



# Lead Nurturing Template

## >> [SAMPLE] Auto-responder Sequence 1: Welcome series

TIME	TRIGGER	CONTENT
<b>Immediately</b>	Someone subscribes to newsletter	Welcome email or confirmation email
<b>At 7 days</b>		Our best marketing templates
<b>At 14 days</b>		Popular social media templates
<b>At 21 days</b>		Free content marketing templates

## >> [SAMPLE] Auto-responder Sequence 2: Webinar series

TIME	TRIGGER	CONTENT
<b>Immediately</b>	Someone registers for a webinar	Thank you email with a date saver for the calendar
<b>5 days before</b>		Worksheets and pre-reading for the webinar
<b>1 day before</b>		Reminder that the webinar is on tomorrow
<b>1 hour before</b>		Webinar starts in 60 mins
<b>1 day after</b>		Thank you, special offer and details of a replay

## >> Auto-responder Sequence:

TIME	TRIGGER	CONTENT
<b>Immediately</b>		