


# Play Blueprint: Nurture Sequence

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 Why Run It: To create fans by delivering consistent value to their inbox

 Who It's For: All businesses

 Implementation time: 30-45min

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## Play Snapshot

A nurture sequence is one of the cornerstones of sales and marketing automation. A nurture sequence is not to be confused with the e-mail marketing drip campaign, it is much more powerful. With the power of Keap you can incorporate numerous touch points in your nurture sequence that set it apart as one of the most powerful plays every business should run.

We will run this play with a focus on creating fans, but a good nurture sequence can impact other areas of your business, including converting your leads to clients..

Just as the name implies this play is all about nurturing your customers throughout their entire relationship with you. In this blueprint we will show you how build a nurture process that helps you stay connected, engaged, and top of mind to your prospect and/or customers. . A nurture sequence can have many purposes, and it's up to you to decide and build different nurtures for different outcomes. The most successful nurturing sequences that treat the recipient's email inbox with care. It's important to be thoughtful about both the value of the content that you provide and the frequency in which you serve up your content.

**Pro Tip:** Using delay timers and tags can help you make sure that the right message is delivered to the right contacts, at the right time.

[Quick Start Guide](#) 

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[In-Depth Action Plan](#) 

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