

Email Lead Nurture Campaigns & Newsletters

Automated lead nurturing for real business results.



Email marketing is still an effective way to engage with your leads and build long-term relationships with customers. As you target new prospects, reengage cold leads, and offer relevant updates for your current audience, Möve Marketing is the partner that can help you create and roll out campaigns that actually work.

Here's an overview of Möve's Email Lead Nurture Campaigns & Newsletters offering along with a look at the kind of results you can generate with our team's support.

What You Get: The Top 5



1. Campaign Themes & Messaging Strategy

We develop audience-specific campaign messaging to bring your leads along a carefully curated journey filled with valuable and informative resources. Every email works toward your broader marketing goals and is designed to be timely and relevant for readers.



2. Fully Drafted Email Sequences (with CTAs)

Our team prepares eye-catching subject lines and calls to action to engage your readers and help move them closer to conversion. Our lead nurture sequences are personalized for a human (not automated) feel.



3. Setup & Scheduling

Möve will handle workflow setups directly in your email platform and see the campaign through design, scheduling, and automated delivery. Our goal is to make sure your campaigns run smoothly and integrate seamlessly with your CRM.



4. Newsletter Content Planning & Drafting

Your newsletter should offer readers more than internal updates. We learn more about your buyer personas to create educational, engaging content that boosts your brand's credibility and encourages repeat engagement.



5. Branded Design & Graphics

Consistent, on-brand visuals help your emails look real and professional. We'll design custom headers, banners, and graphic elements while also optimizing for readability and conversions.

The Results We Deliver

20%

Increase in Marketing Email
Open Rates QoQ

36X

Increase in Marketing
Emails Opened by Key
Accounts

68%

Increase in Monthly MQLs
Sourced From Nurturing
Campaigns

“The Möve team has been a partner to us since the inception of our first ever marketing campaign. They've been attentive, strategic, and instrumental to hitting our goals as our business has grown and evolved.”

— Blake Grubbs,
VP of Marketing & Business Development
@ Logik.ai from ServiceNow

Final Thoughts

We plan, write, design, and automate email campaigns and newsletters that don't just stack up in your target audience's inboxes. Your organization could just be starting out with lead nurture workflows, or you might be refining a mature email program. In every scenario, Möve Marketing will work with you to turn email marketing into opportunities for connection and measurable growth.

Ready to see how an expert email strategy can work for you?

Let's Talk



About Möve Marketing

We deliver on our promise to accelerate growth for start-ups and growth-stage companies. With acute demand generation expertise, our team builds and fuels your marketing engine for maximized growth. As our clients grow, we grow. At the heart of what we do, we bring authenticity, transparency, collaboration, and leadership to every project. We remain flexible and keep speed top-of-mind so we're consistently delivering results. For more information, please visit move-mktg.com.