

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.

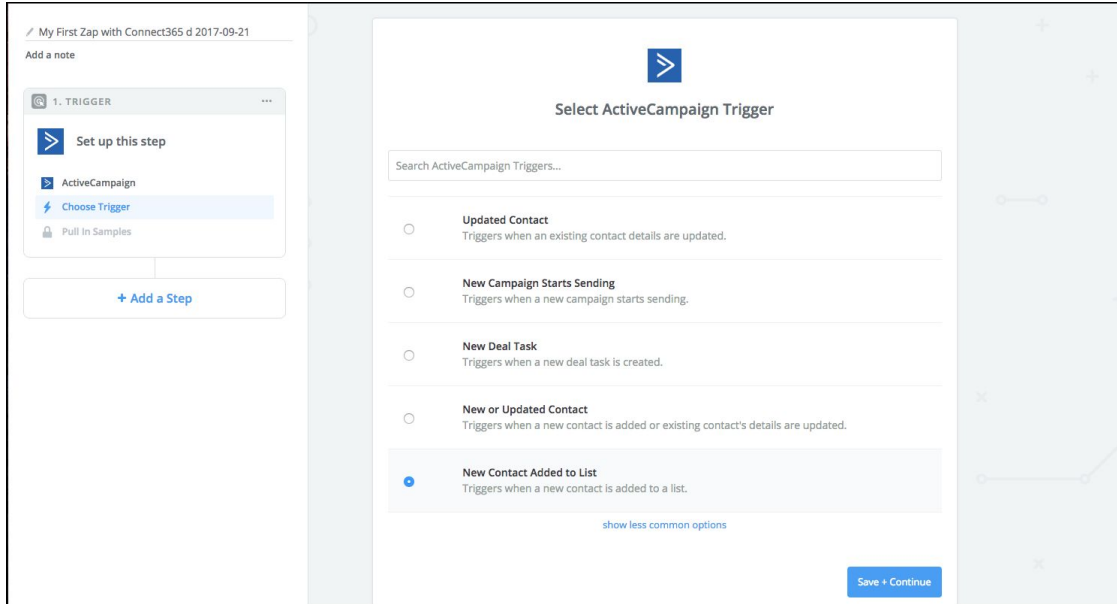
Who is Included:

Any prospect who has requested your lead magnet. These are fed into your account through our zapier integration

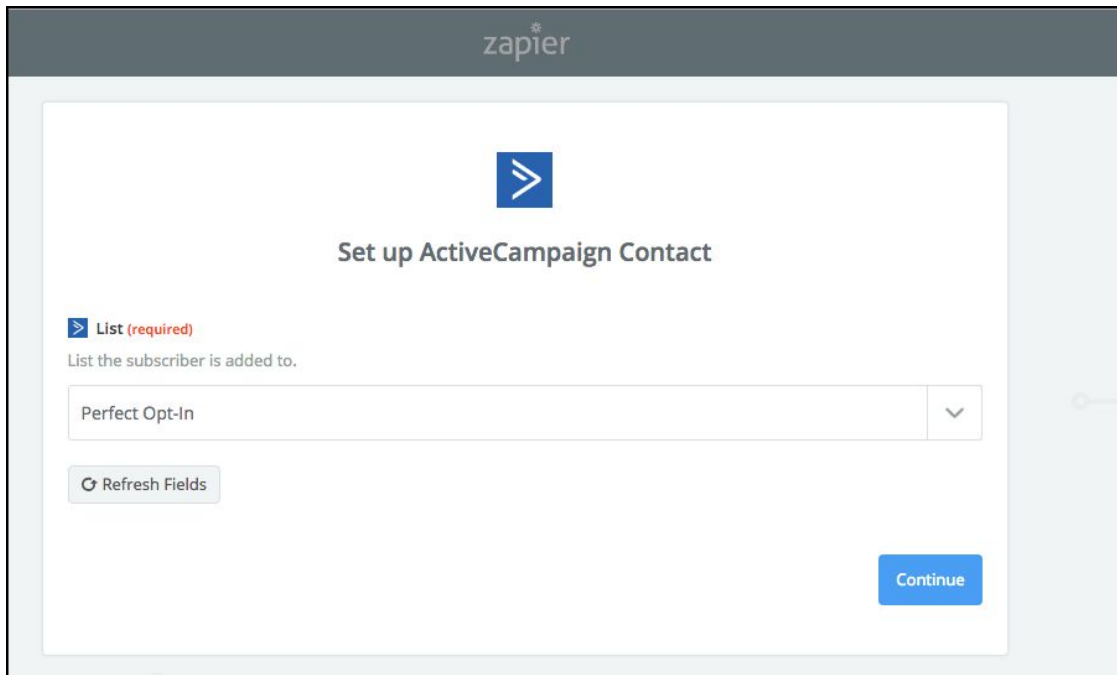
Set-up Process:

