

# Lead Nurturing

## What is Lead Nurturing?

Lead nurturing is the process of building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready. Why? Because 95% of the prospects visiting your website today are there to research, but as many as 70% of them will eventually buy a product from you or from your competitor.

Because today's buyers prefer not to engage with sales until the last third of the purchasing process, marketing and sales must collaborate throughout every stage in the revenue cycle to provide prospective customers with high quality information and content that is timely, relevant and responsive to their situation.

## What Lead Nurturing is NOT

- Sending out an e-newsletter on a semi-regular basis
- Randomly calling leads every six weeks to see if they are ready to buy
- Blasting your entire database with a new case study
- Offering content that promotes your company's products and services and does not take into account your prospects' interests or needs at their stage of buying

## Lead Nurturing Best Practices

- Personalize emails and landing pages
- Share relevant third party information
- Send triggered emails
- Use information from web analysis and lead scoring

## Permission for Lead Nurturing

	Pros	Cons
<b>CAN-SPAM Only</b>	<ul style="list-style-type: none"> <li>• Minimal effort</li> <li>• Lead source and offer</li> <li>• "Legal" in the eyes of government regulations</li> <li>• Grows your database quickly</li> </ul>	<ul style="list-style-type: none"> <li>• Risks poor deliverability score and bad reputation</li> <li>• Despite database growth, relationship quality will not improve</li> </ul>
<b>Single Opt-in Approach</b>	<ul style="list-style-type: none"> <li>• Demonstrates a pro-active concern for permission</li> <li>• Prospects might remember that they opted in</li> <li>• Increases deliverability and sender reputation scores</li> </ul>	<ul style="list-style-type: none"> <li>• Still assumes that just because prospects requested information one time, they want to hear from you again</li> </ul>
<b>Double Opt-in Approach</b>	<ul style="list-style-type: none"> <li>• Demonstrates the most concern for privacy and relevancy</li> <li>• Subscribers truly want to hear from you</li> <li>• Increases deliverability rates and send reputation scores</li> </ul>	<ul style="list-style-type: none"> <li>• Adds another layer of complexity and communication with potential subscribers</li> <li>• Risks losing subscribers in the confirmation process</li> </ul>

## Glossary Terms

**Lead Nurturing** – The process of building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready

**Incoming Lead Processing Campaigns** – What you do and how you act when you first meet someone will affect how they perceive you from there on out

**Stay in Touch Campaigns** – Campaigns that "drip" out relevant content to prospects over time, helping to educate them and build trust and credibility for your company

**Accelerator Campaigns** – Campaigns that attempt to move prospects along the buying cycle faster by providing relevant "nudges" triggered by specific buyer behaviors or sales updates

**Lead Lifecycle Campaigns** – Campaigns that ensure movement and interaction with prospects, even if they are not ready to buy or sales does not engage

**Lead Handoff** – The process of passing a lead from marketing to sales

**Marketing Lead** – A lead generated by marketing which has not yet being qualified as a sales prospect

**Sales Ready Lead** – A lead that has been qualified by marketing based upon criteria agreed upon by both sales and marketing

**Seed Nurturing** – The process of building relationships with qualified prospects before you have their contact information

**Closed Loop Marketing** – Campaigns that send communications based on a prospect's previous actions and their place in the buying cycle

**Drip Campaign** – A series of scheduled emails that deliver thought leadership to prospects that have opted in to receive marketing communications

**Lead Recycling** – The process of passing a lead from sales back to marketing because a lead was not yet ready to buy

## Sample 3 Month Lead Nurturing Track

- Day 1 - Follow up with introductory email
- Day 10 - Email offering new content related to first download and subsequent website activity
- Day 15 - Personal email from sales rep
- Day 30 - Email best practices whitepaper
- Day 45 - Call from sales rep to 'check in'
- Day 60 - Email promoting webinar series
- Day 75 - Personal email from sales rep offering a product demo
- Day 85 - Call from sales rep to schedule in-person meeting
- Day 90 - Send sales proposal via email

## Advanced Lead Nurturing – Lead Nurturing Optimization

**Lead Nurturing Frequency Optimization** – Each prospect is likely to research your product and industry in a different way. Because of this, the frequency at which they receive your messages must be tailored to their needs. To accommodate the prospect, Marketo recommends creating a normal and an accelerated nurturing program. Allow leads to choose which path they will participate in or use online behavior to determine if a prospect should be moved to the accelerated nurturing path.

