

Lead Magnet Follow-up Campaign

When to Implement:

After someone has requested your lead magnet. This series is designed to be run in tandem with your regular lead magnet series. The goal is to take advantage of C365's increased deliverability to keep your prospects engaged.

Who is Included:

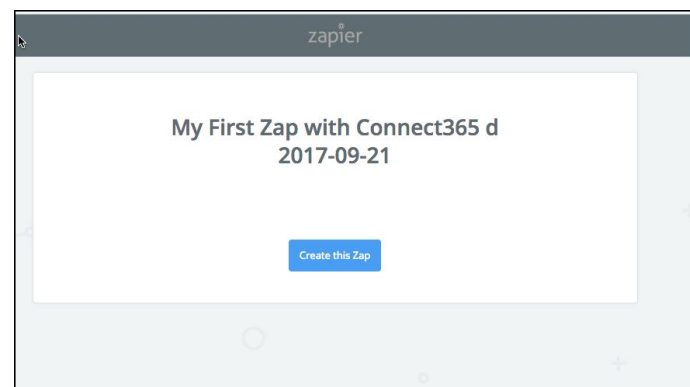
Any prospect who has requested your lead magnet. These are fed into your account through our zapier. [Click here to request an invite](#) to our connection (still in beta).

Set-up Process:

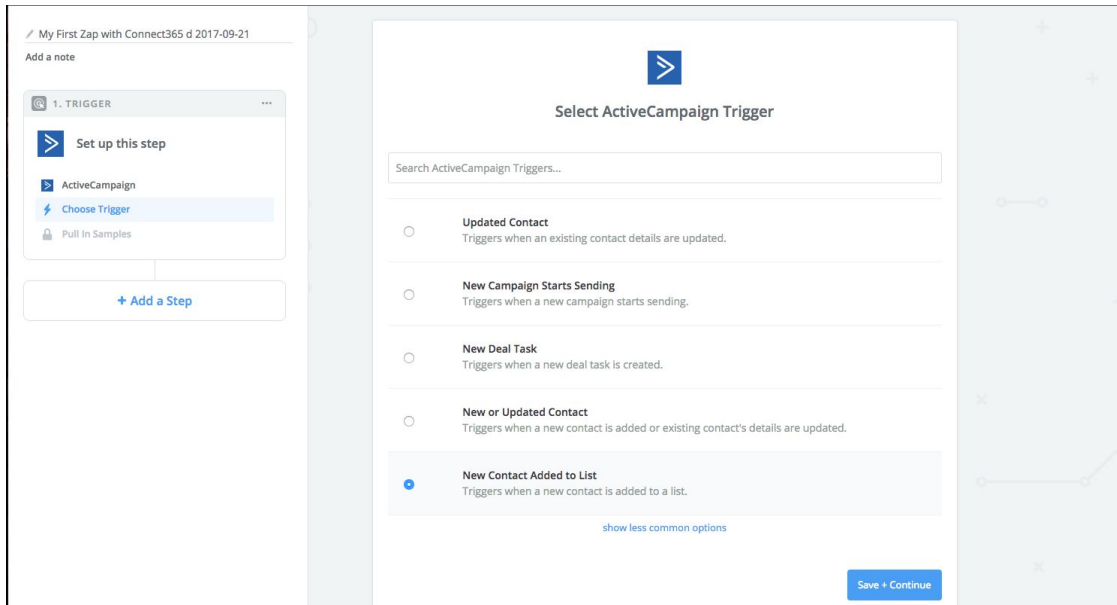
Before we get started in Connect 365 - we need to set up the integration with zapier. That way, when somebody gets added to your list, they also get added to the Connect 365 campaign.

