



# Lead Nurturing Template

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

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

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

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

## >> Auto-responder Sequence:

TIME	TRIGGER	CONTENT
Immediately		