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.

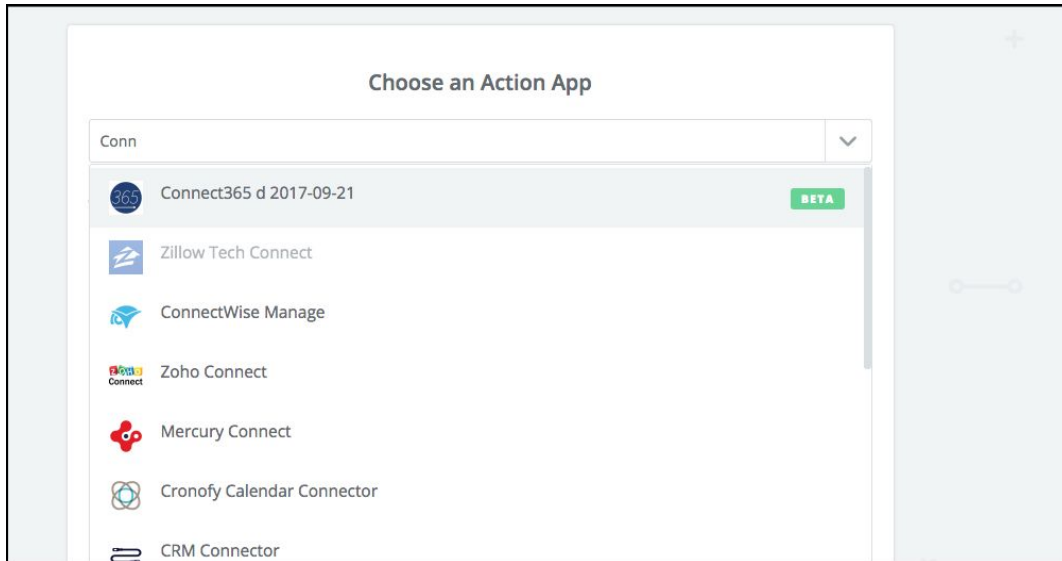
1. Click "create this zap" and then choose your email autoresponder as the "trigger" app. In this case, I'm using Active Campaign. The trigger is - "add new contact to the list".



