

Lead Nurturing Checklist

- ✓ **Segment Your Audience**
Group leads by demographics, behavior, or interests for tailored messaging.
- ✓ **Build a Lead Scoring System**
Prioritize leads based on actions and readiness to buy.
- ✓ **Create Multi-Channel Engagement**
Use email, social media, and your website to connect with leads.
- ✓ **Personalize Content**
Deliver messages that address specific needs and interests.
- ✓ **Automate Workflows**
Use trigger-based automation to engage leads at the right time.
- ✓ **Re-Engage Inactive Leads**
Win back quiet leads with targeted campaigns.
- ✓ **Analyze and Optimize**
Track metrics like conversion rates and test different strategies.
- ✓ **Manage Sales Handoffs**
Ensure smooth transitions from marketing to sales teams.
- ✓ **Maintain Compliance and Data Quality**
Follow privacy laws and keep your data clean.
- ✓ **Align Marketing and Sales**
Share insights and goals to improve collaboration.