

EFFECTIVE LEAD NURTURE IN 8 STEPS

www.INFUSEmedia.com



Introduction

Not all leads that marketing teams pass over to sales will convert into buyers. Most aren't even sales-ready. In fact, only 25% of leads passed to sales are sales-qualified.

That's why all prospects need nurturing to help them progress down the sales funnel and into a position where they're ready to buy. And it works. Nurtured leads can generally be expected to produce a 20% increase in sales versus non-nurtured leads.

To put it simply, lead nurturing helps marketers continue to educate, inform and build solid relationships with B2B leads at every stage of the buyer's journey, answering all their questions before they make a purchase decision.

From email marketing to social listening, targeted content and timely follow-ups – the main goal of lead nurturing is to guide your leads down the sales funnel and into conversion. Yet lead nurturing has plenty of additional perks that often get overlooked.

#1 Reveal relevant content at the right time

Providing the right content at the right time is the basis to successful lead nurturing. Audiences are actively looking for specific and timely content experiences.

Leads no longer follow a traditional sales funnel, instead they loop **back and repeat different tasks more than once**. Prospects will check your online resources, open emails, read case studies and white papers, skim through your blog posts, follow your social media presence – they may even test demos and free trials – all before making a purchase decision. It's up to you, the marketer, to curate this experience for them, and make sure your brand's resources stand out from the crowd.

Lead nurturing helps you have a clearer understanding of what your content can achieve, what content leads engage with, and what gaps you need to fill to make the buyer's journey smoother. By analyzing content engagement and consumption, you can measure their levels of interaction and gain a clearer insight into what stage they're at and act accordingly. In this sense, it does what email marketing and drip campaigns do, combined in a single stroke.



#2 Build credibility as a thought leader

Lead nurturing positions you as a trusted thought leader. B2B buyers frequently report that they rely on online resources such as videos, blog posts, white papers, customer testimonials, reviews, and analyst reports to inform their decision making process.

This content will position you as a thought leader, helping your brand build credibility and respect. It's a surefire way to overcome objections during the buyer's journey, supercharging the sales cycle.

If buyers see that you understand their problems with top-tier content, can provide credible solutions, and use personalized content to address these, they'll likely be more ready to buy. In this sense, it helps maintain and grow relationships with buyers who are likely to buy, but also serves to re-engage lost leads.

#3 Maximize the value of (and prioritize) quality leads

When sales and marketing use a single scoring system to rank leads based on your buyer persona, you generate higher quality leads. Businesses have higher conversion rates compared to those who don't use lead scoring.

Scoring effectively analyzes the value that each lead represents, helping you determine which prospects are most likely to convert. This is based on the sophisticated consumer profile you created from demographic and psychographic data. This will help you better understand your audience, create models for converting visitors into customers, and ultimately boost ROI.

#4 Reach more people, faster

Manual nurturing is labor-intensive, and in today's digital world, probably won't cut it. But with marketing automation, lead nurturing is scalable and enables you to reach more people across your target demographics.

With automated nurturing, you can systematically track lead engagement with your content, helping you pinpoint each lead's stage in the sales funnel. It will do the heavy lifting for you, giving you detailed reports to nurture each lead accordingly with meaningful conversations at the right time of their pain points.

#5 Target and segment quality leads

When you use targeted lead nurturing tactics, it helps you identify and segment messaging to a defined group of high-yield prospects. Segmented emails have been proven to generate 50% more clicks.

With benefits-driven emails and segmented lists, you can build campaigns based on industry, job function, company size, buyer persona, and more.

The more you learn about your leads, the better you can send out need-based messaging to those who have those needs. It's a more effective means of communication that drives results.

#6 Improve collaboration with sales teams

When done right, lead nurturing helps improve and enhance cross-collaboration between sales and marketing. Research has shown that lead nurturing reduces the percentage of marketing-generated leads that are ignored by sales by as much as 80%.

Staying on the same page is vital to avoid misalignment. Working together on creating an ideal buyer persona will enhance your marketing-sales relationship. This also includes setting value scores and tracking leads together. Ultimately, this collaboration leads to higher conversion rates.

#7 Increase number – and size – of sales

Companies that excel at lead nurturing generate up to 50% more sales-ready leads at lower cost. That means lead nurturing is both cost-effective and sales-effective.

Collecting prospect names through a combination of marketing programs and channels is costly, but when you incorporate a lead nurturing process over time, it means you can continue to reach out to marketing-qualified leads on your list without spending more money.

But lead nurturing doesn't just increase the number of sales. By broadening the buyer's awareness of the deals and packages you offer, you can also increase the size of sales to nurtured leads.

#8 Save valuable sales resources

Lead nurturing **saves valuable sales resources**. When only 25% of leads are ready to be passed over to sales, so handing over that 75% of unqualified leads can wreak havoc on your lead generation strategy.

Proper lead nurturing helps save your sales team valuable time and resources, making sure they only reach out to prospects who are sales-ready, rather than wasting their efforts on cold-calling those who aren't at all likely to convert.

Reaping the rewards of nurture

Every successful lead generation strategy makes use of lead nurturing – it's vital to generate higher-quality leads that are ready to convert. Yet many B2B marketers don't believe that their nurture process is effective.

With the right tactics, you can build longer-lasting relationships with prospects and boost your ROI in a single gesture – as well as reaping the rewards we've outlined.

CONTACT US

info@infusemedia.com

Phone: +1 (617) 459-4500

www.INFUSEmedia.com

One Gateway Center
300 Washington Street, Suite 850
Newton, MA 02458

INFUSE media