



CHEAT SHEET

# A quick guide to lead nurturing.

Whether you're the most seasoned marketer or you're new to the game, a refresher on lead nurturing is always a good thing. In this brief guide, you'll find all you need to know about lead nurturing.

## What is lead nurturing?

Lead nurturing is the process of building relationships with prospects so that by the time they engage with sales, they're 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.

## Lead nurturing dos and don'ts.

### Do:

- 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

### Don't:

- Send out a newsletter on a semi-regular basis
- Blast your entire database with a new case study
- Call leads randomly every six weeks to see if they're ready to buy

## A quick overview of permission and opt-in rules.

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

# A sample three-month lead nurturing track.

<b>Day 1</b>	Introductory email follow-up
<b>Day 10</b>	Email offering new content related to the first download and website activity
<b>Day 15</b>	Personal email from sales rep
<b>Day 30</b>	Email offering best practices white paper
<b>Day 45</b>	Check-in call from sales rep
<b>Day 60</b>	Email promoting webinar series
<b>Day 75</b>	Personal email from sales rep offering a product demo
<b>Day 85</b>	Call from sales rep to schedule in-person meeting
<b>Day 90</b>	Sales proposal sent via email

## Optimize your 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, we recommend 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.

## Some sample triggers for accelerating a lead nurturing campaign.

### Web pages

People visit the page on your website that explains how to buy.

### Content

They download content you've marked as relevant to later-stage buyers.

### Email

Your audience opens 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.

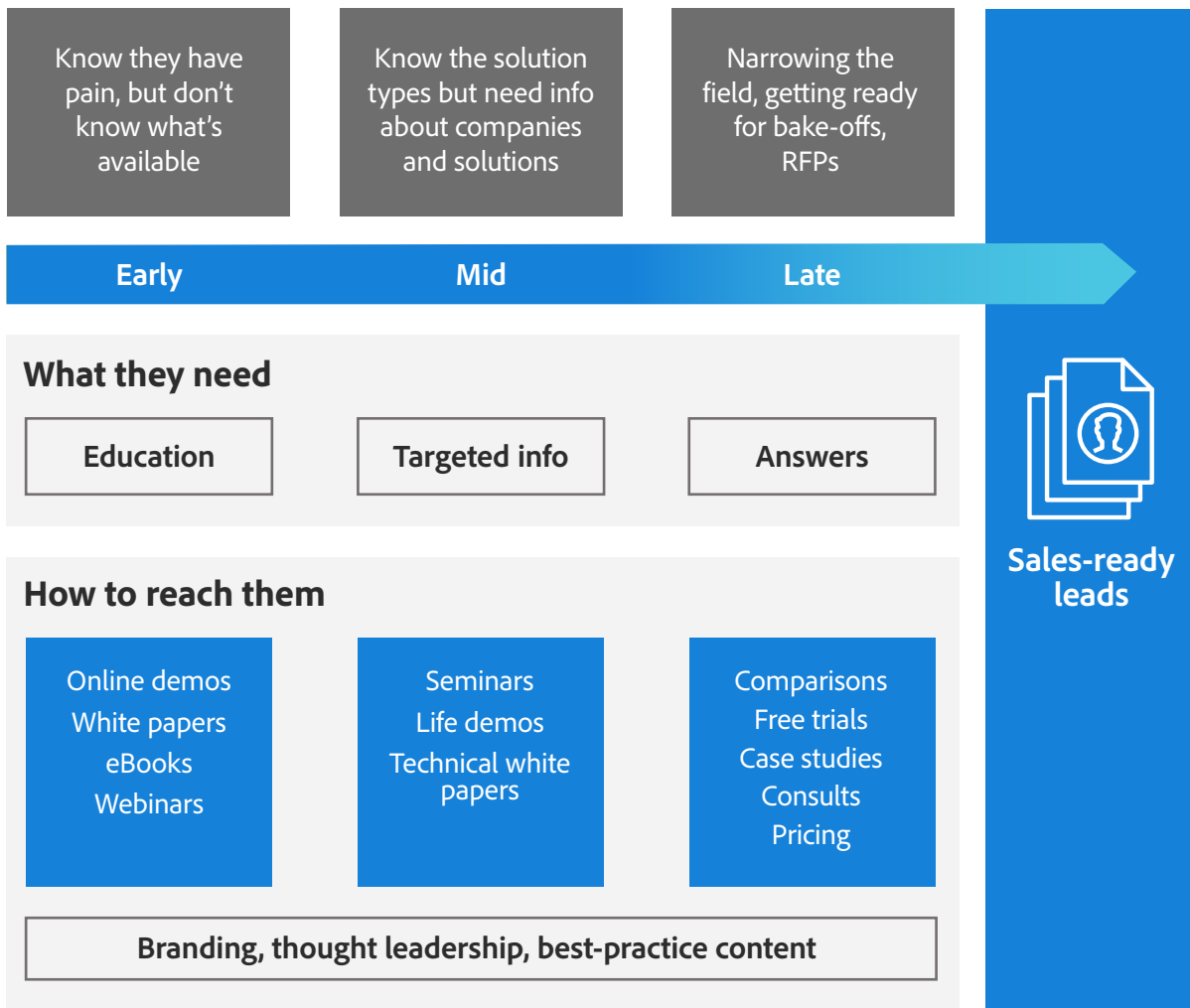
### How lead nurturing helps companies excel.

- 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.

## Define your content by prospect stage.



## A few resources.

**Start with a Lead eBook**

[b2bleadblog.com/start-lead-ebook](https://b2bleadblog.com/start-lead-ebook)

**Marketing Interactions**

[marketinginteractions.com](https://marketinginteractions.com)

**MarketingSherpa**

[marketingsherpa.com](https://marketingsherpa.com)

**MarketingProfs**

[marketingprofs.com](https://marketingprofs.com)

**Adobe Experience Cloud Blog**

[business.adobe.com/blog/](https://business.adobe.com/blog/)

**The Funnelholic**

[funnelholic.com](https://funnelholic.com)

## Lead nurturing terminology.

**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.

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

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

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

**Marketing lead:** A lead generated by marketing that has not yet been 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.

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

## Sources

Ardath Albee, *eMarketing Strategies for the Complex Sale* (New York: McGraw Hill, 2009).

Dayna Rothman, "*How to Develop Great Content that Generates Demand*," Marketo (Adobe).

"*The Definitive Guide to Lead Nurturing*," Marketo (Adobe).



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