2021 Pioneer Long-Term Email Nurture Strategy

Pioneer | February 2021

**APPROACH**

Agency will be targeting professionals within the plumbing and building industry following any initial email marketing effort within the Salesforce/Hubspot CRM. The objective is to further engage leads with additional content and drive them lower in the funnel for a conversation with the sales team.

# Campaign Overview:

* Name:
  + Long-Term Pro Nurture
* Type:
  + Inbound
* Length of Campaign:
  + 5 Emails
* Email Template:
  + [HubSpot Template](https://app.hubspot.com/email/8103370/edit/35157137097/content)

# KPIs:

* 35% Open rate
* 12.5% Click of opens

# Campaign Flow:

**Call-to-Actions**

Throughout this email cadence, we will keep the CTAs within the email marketing copy. The goal will be to get a prospect to either respond to the email or give the sender a direct phone call. These will be tracked through logging within Salesforce.

#### For Professionals

* *Conclusion of Other Campaign(s)*
* *Delay 21 Business Days*
* Email 1 — Faucet Trends & Collection Spotlight
  + Blog: [Top 5 Faucet Trends For the Modern Kitchen](https://pioneerind.com/top-5-faucet-trends-modern-kitchen/)
  + Product Spotlight: [Motegi Model# 2MT270](https://pioneerind.com/product/single-handle-pre-rinse-spring-pull-down-kitchen-faucet/#2MT270)
    - Four different finishes
  + CTA: Please feel free to reach out with any questions.
* *Delay 10 Business Days*
* Email 2 — Pioneer & Multifamily
  + Blog: [Choosing the Right Bathroom Faucet Style for Multi-Family & Student Housing Construction](https://pioneerind.com/choosing-the-right-bathroom-faucet-style-for-multi-family-student-housing-construction/)
  + CTA: Connect about your next project to discuss multifamily options.
* *Delay 14 Business Days*
* Email 3 — Case Study
  + Content: [Residence at Forest Hills](https://pioneerind.com/completed-project-residence-at-forest-hills/)
    - Smart Use of Budget
    - 10-Year Commercial and Lifetime Residential Warranties
  + CTA: Request a Custom Product Mix
* *Delay 21 Business Days*
* Email 4 — Product Spotlight (Good, Better & Best)
  + A Product for all Budgets/Projects.
    - Good: **Elite:** (L-6160, T-2300, K-4160
    - Better: **i2:** L-6050, K-5015, T-2373
    - Best: **Motegi:** 3MT160, 2MT260, T-4MT131
  + CTA: Can we get a product matrix started for your team?
* *Delay 14 Business Days*
* Email 5 — Proven by Pros
  + Acknowledge the Risk in Using a New Product
  + Showcase 70,000 in-wall valves per year statistic as a counterpoint
  + CTA: Give Me a Call

# Email Copy

# Email #1

Subject: Are you keeping up with design trends?

Hi **[name]**,

Design trends are always shifting and changing. As modern kitchens evolve, it pays to keep up with the ever-growing options for kitchen and bathroom faucet design.

From modern bar prep pull-down spouts to clean lines and black finishes, check out these [top 5 faucet design trends for the modern kitchen](https://pioneerind.com/top-5-faucet-trends-modern-kitchen/).

As styles continue to evolve, the choices for finishes continue to grow. Take the [Motegi Model #2MT270](https://pioneerind.com/product/single-handle-pre-rinse-spring-pull-down-kitchen-faucet/#2MT270). This single-handle, spring pull-down kitchen faucet is available in Polished Chrome, Brushed Nickel, Matte Black and Brushed Gold. We have options that are sure to complete your bathroom or kitchen design.

We would be happy to talk to you about upcoming faucet trends. Please feel free to reach out with any questions by responding to this email or calling a member of the sales team at **###-###-####.**

# Email #2

Subject: The perfect match for multifamily projects

Hi **[name]**,

Designing, constructing and outfitting a multifamily building project is no easy task.

Understanding the details of your project, budget and design aesthetic are key factors in choosing building products that will stand the test of time.

Pioneer can help you choose the right bathroom faucet style for [multifamily construction](https://pioneerind.com/choosing-the-right-bathroom-faucet-style-for-multi-family-student-housing-construction/).

When you’re ready, connect with us to learn more about the options. We’ll start by developing a customized list of product options based on your budget and the styles that are proven to last for decades.

You can respond directly to this email or call a member of our sales team at **[phone number]**.

# Email #3

Subject: [Case Study] Saving 20% on Multifamily Project

Hi **[name]**,

The [Residence at Forest Hills](https://pioneerind.com/completed-project-residence-at-forest-hills/) team was faced with a budget shortfall. We were able to develop a product mix that closely matched their existing specifications for a luxury faucet manufacturer.

By moving to Pioneer, they were able to save 20% on the overall cost of kitchen and bathroom faucets and trim kits without sacrificing their design aesthetics. Plus, our products are backed by a 10-year warranty giving them peace of mind.

Contact us today to start developing a cost-saving custom product mix for your next project.

# Email #4

Subject: Products for all faucet budgets

Hi **[name]**,

At Pioneer, we understand that each project comes with financial constraints. Because of this, we’ve designed product lines that will fit into every budget, allowing you to have superior style, durability and beauty no matter what.

We offer a selection of kitchen and bathroom faucets and fixtures. Check out these options:

Best Value

[Elite L-6160](https://pioneerind.com/product/single-handle-bathroom-faucet-60/)

[Elite T-2300](https://pioneerind.com/product/single-handle-tub-shower-trim-set-w-handheld-2/)

[Elite K-4161](https://pioneerind.com/product/single-handle-kitchen-faucet-15/)

Best Quality and Cost

[i2 L-6050](https://pioneerind.com/product/single-handle-bathroom-faucet-52/)

[i2 T-2373](https://pioneerind.com/product/single-handle-valve-trim-set-15/)

[i2 K-5020](https://pioneerind.com/product/single-handle-pull-down-kitchen-faucet-6/)

Best High-End Option

[Motegi 3MT160](https://pioneerind.com/product/single-handle-bathroom-faucet-17/)

[Motegi 2MT270](https://pioneerind.com/product/single-handle-pre-rinse-spring-pull-down-kitchen-faucet/)

[Motegi T-4MT120](https://pioneerind.com/product/single-handle-tub-and-shower-trim-set-24/)

Can we get a project matrix started for your team? Respond to this email or just give us a call, and we’ll prepare a variety of options that fit your project and budget.

# Email #5

[Subject] Trust. Transparency. Expertise.

Hi **[name]**,

We know that choosing a new product or working with a new company for the first time can be daunting. That’s why we’re proud to focus on delivering genuine quality, style and value to all of our clients.

We care about you and your project and understand that faucets and fixtures are subject to some of the hardest wear and tear in a commercial or residential space.

We stand behind our products. And with everyone in our company customer-facing, you’ll be able to talk to *who* you need *when* you need them. Our family-owned business sells 70,000 in-wall valves every year, and we stand behind each and every one.

We’re ready to help you plan and execute your project. Give us a call today to get started.

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