

INQUIRY NURTURE FRAMEWORK

Inquiry nurture goals:

Convert inquiries to the next logical step
Build trust and credibility
Overcome hesitation and objections
Keep your brand top-of-mind

Key email elements:

Subject Line *short, relevant, curiosity-driven*
Personalization *name, product/service of interest, or segment*
Body Copy *benefit-led, clear, and concise*
One Call to Action *be direct and simple*
Visuals *brand-aligned, and support the message (e.g., testimonials, product shots)*

Email personalization tips:

1. Mention the specific product or program they inquired about
2. Use behavioral triggers if available (e.g., visited pricing page, downloaded a guide)
3. Segment by audience type (e.g., first-time buyers vs. returning prospects)
4. Overcome hesitation and objections
5. Keep your brand top-of-mind

Channels beyond email:

SMS reminders
Retargeting ads
Organic or paid social follow-up
Website dynamic content
Non-digital tactics like phone or direct mail

Tips for building your inquiry nurtures:

1. Map each email to a clear customer question (i.e. “why should I trust you?” → Social Proof)
2. Build a master spreadsheet to track subject lines, send dates, KPIs (open, click, conversion)
3. Make sure every message answers why now, why you, and what’s next
4. Ask your current clients/customers for testimonials to be used in future email assets

Recommended inquiry structure and cadence:

Email	SEND TIMING	PURPOSE/CONTENT	CONTENT IDEAS
1	DAY 0 immediate	Confirmation and welcome	Thank them for their interest, confirm their form was received, preview what's next.
2	DAY 1-2	Introduction and value prop	Highlight your key benefits, what makes you unique, why people choose you.
3	DAY 3-4	Social proof	Share reviews, testimonials, case studies, or star ratings from socials or industry outlets.
4	DAY 5-6	Educational resources	Provide a blog post, guide, or explainer video to help them make an informed decision on your company and service/offering.
5	DAY 7-10	Common objection handling	Tackle common questions, comparisons, or price/value concerns; FAQs work great here.
6	DAY 11-14	Time-limited incentive	Add urgency: discounts, bonuses, soon-to-be sold out products, or expiring opportunities.
7	DAY 14-21	Final reminder and nudge	Reinforce key value points, restate CTA clearly, remind them of their next desired step.