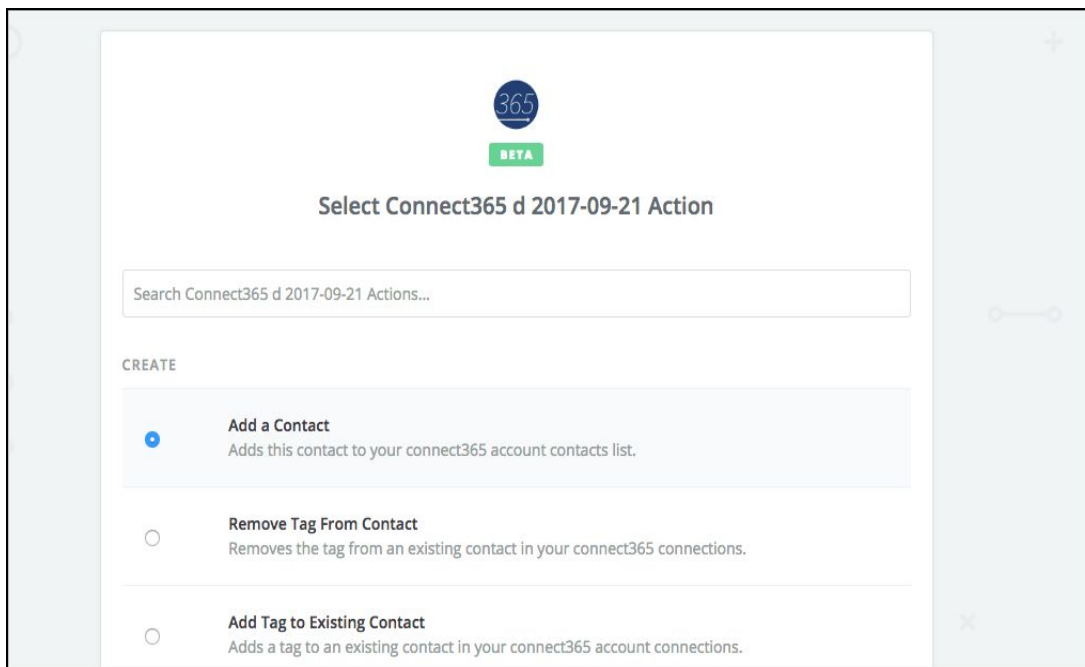
2. Choose the list you want to connect to C365



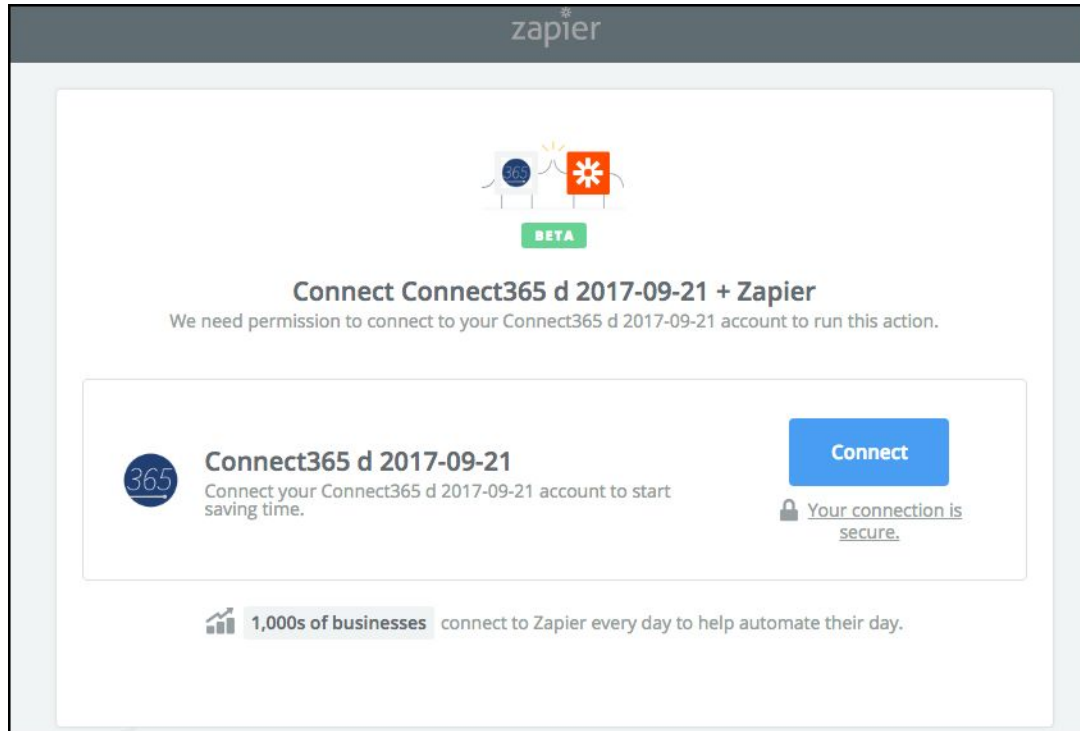
3. Now that the action is set up. It is time to create the trigger. On the left of your screen, click the plus sign underneath the trigger you just created to create an action. You'll be asked to choose an action app. Choose Connect 365.



