

GDPR branching

Inside or outside the EU
(subject to GDPR)?

In EU

Deliver Lead Magnet,
but can't make that a
condition of signing
up for email list

Short follow up
sequence directly tied
to Lead Magnet

Promote email
list signup

No more emails if don't
sign up on email list

Outside EU

Requesting Lead Magnet
and being signed up for
email list is standard and
accepted practice

Follow up sequence to introduce
you and build relationship

Add to Main Email List