AWeber

Email nurture series template

Post-lead magnet download

Subject line options:

- "Thanks for Downloading [*Lead Magnet Name*]! Here's What's Next."
- "Unlock More Value from Your [*Lead Magnet Name*] Download!"
- "Ready to Dive Deeper After [*Lead Magnet Name*]?"

Email 1: Welcome & thank you 👋	**Email 2:** Additional insights 🌟
Timing Immediately after download	2–3 days after download
Content • Thank the recipient for downloading the lead magnet. • Briefly reiterate the value of the lead magnet. • Introduce your company and its relevance to the topic of the lead magnet.	• Provide additional tips or insights related to the lead magnet topic. • Share a relevant blog post or case study. • Include a subtle call-to-action (CTA) to engage with your content or follow on social media.

Email 3: Product/service highlight 💰	**Email 4:** Exclusive offer 😎
Timing 1 week after download	10 days after download
Content • Connect the lead magnet topic to your product/service. • Showcase how your product/service can solve related problems. • Include customer testimonials or success stories.	• Offer a discount, free trial, or exclusive content. • Emphasize the limited-time nature of the offer. • Include a strong CTA to take action.

Email 5: Educational content 🧠	**Email 6:** Final call-to-action 🔥
Timing 2 weeks after download	3 weeks after download
Content • Share educational content such as a webinar, video, or e-book. • Position your brand as a thought leader. • Invite feedback or questions about the lead magnet or related topics.	• Recap the key points or offers from previous emails. • Include a final, strong CTA (e.g., schedule a consultation, join a community, make a purchase). • Thank them for engaging with the email series.

Notes:

- **Personalization:** Tailor each email with the recipient's name and references to their specific interests or industry.
- **Visuals:** Include relevant images or graphics to enhance engagement.
- **Monitoring & Adjustments:** Continuously monitor the performance of the email series and make adjustments based on engagement metrics and feedback.