1. [Click here to request an invite](#) (this happens instantaneously)

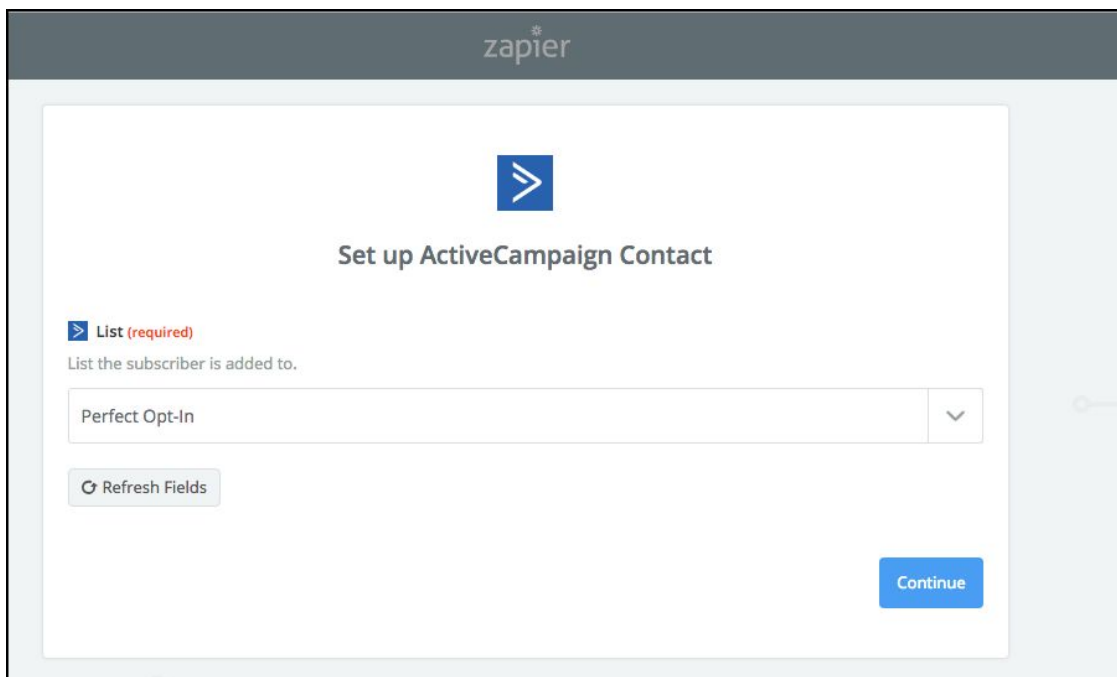
Once that is done- you'll get a screen asking you to set up your first Zap with Connect 365:



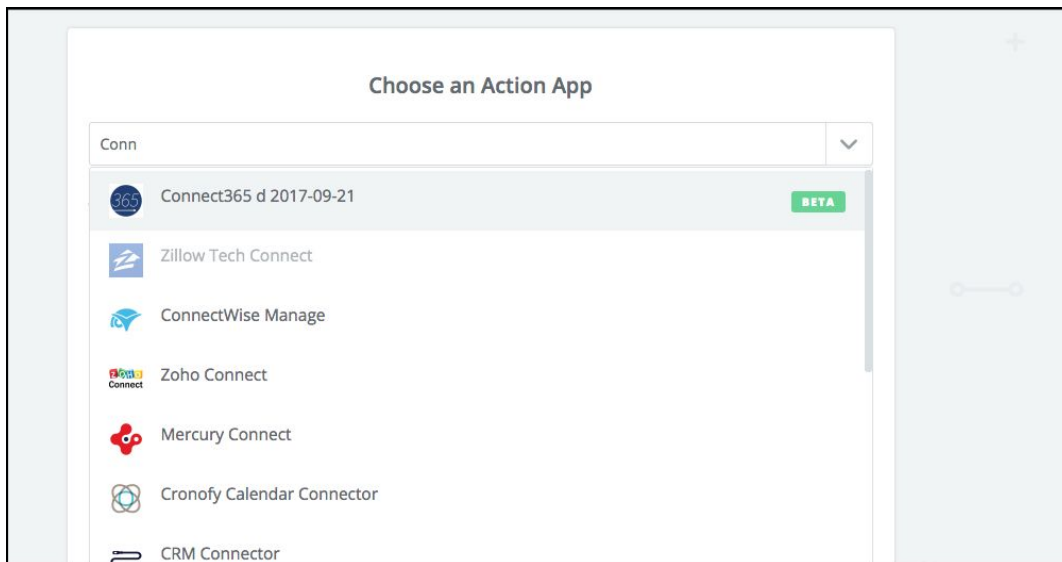
2. Click “create this zap” and then choose your email autoresponder as the “trigger” app. In this case, I’m using Active Campaign. The trigger is - “add new contact to the list”.



