

# Nurture prospects into long-term relationships

Nurture marketing allows you to engage with prospects by providing relevant content to warm them up until they are ready for sales. Targeting prospects based on where they are in the buyer journey, it's designed to help move them through the funnel more efficiently than traditional email marketing. Nurture campaigns are setup to automatically deploy messages based on factors like a prospect's content engagement, website traffic, demographic data and more. Nurture campaigns often require an initial investment of time to develop the right content for each buyer persona. However, they save significant production time once implemented, reduce sales cycles and improve conversion rates.

## An Intuitive Nurture Campaign Designer

Salesfusion's nurture designer gives you a holistic, bird's eye view of how each buyer will flow through your nurture. These automated campaigns can trigger communications based on specific prospect attributes or activities, drip them over a predefined timeline, or a combination of both.

## Align Marketing with Sales

Since Salesfusion has native integrations with the industry's leading CRMs, it offers a unique capability not found in other nurture solutions. You can blend marketing and sales actions in a single campaign, such as sales outreach and opportunity creation. These actions are scheduled automatically inside the CRM and assigned to the right salesperson. Alerts are also sent to sales, notifying them that a sales action is needed.

Since sales can see how each prospect has engaged with your campaigns from the contact card inside the CRM - including opens, form completions, events and more - they can then customize their outreach. If a salesperson discovers a contact should be removed from that nurture or added to a different tract, they can do this inside the CRM. This helps unify both marketing and sales around a cohesive voice and seamless buyer experience.

### GET MORE OUT OF YOUR MARKETING CAMPAIGNS:

- Save time with programs that automatically deploy as new contacts are acquired or who meet specific criteria.
- Influence pipeline in a direct and measurable way - help move prospects through the funnel to conversion more efficiently.
- Deliver a personalized buyer journey experience.
- Target buyers based on more than just demographic data, such as behavior, interests and engagement.
- Help maintain top-of-mind awareness and interest during long sales cycles.

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### Key Features of Salesfusion's Nurture Marketing:

- Nurture campaigns are fully automated and integrated to your CRM.
- Blend marketing and sales actions with automated scheduling inside the CRM.
- Measure how far leads travel through each program before they're converted.
- React to and trigger action based on changes to lead/contact records in your CRM.
- Assign sales follow up tasks based on campaign milestones.
- Copy entire campaign workflows to create multiple nurture tracts.
- Fully edit and test emails within the designer.
- Empower sales by giving them the ability to add or remove contacts from nurtures inside the CRM.