4. 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



5. 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.


First Name (required)
First Name of the contact.


Last Name (optional)
Last Name of the contact.



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.



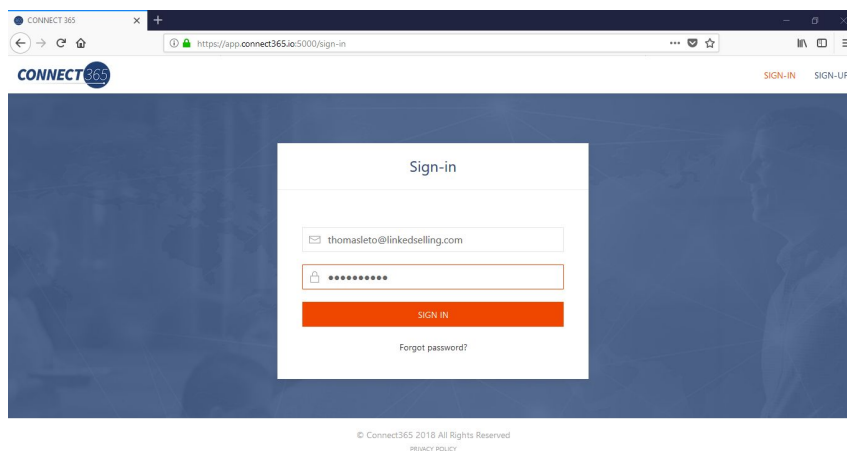
6. (optional) if you'd like to automatically add the contact into a Sequential Campaign in Connect 365 (or simply want to auto-apply a tag within Connect 365 complete the line above listed as 'Tag Name'.

PLEASE NOTE: This field is case-sensitive and MUST match the tag name exactly as it appears within your Connect 365 account in order to apply the tag correctly.

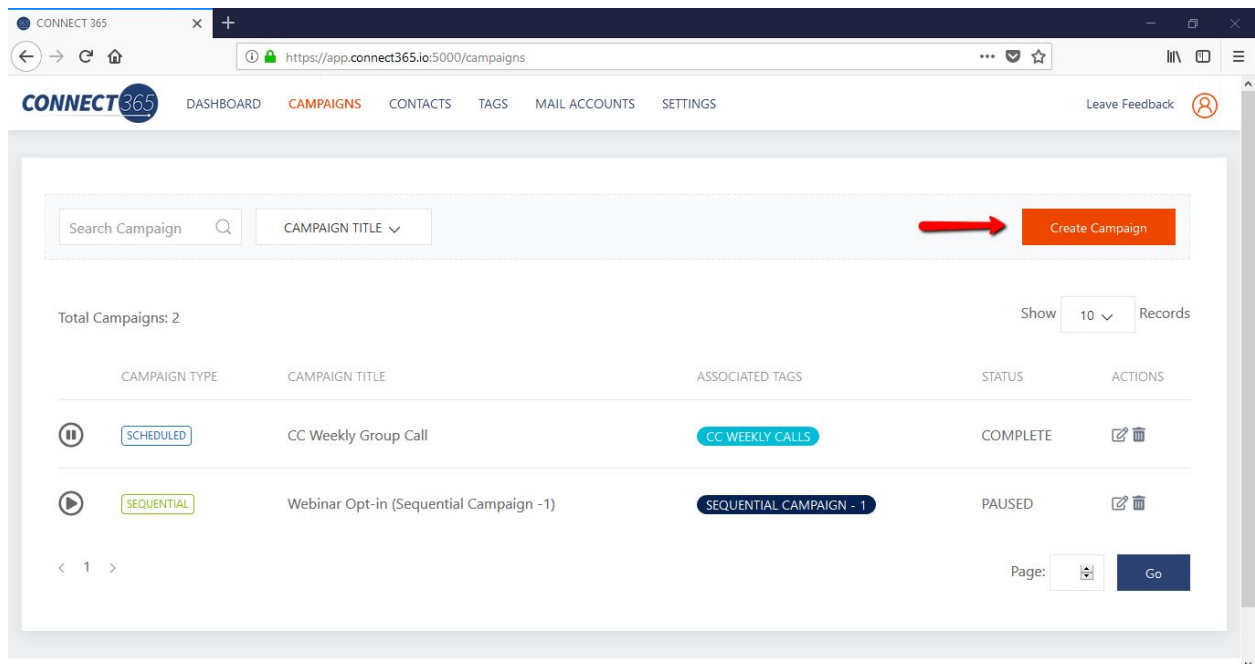
Whew! Now that that is done - let's review a campaign creation within Connect 365 so that if you choose to auto-apply a tag to your contacts.