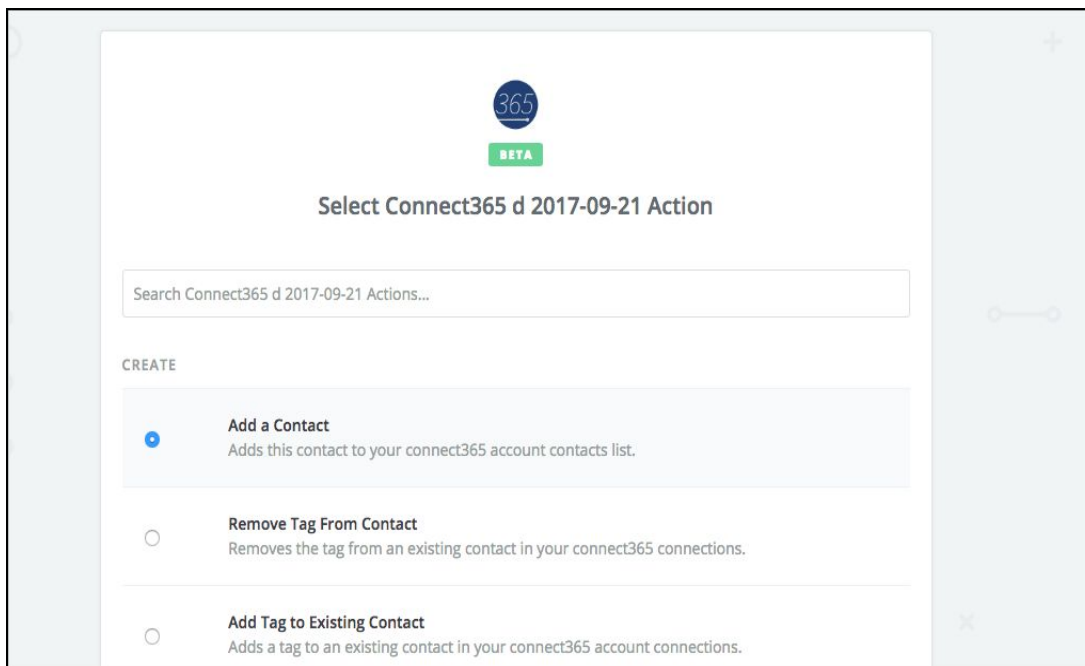
3. Choose the list you want to connect to C365



