**Lead Nurturing Campaign**

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| **Segment:** Third-party list recipients ranging from start-ups to medium size. | | |
| **Segment explanation:** Third-party list recipients were chosen because of Corollary PR’s immediate goals to improve this portion of their email list. Smaller companies were selected because they are less likely to already have PR software and they will be easier to get interested. | | |
| **SMART Goal:** To increase the rate that third-party list recipients are turned into leads by 25% and that leads are turned into sales by 25% within the next six months. | | |
| **Email**  **#** | **Feature / Benefit / Advantage** | **Objection / Resolution**  <Prompt B4> |
| **1** | Feature: Uses AI to create a first draft for a press release.  Benefit: Saves the PR employee time of having to create their own first draft and can help a less experienced employee draft a high-quality press release.  Advantage: Uses data from over 1 million press releases to make the draft more likely to be a good press release. | Objection: We don’t need help writing press releases.  Resolution: That is completely okay, you can insert your own press release without using the AI one. Or you can use the AI one as a starting point that you can make any revisions you see as necessary. |
| **2** | Feature: Suggests target audiences for the press release with pricing information.  Benefit: Saves the PR employee time creating their own list based on the target audience and determining how much it will cost.  Advantage: Still allows the PR employee to have influence over the target audience since it is based on the provided information of who the PR employee wants to reach. It also gives access to Corollary PR’s 850,000+ contacts. | Objection: We have our own audiences of who we send our releases to.  Resolution: That is okay, you can insert your own audience list and use that. This just gives you access to the Corollary PR contact list as well as a platform that allows you to sort it in any way you see fit to create a target audience list. |
| **3** | Feature: Provides tracking and reporting on the press release.  Benefit: Allows the PR employee to see who opened the press release, how long they spent reading it, who clicked on links in it, and which links were clicked on.  Advantage: Shows the PR employee who did not see the press release so they can reach out to them to encourage them to read the press release. | Objection: How would having tracking data improve my company's press releases?  Resolution: It would allow you to see what works with your press release and what doesn’t. It also will allow you to see who your press releases work with and who they don’t. This would give you the necessary information to change the press releases to make one that is better received. |

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| **FBA 1 Explanation:**  The AI was chosen because it is a big advantage that Corollary PR’s platform offers compared to the competition. It also allows the user to create their own press release if they don’t want to use the AI. The AI is just a big time and money save since it can allow someone who has never worked in PR to create a good press release. |
| **FBA 2 Explanation:**  The target audience suggestion feature was chosen because it creates a target audience list automatically, saving a lot of time for the worker. When the tool does this it also includes pricing information and gives access to the 850,000+ contact list that is included with the Corollary PR platform. |
| **FBA 3 Explanation:**  The tracking and reporting were chosen because it is the best in the industry. Having good data that shows exactly how well your press release is doing and who it is doing well with allows the PR employee to know exactly where they need to focus their time and energy. |

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| **Objection/Resolution 1 Explanation:**  The AI objection/resolution is necessary because people are still wary of incorporating AI into their work processes since it is still such a new technology. |
| **Objection/Resolution 2 Explanation:**  The target audience objection/resolution is necessary because some people are hesitant to use another company’s email list and media contacts since the recipients may view them as spam. So, addressing this concern that the list does not need to be used or can be adjusted how it is used is an important selling point. |
| **Objection/Resolution 3 Explanation:**  The tracking and reporting objection/resolution is necessary because if someone has never used tracking data to adjust a press release then they may not know the potential benefits it can have. |

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| **Email #1 Creating new leads** |
| From line: Corollary PR |
| Subject line: How AI is changing the PR game |
| Copy with call-to-action:  Dear [Name],  You don’t want to fall behind all your competitors. In order to stay in the race, you need to continue to improve your PR process. The new groundbreaking technology for this is AI. Read our white paper on how our PR AI is changing the game today.  Click here to learn how! |

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| **Email #2 To new leads** |
| From line: Corollary PR |
| Subject line: Interested in learning more about Corollary PR’s platform? |
| Copy with call-to-action:  Dear [Name],  Corollary PR’s platform has an abundance of useful features to improve your organization's PR. If you are interested in learning more about them we have representatives that would love to talk to you about what we can do for you!  Chat with one of our reps today! |

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| **Email #3 More info for recipients that did not become a lead.** |
| From line: Corollary PR |
| Subject line: How Corollary PR SAVED this business |
| Copy with call-to-action:  Dear [Name],  Just the other day our platform saved this organization from a fake news story that went viral. This is just one of the many times our platform has protected our customers from a PR disaster. If you are interested in reading how our platform accomplished this you can read about it on our website.  Read stories from our users here |