



# Lead Purchase Spanish Buyer

The *lead nurture* type of journey in Total Expert is used to nurture a contact from your first introduction to that person until they complete a transaction (or they are removed from the journey for another reason). These journeys use a mixture of emails and tasks to help you communicate with each contact on the journey. This journey is good for contacts who speak Spanish and are interested in purchasing a new home.

## Available Lead Purchase Spanish Buyer Journey Options

- Lead Purchase Spanish Buyer – Light Touch
- Lead Purchase Spanish Buyer – Medium Touch
- Lead Purchase Spanish Buyer – Educational

## How Do You Get These Journeys Ready?

- Define a success path (the “off ramp”).
  - Set the loan status to the first step when the contact applies or pre-qualifies.
- Define group names for the journey.
  - The group Lead Purchase Spanish Buyer – Light Touch Journey is pre-defined for the Light Touch journey (with similar names for the others). Feel free to adjust the names of these groups.
  - As a best practice, we recommend using groups for lead nurture journeys, because they are easy to use with triggers.
- Review the content of each email template to ensure that the messages you send out align with your organization’s messaging.
  - Preview the email templates included in each journey. You can play a video by clicking the video thumbnail.
- Review the tasks that are defined throughout the journey.
  - If you would like to keep the tasks, update the task template associated with each one.
  - If you do not want to use these tasks, feel free to delete them.
- Review the user notifications.
  - If you would like to keep the user notifications, update them after the Email Link Clicked and Email Opened triggers.
  - If you do not want to use these user notifications, feel free to delete them.
- Update journey statuses to reflect what you would like to see in reporting.
  - The default journey status names follow the formula `name of the Journey + loan status`.
  - Journey statuses are used to see how many contacts have made it through each phase of the journey.
- Review timer delays.
  - The times between emails vary. Feel free to adjust these intervals as you see fit.
  - By default, the Light Touch journey sends 9 emails over a span of 4 months, the Medium Touch journey sends 15 emails over a span of 6 months, and the Educational journey sends 12 emails over a span of 6 months.