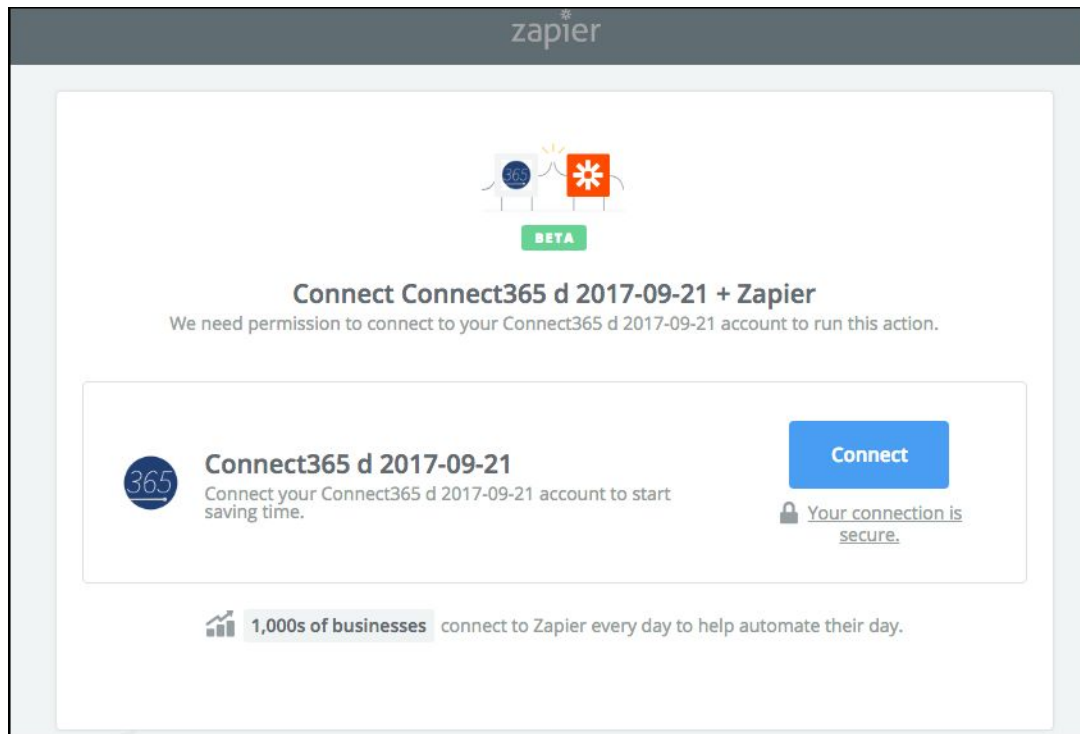
4. Now that the action is set up. It is time to create the trigger. On the left of your screen, click the plus sign underneath the trigger you just created to create an action. You'll be asked to choose an action app. Choose Connect 365.



5. You'll be asked to choose an action - pick Add a Contact



If this is your first time creating a zap to Connect365 - you will be asked to connect your account. Click the Connect button. Choose your C365 account, you'll be asked for your C365 password. Click Save + Continue



6. Next you'll be asked to match the fields between your autoresponder and Connect 365.



For Email_ID - use your contact's Email Address

For First Name - use your contact's First Name


For Last Name - use your contact's Last Name

Last Name, Company Name, Job Title are optional.


Leave Tag Name blank - we'll be adding that as a separate action next

 **Setup Preview** [Learn more](#) ON 


Email_id (required)
Email-Id of the contact.

▶ Step 1 test@test.com 


First Name (required)
First Name of the contact.

▶ Step 1 First 


Last Name (optional)
Last Name of the contact.

▶ Step 1 Last 


Company Name (optional)
Company Name of the contact.

Enter Company Name of the contact 

Job Title (optional)
Job Title of the contact.

