**Customer Nurture Workflow – HubSpot**

**Overview**

Automated HubSpot workflow to onboard new customers, nurture engagement, and drive webinar registrations.

**Enrollment**

* Trigger: **Lifecycle stage = Customer**
* Re-enrollment: **Off**

**Steps**

1. **Send Welcome Email** (*changes needed*)
2. **Delay** – 3 days, 1h 30m
3. **Send Informational Email** (*changes needed*)
4. **Delay** – 6 days, 1h 30m
5. **Send Webinar Invite Email** (*changes needed*)
6. **End Workflow**

**Timeline**

* **Day 0** → Welcome Email
* **Day 3 (+1h30m)** → Informational Email
* **Day 9 (+3h)** → Webinar Invite

**Notes**

* Emails need final content approval.
* Delays prevent email fatigue.
* Can be extended with conditional logic for engagement