Welcoming email sequence

Recipient - Anybody who has requested a demo.

Goals
- Continuing the conversation the Landing Page has started.
- Explicitly show what we offer. Introduce them to the brand. Educate them to the sales
- Trying to fill the gap between the demo request and the actual demo

Google ad	Landing page	Welcoming sequence	Discovery call
What's the keyword they type in	Learn more about iCapture *85% of companies fail to follow up with leads post-event* To continue the conversation - Talk about why?	**Purpose- Connect with them, show them why they need iCapture.** Secondary - Create questions in their mind - make them show up at the demo and get those answers. Connect to why this is?	**Purpose-** get to know their needs. How ▇▇▇▇ can help them, answer any questions, objections, etc Ideally you want to repeat info they already know and expand on it .. thus the content of the welcoming sequence. You want them to ask questions regarding the tool and be able

		3-4 pain points that marketers face	to cover any objections. .

What do I need to make ▮Capture▮ welcoming sequence a success?
- A Project Success Map -
- Interview a recently signed client
- VoC on integrations + features

Success Map for the Welcoming Email Sequence

Objective - Take them by the hand and show them exactly why they need▮▮▮▮▮ in their lives. Make them show up for the discovery call and ask questions.

Type	Purpose	Focus	Content I need	CTA + Link to	Notes
1st email Copy makes them want to know more	Build a relationship, make them feel welcomed. Connect emotionally. Stir curiosity. Build anticipation	Welcoming Share why Set expectations What to expect in the demo? Cliff hanger connecting to the reasons 85% fail	Team pic of everyone smiling Get ▮▮▮▮▮ why	CTA - Link to Our Philosophy - ▮Capture▮	Make it ALL about them. In every email Focus on 1 idea, 1 emotion, 1 story, 1 response
2nd email Copy makes them start agreeing with me.	Build authority. Make them want to know more. - we understand them	Continue with the reasons Connect with their pain. Cliff hanger how to fix	More info on why 85% fail ebook?	CTA ? Link to ? Idea- if the ebook was updated maybe link to that- valuable	Always send the emails from a real person. Allow them to reply if they have any questions.

Type	Purpose	Focus	Content I need	CTA + Link to	Notes
				resource	
3rd email Copy shows how their problems would be solved	Show them how we do what we do.	Talk about the integrations and how they help the Pro active Event marketers Cliff hanger- features *how ▮▮▮▮ can help them	VoC on integrations	CTA- Link to the integrations P.S. The video on this page is buried	
4th email Copy makes them imagine a better life. Questions arise	Make them see what the future can look like for them	Talk about the benefits iCapture's features have for them What's the job to be done Zero-in on what they actually want to achieve *what ▮▮▮▮ does for them	VoC on benefits from purchasing iCapture Ideally a recent client	CTA - Check out our features Link to- Features - ▮Capture▮	The features explain the price tag. Explaining them in more detail will help those that are skeptical - nurture campaign material after the demo to seal the deal
5th email Copy covers the objections in their head	Make them see what others say about us. Make them resonate with the problems of others. *Make them excited to come to the demo. Add the 6th email here and make it 1	Use Social Proof Share stories of success. Or obstacles that ▮Capture▮ solved. real problems - real people Reviews ..etc		CTA - See what happy clients say about us Link to - Success Stories - ▮▮▮▮ -* need to be updated Or ▮▮▮▮ Reviews 2022: Details, Pricing, & Features | G2 *will do more heavy lifting even though on a different site and not super	In order for social proof to convince anyone it needs to be 100% specific. I have some tips on how to achieve that for future reviews. More than 1 main idea becomes confusing. This is the end of the sequence. We can't destroy it now.

Type	Purpose	Focus	Content I need	CTA + Link to	Notes
				specific.	
6th email Copy makes them excited for the demo	Bring them back to the discovery call	This is what to expect at the discovery call? A bit about the sales rep that they'll meet	<mark>Info on the agenda of the discovery call. Again focused on them.</mark>	CTA - Link to - How it Works - ██████	Again focus on them. What will they get out of it?

What extra content do I need to make this project a success?

What?	When?	From Whom/What?
Project Success Map	ASAP	Me
The reason why 85% fail,	After signing the agreement before writing a word	Sales? Anyone involved in getting those stats, ebook?
A pic from the team.	Before Launch	A good camera
<mark>VoC on integrations from a recent client</mark>	After signing the agreement before writing the 3rd email	Me by interviewing a recent client
<mark>VoC on benefits from purchasing ██████ from a recent client</mark>	After signing the agreement before writing the 4th email	Me by interviewing a recent client
<mark>Info on the agenda of the discovery call</mark>	After signing the agreement before writing the 6th email	Me by interviewing a Sales rep
<mark>Brand guidelines</mark>	After signing the agreement before writing a word	██████
██████ <mark>WHY</mark>	After signing the agreement before writing a word	Callie