Enter Job Title of the contact 

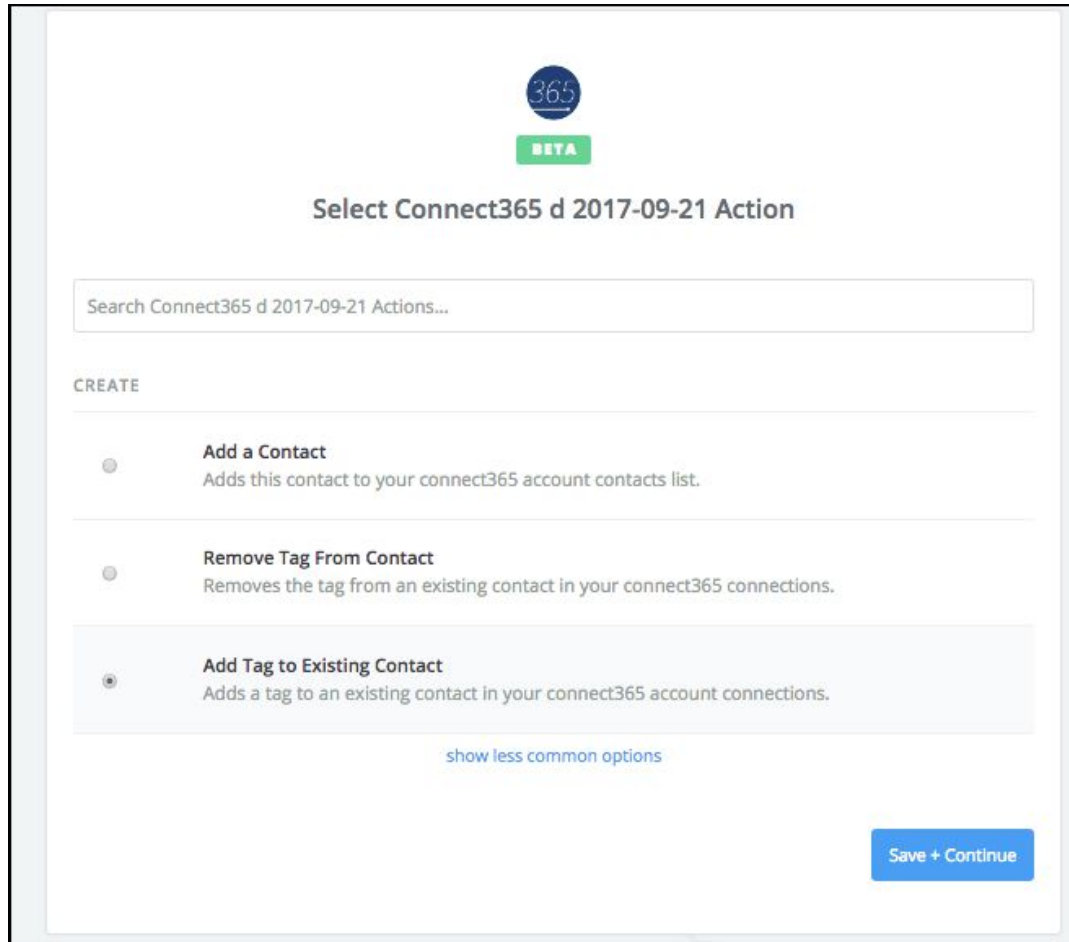
Tag Name (optional)
Tags.

 -

+

7. Next, we need to create an additional action to tag contacts into Connect 365. Click the plus sign below the action you just created and choose Connect 365 as the trigger.

Click the button for Add Tag to Existing Contact



8. Choose the contact email id from your email autoresponder. And type in a tag name - in this case I used "Nurture Sequence- Lead Magnet". This will create the tag in Connect 365 and send your campaign to anyone who subscribes to your lead magnet.

365
BETA

Set up Connect365 d 2017-09-21 Add Tag

Setup Preview [Learn more](#) ON

Contact Email-Id (required)
Email-Id of an existing contact in your connect365 account.

Step 1 test@test.com

Tag Name (required)
Name of the Tag (If this tag does not exist, a new one of this name will be created).

