

Promo Email #1 Partner Guidance

1 Take the email header image you exported, right click on the header and hit **replace image and upload your edited version**.

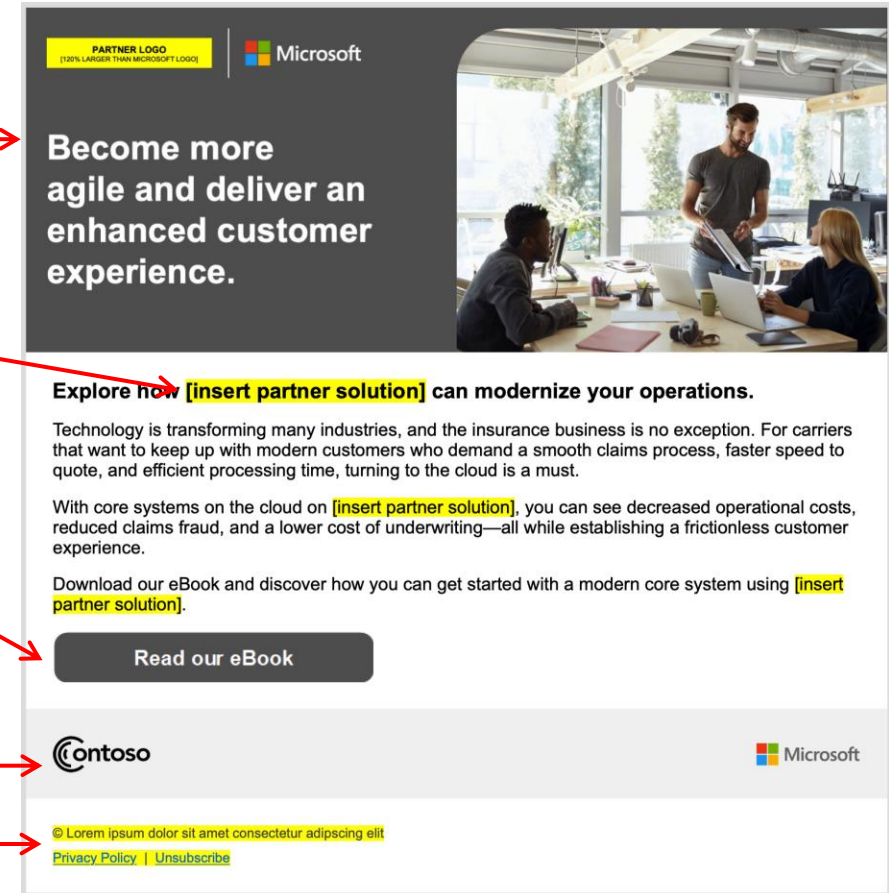
2 Replace the template font with your brand font, matching weights. (Note that font type sizes vary and you may need to adjust your size to fit.)

3 Replace the placeholder logo in the footer with your brand logo. Use the same height for your logo as the placeholder logo. A horizontally oriented logo works best.

4 Replace the yellow highlighted text with your own.

5 Change the color of the button to one of your brand colors and change the hyperlink to your custom URL.

6 Insert your own copyright information, replace hyperlinks to privacy policy and unsubscribe button.



Promo Email #2 Partner Guidance

1 Take the email header image you exported, right click on the header and hit **replace image and upload your edited version**.

