



# Learn Nimble

## Session 4

### 6 Topics Covered

1. Advanced Marketing Concepts
2. Lead Capture
3. Broadcast Email
4. Drip Email Marketing
5. Social Posting
6. Closing Thoughts - Next Steps

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Can you see a point where sending out more than 100 emails will be necessary to communicate with certain audiences?

Which Audiences - What Messages & How Often?

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### Lead Capture

1. What lists would you need to capture leads?
2. What websites or Social Media will you be using?

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## Broadcast Emails

1. What list could you send weekly email to?
2. What content do you have in place or need to create to interest them in your products or services?

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## Drip Emails

1. What products or services do you offer that could benefit by delivering information as a segmented email campaign?
2. Are there multiple of these that you need to or could create?
3. Do you have a process to identify your perfect prospect?
4. What is the desired outcome at the conclusion of the sequence?

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## Drip Email Sequence

List segments of a messages that you could use Drip Email for?

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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## Social Media Campaigns

1. Do you have a concept that could be delivered to social media that would promote awareness?
2. What is the desired result (destination or click through)?
3. What content (sayings, tag lines, or quotes) do you have in place or need to create to interest them in your products or services?
4. Could this be delivered to multiple Social Media platforms?

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## Final Thoughts

What are your next steps to creating a communication plan that could help you maximize your current relationships and/or prospect for new client relationships?

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