Nurture Sequence - Lead Magnet

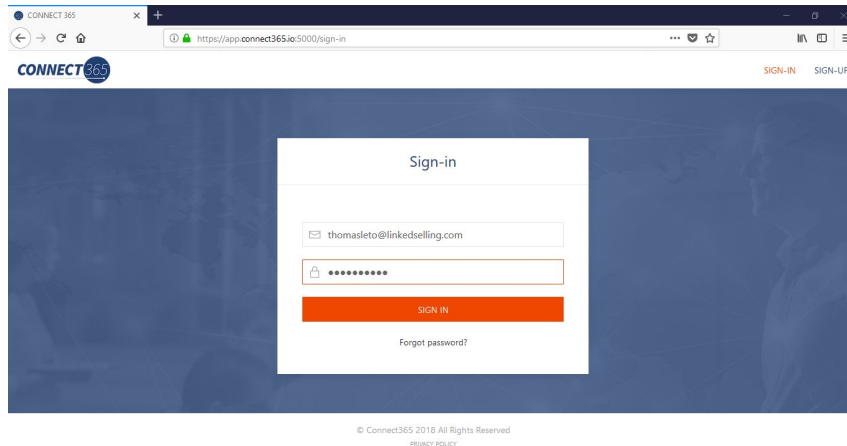
Refresh Fields

Continue

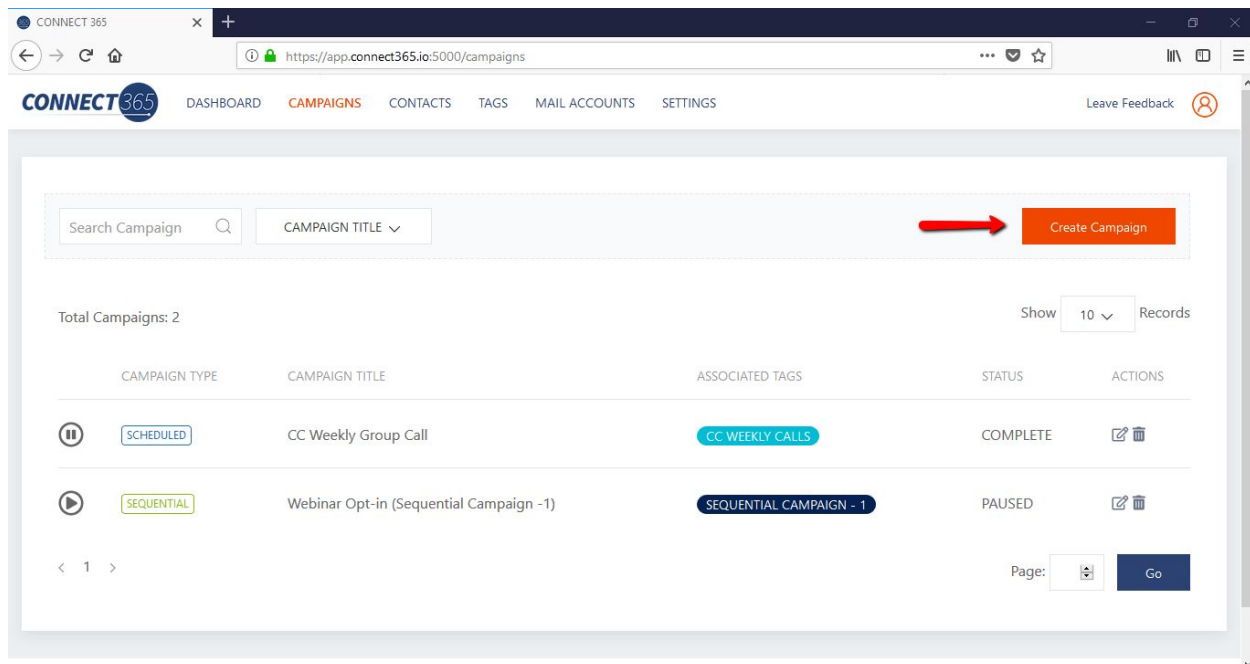
Whew! Now that that is done - it is time to create the campaign in Connect 365.

Creating the Campaign

1. Your first step is to log in.



2. Now that's done... let's set up our campaign
- Hit the "campaigns" button on the top menu bar and then select "create campaign".



- Fill in campaign details, link your email account, and set "campaign type" to "sequential" campaign.

CAMPAIGN DETAILS ASSIGN TAGS SETTINGS

Start creating a new campaign!

