails look good when opened on mobile devices.

Promotional

- Send a promotional email ahead of the debut.
- Include a coupon or promotional code. Be sure to set an expiration on the code to prompt immediate action.
- Ask for your subscribers to share the news with their social circles.

Shopping Cart Recovery

- Send your cart abandonment email within an hour after the customer starts the checkout process.
- Show an image (or a mockup) of the product.
- Include a positive review of the product.

Re-Engagement

- Conduct a re-engagement campaign every six months.
- Only send re-engagement emails to those who haven't opened your emails within the last six months.
- Use a surprising and catchy subject line to get more views (for example, "Hey, do you want to break up?")