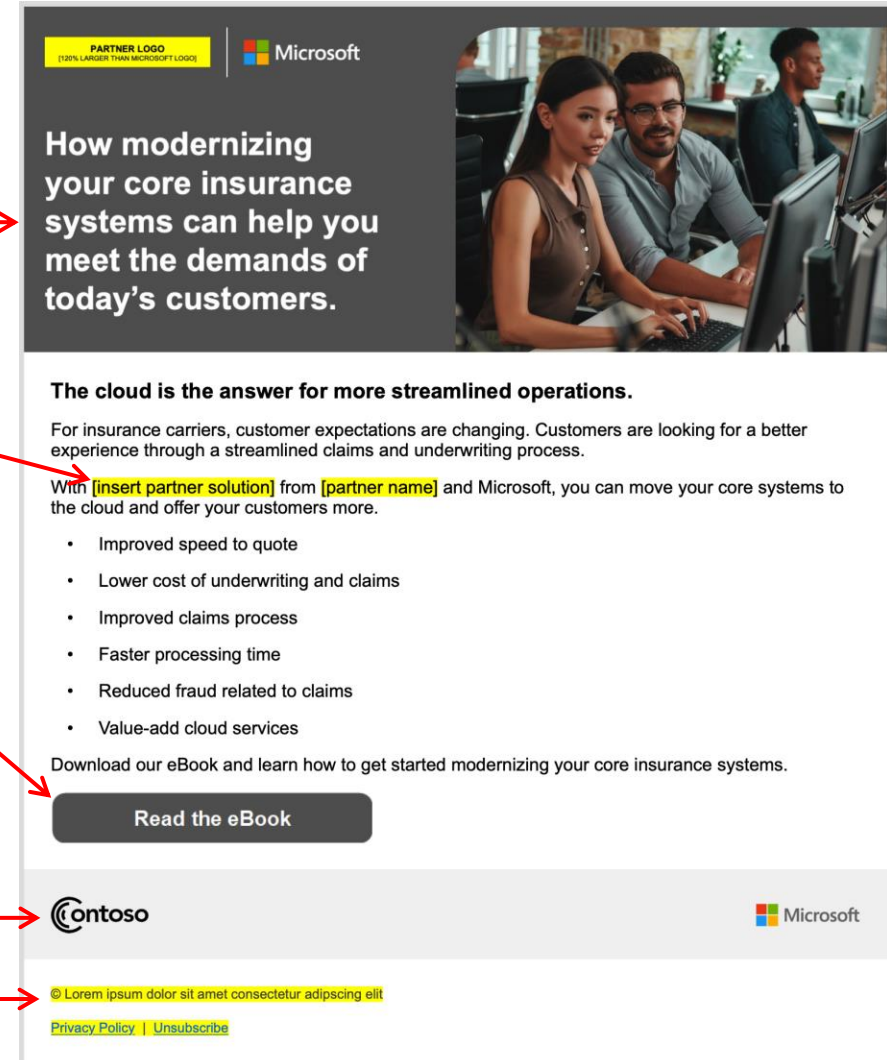
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6 Insert your own copyright information, replace hyperlinks to privacy policy and unsubscribe button.



Creating Your Email Nurture Campaign

Using the email template provided (or using your own), build a multi-touch nurture email sequence to follow-up with leads after they download your hero asset. Build email copy using campaign messaging and promote your existing available assets (such as an infographic, case study, or technical data sheet). Direct to your marketplace listing for additional information or transaction.

Identify audience

Build the audience to receive nurture emails by identifying prospects within your target profile who have shown initial interest. Draw leads from interactive e-book downloads or from other known relevant contacts in your database that fit your targeting.

Select supporting assets

Nurture emails follow lead acquisition via the hero asset (interactive e-book). Consider available assets that allow your prospect to discover your solution, such as a case study, infographic, solution sheet.

Determine email sequence

Introduce your nurture campaign with a “thank you for downloading” message to remind your reader about the hero asset. Sequence your nurture touches and align supporting assets to help readers progress through the funnel, starting with a broad overview via an infographic, blog post, etc. Provide greater detail and use cases with a third email that highlights a relevant case study or webinar. Finally, offer solution details and proof points with a data sheet, white paper, or other technical document.

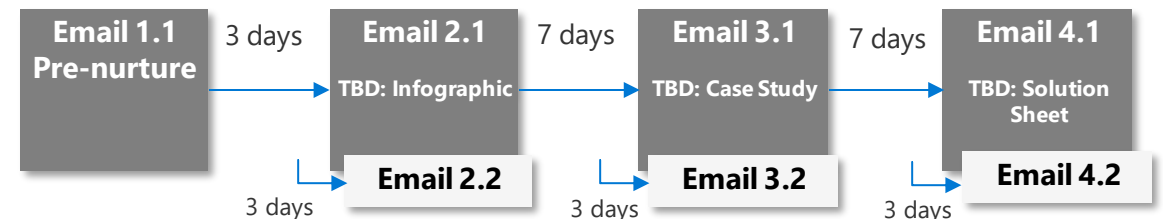
Create email copy

With the following character counts as guidance, write email copy for the specific targeted roles that introduces each supporting asset as the primary CTA. In addition, hyperlink your Marketplace listing in the body copy for greater discovery.

Subject Line 1 ~55 characters
Banner Headline ~70 characters
CTA 1 Button Text ~15 characters
Body Subhead ~45 characters
Body Copy ~600 characters

Instrument email campaign

Create the email nurture sequence in your marketing automation platform, identifying the timing for sends/ resends and lead scoring based on engagement behaviors (email opens and asset/ CTA clicks).



Building Your Nurture Emails

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3 Replace the placeholder logo in the footer with your brand logo. Use the same height for your logo as the placeholder logo. A horizontally oriented logo works best.

4 Replace the body subhead and body copy with your own.

5 Change the color of the button to one of your brand colors and change the hyperlink to your custom URL.

6 Insert your own copyright information, replace hyperlinks to privacy policy and unsubscribe button.