Campaign Title
Lead Nurture Campaign Message 1

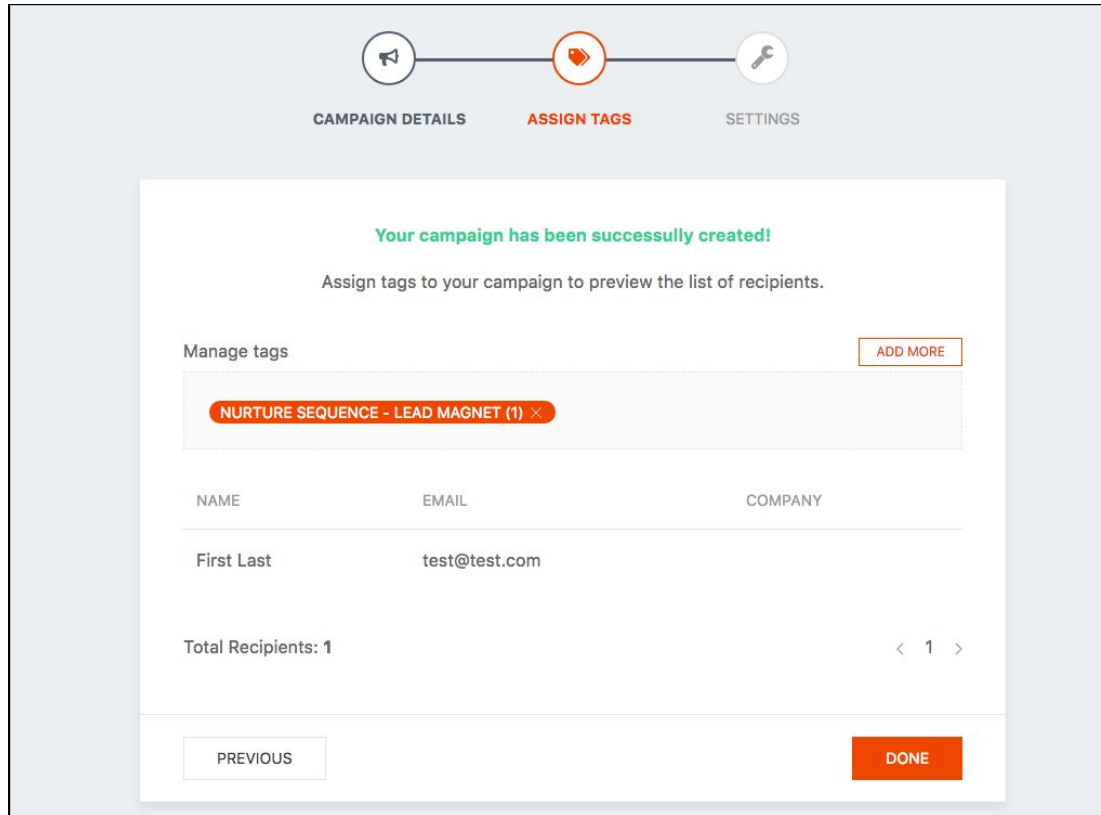
Email Account
pat@linkedselling.com

Campaign Type
Sequential

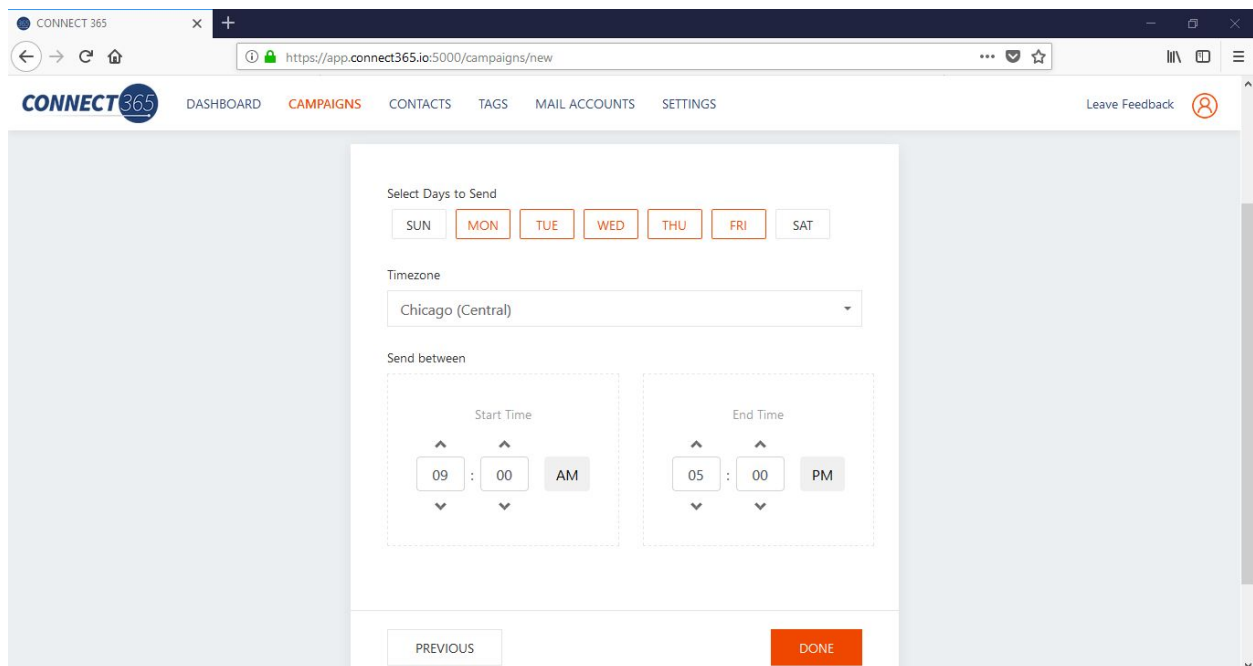
Is this campaign on high priority? ?
 Yes No

GET STARTED

- Assign tag to campaign and hit save.



- Select days and time frame that emails can be sent out.



Compose and set your messages.

1. Setting up Message 1; hit the “compose” button and begin to fill out message info including subject line, the day the campaign starts, the delay (the time between a person is tagged and when they receive the first touch point), the messaging language and hit save.

The screenshot shows a message composition form with the following fields and content:

- Subject:** Just Checking On You
- Start Campaign On:** 2018/06/05 11:48 AM
- Delay:** 1 Days, 0 Hours, 5 Minutes
- Message Body:**

Hey {firstname},

Yesterday, you requested my perfect opt in checklist. I know that sometimes important messages can get lost in the email - so I'm sending this to you directly

[Here is the checklist](#) that I promised you. If you have any questions, don't hesitate to ask.

Other than that, nothing fancy here - just a quick message to say congrats on taking your email marketing seriously.

The sooner you get started, the sooner you will start seeing your list grow.

Download your pdf here: <http://linkedselling.com/checklist>

Keep reading for another free strategy to keep your community growing.

Red arrows point to the subject field, the start date field, the delay field, and the message body text.

2. Setting up Message 2; hit the “compose” button and begin to fill out

1.

message info including subject line, delay (the time between the second and first touch point), set the “send this message unless” section to the option “a reply is received”, the messaging language and hit save. Once someone replies to the message they are taken out of the reminder sequence because they have scheduled a call with you.

If you are providing people with a scheduling link vs having them just reply to you - then choose “link is clicked” as the exception rather than “a reply is received”.



NEW MESSAGE

Subject

Are you still interested?



Send this message as a Reply (in same thread).

Delay

28

Days

0

Hours

5

Minutes

Send this message unless

A reply is received

B *I* U x_2 x^2

Replacement Text

Are you still interested in growing your email list? Reply and let me know.

Meredith

Example of Lead Magnet Follow-up Campaign

SUBJ	TOPIC	TIME DELAY
Just checking on you	Personal follow-up with delivery of lead magnet	
What's at stake here?	Case study + call offer	~ 7 days later
Do you have any questions for me?	FAQ (short) + link to book a call + last call	~ 7 days later
{firstname}, are you still interested?	9-word email	~ 28 days later