



SFMC

with me

Brief 004

Journey Builder Leads & Tasks

Overview

Build a simple Lead nurture Journey to help the sales team engage with new Leads quickly.

Requirements

The Sales Team needs you to support their Lead onboarding process.

They want you to build a Journey in Marketing Cloud that sends an Email to new Leads as soon as they are created.

If the Lead does not engage with the email, then notify Lead Owner so they can follow up with the lead directly.

Keeping new Leads engaged is a top priority, so ensure your Journey is designed to help the Sales team to engage with their customers.