**Lead Nurturing Path Optimization** – Path optimization is the optimization to the order the prospect receives the messages you are sending. Marketers can improve their lead nurturing program by finding the way that their prospects want to see these messages. To do this, do a simple A/B test altering the order of the messages in the nurturing campaign and implement those changes based on the order of those results. Continue to do this, altering messages on a regular basis, until you have found the best path for your customers.

**Lead Nurturing Content and Creative Optimization** – The content included in each email in your nurturing program needs to be updated and improved on a regular basis. This includes using A/B testing to find out which subject lines, email content, images and even sender names should be used. This also includes trying different types of content like videos or mp3s as part of the message.

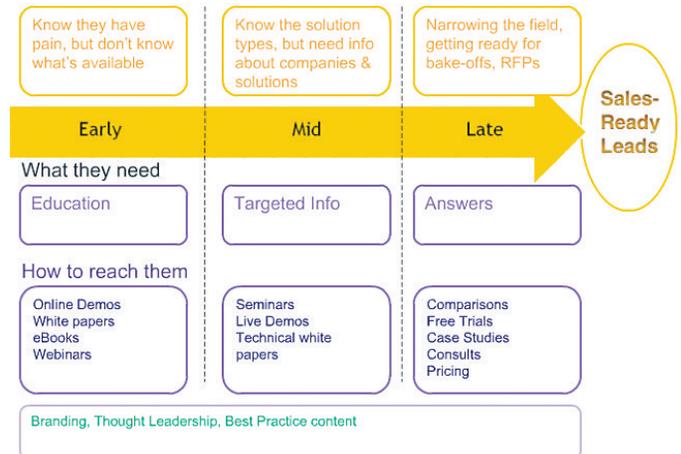
## Sample Triggers for Accelerating a Lead Nurturing Campaign

- **Web pages:** visiting the page on your website that explains how to buy
- **Content:** downloading content you've marked as being relevant to later stage buyers
- **Email:** opening every email you send
- **Scoring:** If a prospect is "stuck" at the same score with no recent activity, it may be time to try a different approach or offer

## ROI - Companies that Excel in Lead Nurturing

- Generate 50% more sales-ready leads at 33% lower cost per lead
- Reduce the percent of marketing-generated leads that are ignored by sales (from as high as 80% to as low as 25%)
- Raise win rates on marketing-generated leads (7% points higher) and reduce "no decisions" (6% points lower)
- Have more sales representatives make quota (9% higher) and a shorter ramp up time for new reps (10% decrease)

## Define Content by Prospect Stage



## Tip: Create Targeted Content for Lead Nurturing

According to research firm, MarketingSherpa:

- 82% of prospects say content targeted to their specific industry is more valuable
- 67% say content targeted to their job function is more valuable
- 49% say content targeted to their company size is more valuable
- 29% prefer content targeted to their geography

## Tip: Create Content for Buying Stages

SiriusDecisions Buying Stages:

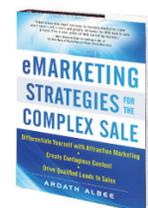
- Stage 1 - Loosening of the Status Quo
- Stage 2 - Committing to Change
- Stage 3 - Exploring Possible Solutions
- Stage 4 - Committing to a Solution
- Stage 5 - Justifying the Decision
- Stage 6 - Making the Selection

## Top Resources

- Start with a Lead - [blog.startwithalead.com](http://blog.startwithalead.com)
- Marketing Interactions - [www.marketinginteractions.com](http://www.marketinginteractions.com)
- MarketingSherpa - [www.marketingsherpa.com](http://www.marketingsherpa.com)
- MarketingProfs - [www.marketingprofs.com](http://www.marketingprofs.com)
- Modern B2B Marketing Blog - [blog.marketo.com](http://blog.marketo.com)
- Salesforce.com - [www.salesforce.com](http://www.salesforce.com)
- Funnelholic - [www.funnelholic.com](http://www.funnelholic.com)
- Finding New Customers - [www.findingnewcustomers.net](http://www.findingnewcustomers.net)

Information for this B2B Marketing Cheat Sheet was taken from Marketo thought leadership including:

- *Marketo's Definitive Guide to Lead Nurturing* - [www.marketo.com/dg2lead-nurturing](http://www.marketo.com/dg2lead-nurturing)
- *eMarketing Strategies for the Complex Sale* - [www.emarketingstrategiesbook.com](http://www.emarketingstrategiesbook.com)



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