



Email Hot Leads

Follow Up With Your Hottest Prospects

Five Ways to Turn Campaign Responders Into Loyal Customers

With MDR's Free Hot Leads program, email campaign customers can now download full contact information, including email address, for all contacts who have opened and/or clicked on their campaign. MDR will also send a free Hot Lead Trigger follow-up email to these responders automatically.

But what comes next?

After the trigger email is sent, marketers should continue to nurture these leads to work toward conversion. Here are five ways you can continue to engage your Hot Leads campaign responders:

1. Show Them Your Appreciation

Thank educators on your Hot Leads list for their interest in your product or service with a current discount or promotion. You could also create a special offer for this specific audience, whether it's a free trial or subscription, an exclusive discount, etc. This is an ideal way to continue their positive interactions with your brand and encourage them to stay engaged.

2. Help Them Get to Know You

Create a messaging campaign just for this audience, giving them more in-depth information about your company, product, or service. It's a perfect opportunity to help them understand your unique value to educators!

3. Put Them in the Loop

Send program participants an opt-in to your email or newsletter communications and/or include them in your direct mailing lists. By including them in your various communication touchpoints, you can continue to keep them engaged and interested.

4. Get Social

Invite these educators to join your online community by asking them to connect with you on Facebook, Twitter, LinkedIn, or any of your other social media channels.

5. Request Their Feedback

Reach out to your leads and ask them to submit reviews or testimonials or complete surveys to inform your future marketing or product development. Add reviews and testimonials to your website and/or highlight them on your social media platforms.

All of these strategies will help you continue to build relationships with each of your Hot Leads, creating trust in your brand and ultimately turning these campaign responders into loyal customers.

Call your MDR Representative at 800-333-8802 to start generating results today!
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