

Campaign: Evergreen Nurture Campaign

Objective: Engagement

Ad Set 1: Warm Audiences [0-7 days]

Audience: Website Visitors, New Leads, Social Engagement

Ad 1: Thought Leadership Post

Ad 2: Free Resource Post

Ad Set 2: Warm Audiences [8 - 14 days]

Audience: Website Visitors, New Leads, Social Engagement

Ad 3: Personal Story Post

Ad 4: Case Study/Testimonial Post

Ad Set 2: Warm Audiences [15 - 21 days]

Audience: Website Visitors, New Leads, Social Engagement

Ad 5: Press Feature/Podcast Interview Post

Ad 6: LTO/Paid Resource Post