

Lead Nurturing

Cheat Sheet

What Is Lead Nurturing?

Lead nurturing is the process of building relationships with prospects, so by the time they engage with sales, they are better qualified and more likely to buy. This helps improve the effectiveness of your high-value salespeople.

Because today's buyers don't engage with sales until the end of the purchasing process, marketing and sales must collaborate throughout every stage of the revenue cycle to provide customers with high-quality, timely, and relevant information and content.

What Lead Nurturing is Not

- Sending out a newsletter on a semi-regular basis
- Blasting your entire database with a new case study
- Calling leads randomly every six weeks to see if they are ready to buy

Lead Nurturing Best Practices

- Send triggered emails
- Personalize emails and landing pages
- Share relevant third-party information
- Use web analysis and lead scoring information
- Share content tailored to where prospects are in the buyer's journey

Overview of Permission and Opt-In Rules

	PROS	CONS
CAN-SPAM only	<ul style="list-style-type: none"> • Requires minimal effort • Complies with government regulations • Grows your database quickly 	<ul style="list-style-type: none"> • Risks poor deliverability score and bad reputation • Does not improve quality of relationships • Does not comply with European GDPR regulations
Single opt-in approach	<ul style="list-style-type: none"> • Demonstrates a proactive concern for permission • Helps prospects remember that they opted in • Increases deliverability rates and sender reputation scores • Complies with European GDPR regulations 	<ul style="list-style-type: none"> • Assumes that because prospects requested information one time, they want to hear from you again, which may be untrue
Double opt-in approach	<ul style="list-style-type: none"> • Shows the most concern for privacy and relevancy • Ensures subscribers truly want to hear from you • Increases deliverability rates and sender reputation scores 	<ul style="list-style-type: none"> • Adds another layer of complexity and communication with subscribers • Risks losing subscribers during the confirmation process

Sample Three-Month Lead Nurturing Track

Day 1	Introductory email follow-up
Day 10	Email offering new content related to the first download and website activity
Day 15	Personal email from sales rep
Day 30	Email offering best practices whitepaper
Day 45	Check-in call from sales rep
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	Sales proposal sent via email

Optimizing Lead Nurturing

Frequency Optimization

Each prospect will research your product and industry differently. That's why the frequency at which they receive your messages must be tailored to their needs. To accommodate every prospect, Marketo recommends creating a normal and an accelerated nurturing program. Allow each lead to choose their path or use online behavior to determine if they should be moved to the accelerated path.

Path Optimization

This focuses on optimizing the order in which each prospect receives your messages. Marketers can improve their lead nurturing program by identifying when their prospects want to see which messages. A simple A/B test altering the order of messages in the campaign can accomplish this. With continued, regular A/B testing, you can find the best path for your customers.

Content and Creative Optimization

The content you include in your nurturing program emails needs to be updated and improved on a regular basis. This includes A/B testing email elements like subject lines, email content, images, and even sender names to determine what resonates. You can also explore using different types of content, like videos, in your messages.

Sample Triggers for Accelerating a Lead Nurturing Campaign

- **Webpages:** Visiting the page on your website that explains how to buy
- **Content:** Downloading content you've marked as 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

Excelling in Lead Nurturing

Successful companies:

- Generate 50% more sales-ready leads at a 33% lower cost per lead
- Reduce the number of marketing-generated leads that are ignored by sales by up to 55%
- Raise win rates on marketing-generated leads by up to 7% and reduce “no decisions” by up to 6%
- Increase sales representative who make quota by as much as 9% and decrease ramp-up time for new reps by up to 10%

Why Targeted Content Matters

- 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

Source: <https://blog.marketo.com/2013/01/how-to-develop-great-content-that-generates-demand.html>

Tip: Create Targeted Content for Lead Nurturing

Define Content by Prospect Stage



Top Resources

Start with a Lead eBook

www.b2bleadblog.com/start-lead-ebook

Marketing Interactions

www.marketinginteractions.com

MarketingSherpa

www.marketingsherpa.com

MarketingProfs

www.marketingprofs.com

Modern B2B Marketing Blog

blog.marketo.com

Funnelholic

www.funnelholic.com

Lead Nurturing Glossary

Lead nurturing: The process of building relationships with qualified prospects at every stage of the buying cycle

Stay-in-touch campaigns: Campaigns that drip relevant content to prospects over time, helping educate them and build trust and credibility for your company

Accelerator campaigns: Campaigns that attempt to move prospects through 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 is not engaged

Lead handoff: The process of passing a lead from marketing to sales

Marketing lead: A lead generated by marketing that has not yet being qualified as a sales prospect

Sales-ready lead: A lead that has been qualified by marketing based on criteria agreed to 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 delivering thought leadership to prospects who have opted in to receive marketing communications

Lead recycling: The process of passing a lead from sales back to marketing because they were not yet ready to buy

Information for this Lead Nurturing Cheat Sheet was taken from the following sources:



The Definitive Guide to Lead Nurturing

www.marketo.com/definitive-guides/lead-nurturing



eMarketing Strategies for the Complex Sale

www.amazon.com/eMarketing-Strategies-Complex-Ardath-Albee/dp/0071628649