**This Campaign Snapshot**

**Audience**: Who is this campaign for?

**Purpose**: Why does it matter to your audience?

**Desired Outcome**: What do you want your audience to do?

**Ongoing Nurturing**: What will you do to continue the relationship after this campaign?

**Resources to Implement a Successful Campaign**

Grab your copy of the [Step-by-Step Guide with Workbook](https://quest-technology-group.com/academy/How%20to%20Implement%20Successful%20Email%20Marketing%20Campaigns.docx)

Download the [What’s Next Email Flowchart Template](https://quest-technology-group.com/academy/Email-Campaign-Flowchart-Template.docx)

Sent

Yes

Outcome Reached

No

No

No

Yes

Yes

Yes

No

No

No

Yes

Yes

Next Action

Next Action

Next Action

No

Next Action

Next Action

Next Action

No

Nurture

Open

Click

Yes

Yes

Yes

Crickets