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

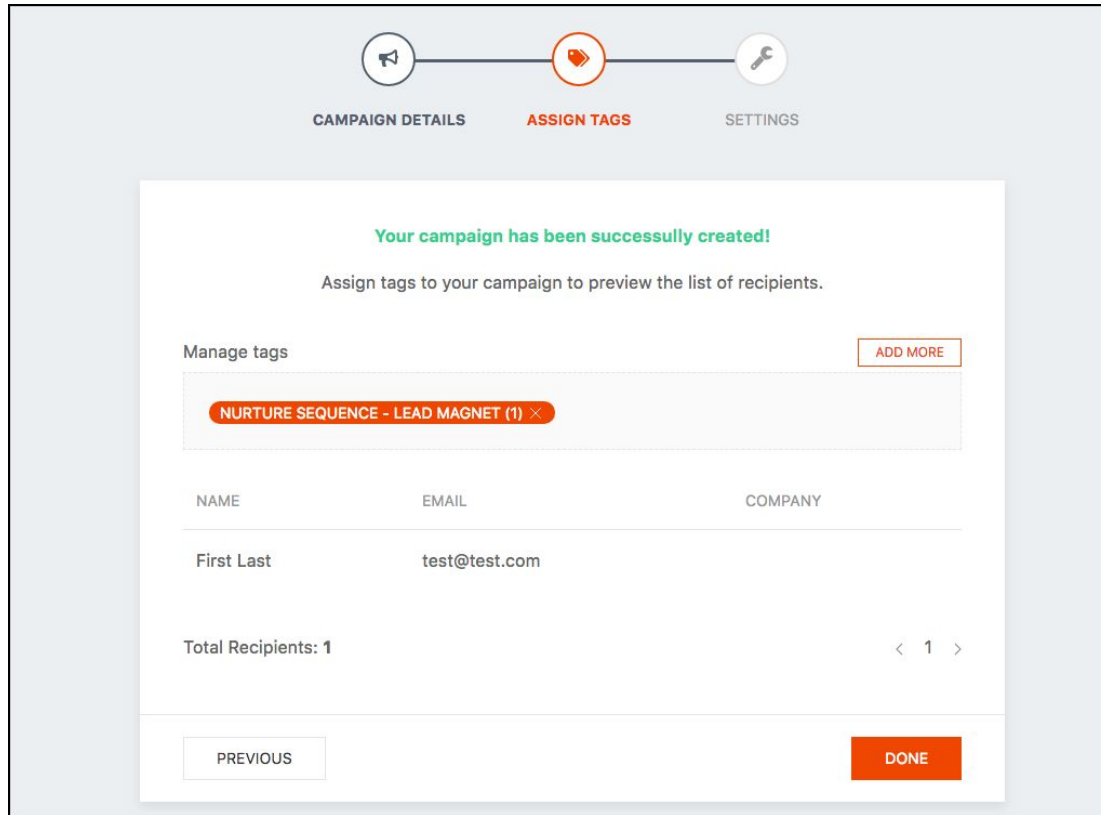
Email Account
pat@linkedselling.com

Campaign Type
Sequential

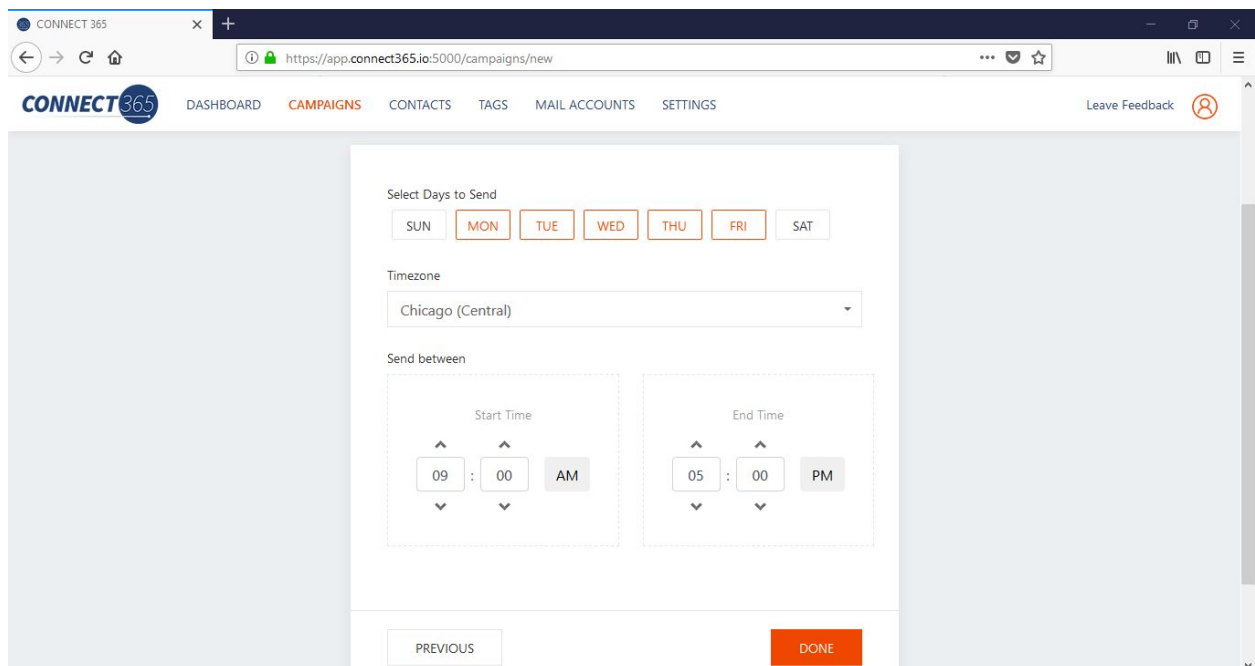
Is this campaign on high priority? ?
 Yes No

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
- Body Text:**

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 body text area.

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
what's at stake here

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

Delay
7 Days 0 Hours 5 Minutes

Send this message unless
A reply is received

Rich text editor toolbar: Bold, Italic, Underline, Link, Unlink, Bulleted List, Numbered List, Decrease Indent, Increase Indent, Undo, Redo, Text Color, Background Color, Replacement Text

Hi {firstname},

On our Masterclass training a few weeks back, I mentioned several of our clients and Linked University members who have had a lot of success using the strategies we teach...

...and I thought you might want to hear more about what they achieved and how they made it all happen. So here are just a few brief case studies of those clients.

Want to know more about how we might help you? Reply to this message to schedule a free strategy session.

Case Study #1 - Tom Swip

Tom Swip's company, Swip Systems, is an IT Consulting company that targets big players in several highly competitive industries - including the very busy manufacturing space.

659

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.

NEW MESSAGE

Subject

Do you have any questions for me? +

















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










Delay

7 Days 0 Hours 5 Minutes

Send this message unless

A reply is received

B I U                

         Replacement Text

We've recently put the finishing touches on a complete redo of our most popular training program and included the most current LinkedIn marketing and lead generation strategies available anywhere. Just in time for you to leverage these potent strategies and make this year a breakout year for your business.

But with intrigue, comes questions.

So I thought I'd take a few minutes to answer some of the most common questions I'm being asked about the program.

4. Setting up Message 4; hit the “compose” button and begin to fill out 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.

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