Simple Strat

Re-engagement Nurture

Watch the detailed video walkthrough on HubSpot Hacks.

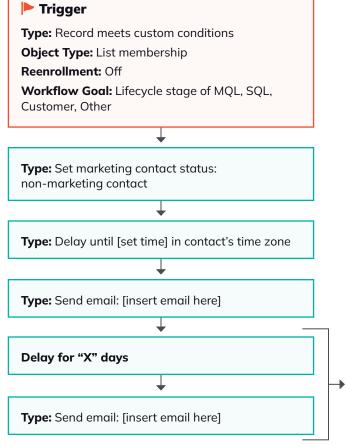## You will need:

- Active lists with nurture engagement criteria
  - Suggested criteria includes: lifecycle stage of MQL, lead; last activity more than 60 days ago, recent conversion date not updated in 60 days
- Active list for suppression
  - Suppression criteria includes hard bounced contacts, opted out of email, lead status unqualified, permanently DQ'd, bad contact, etc.
- Automated emails with nurture content such as case studies, resources, etc

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🚩 **Trigger**

Type: Record meets custom conditions
Object Type: List membership
Reenrollment: Off
Workflow Goal: Lifecycle stage of MQL, SQL, Customer, Other

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Type: Set marketing contact status: non-marketing contact

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Type: Delay until [set time] in contact's time zone

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Type: Send email: [insert email here]

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Delay for "X" days

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Type: Send email: [insert email here]

Repeat these 2 steps for as many emails as you'd like to automate. Contact will not get emails if lifecycle changes as they will be pulled from the workflow by the goal.