4 PRINCIPLES FOR **NURTURING A LEAD**

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InboxInsight

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4 PRINCIPLES FOR **NURTURING A LEAD**

YOU'VE IDENTIFIED THE AUDIENCE, CREATED THE CONTENT AROUND THEIR NEEDS, AND DELIVERED A CAMPAIGN TO GENERATE LOTS OF FRESH LEADS... SO NOW WHAT?

When it comes to following up with new prospects from a lead generation campaign, one of the most common questions we're asked is: "What is best practice?"

The truth is, it depends on a number of factors such as:

- **The length of your sales cycle**
- **The complexity of your solution**
- **The number of stakeholders involved in the purchasing decision**

However, there are 4 key principles that are universal to most businesses. Adopting these best practices can improve your conversion rates and prevent quality leads slipping through your fingers.

"THERE ARE 4 KEY PRINCIPLES THAT ARE UNIVERSAL TO MOST BUSINESSES"

1. NURTURE YOUR LEADS **BEFORE CALLING THEM**

Great they've loved your content, but don't count your chickens too soon.

When running a successful lead generation campaign, your content will have generated a large volume of initial engagement. This means your content resonated with their present intent to such a degree they were happy to exchange their details, in order to access it.

This marks a crucial first touchpoint, but before you jump on the phone, we recommend you let your content work a little harder.

Lead nurture programs are highly effective at cultivating trust and allowing a relationship to naturally build. It does so, through satisfying your lead's information needs through a succession of touchpoints that strategically offer more content. This creates a sequence of value exchanges - the better you fulfil the information needs of your lead, the more value you will generate and the more trust you can establish.

STARTING POINT: UNDERSTAND YOUR LEADS

The depth of information you have on your leads will vary according to the qualifying criteria your campaign was built on, however, even from the most basic lead capture form, you should be able to establish:

- **Which asset they downloaded**
- **Company name**
- **Job title**
- **Industry**

From this information alone, you have some valuable insight that will help make your next communication more personalized and more relatable.

Think about how the following questions could help you build on this knowledge:

Content

- **What specific pain points/challenges did your asset address?**
- **What other content can you offer that builds on these themes?**

Company Name

- **By researching the company, what other information can you uncover?**
- **Where do they fit into your ABM or look-a-like strategy?**

Job Title

- **Where does their authority level suggest they sit in the DMU?**
- **Who else might they need to share information with?**

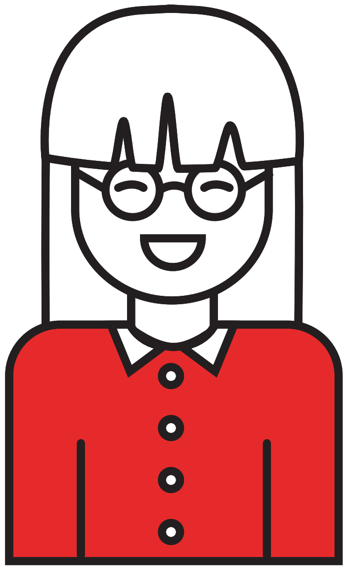
Industry

- **What common industry trends have an influence on the buying behavior of your lead?**

Now you have this insight you can feed it into your follow up strategy.

POINTERS FOR YOUR FIRST FOLLOW UP EMAIL

- **Use personalization in your subject line and body copy**
- **Prompt their memory by offering another opportunity to download your asset**
- **Ask them if they found the asset useful**
- **Offer them further content that helps build on what they learnt (this could link to your resource hub or to a specific content download)**
- **Introduce them to your services by tailoring your value proposition to resonate with their needs**
- **Offer easy ways for them to get in touch**
- **Make sure every CTA has a purpose – and don't use too many!**



Remember: keep it light, personable and engaging.

If you're looking to design a whole sequence of nurture emails, the same pointers apply. However, make sure every email builds on their knowledge and adds value.

These emails can be automated to trigger at a predetermined frequency, offering content over a number of weeks to generate further awareness, 'warming up' the lead before you pass it to your sales team.

If you have the marketing automation technology in place, you can track multiple clicks and content downloads and attach a 'lead score' based on the activity of that prospect. Setting a benchmark and only passing across leads that have a high enough score, ensures your sales team only approach prospects that are engaging with your messaging.

INBOX INSIGHT NURTURE PROGRAMS

There are a number of ways we can help you extend touchpoints for engagement, such as our Re-Touch and Double Touch activity. These automated follow-up email programmes provide new opportunities to add value and deliver optimized content experiences.

Ready to find out more?

Get in touch: +44 (0)800 161 5511
or email: info@inboxinsight.com

2. DECIDE WHEN THE LEAD MOVES **FROM MARKETING TO SALES**

The fundamental aim of both these functions is the same – generate revenue – however they're best suited to engaging customers at different parts of the buyer's journey.

Leads generated from a lead generation campaign are most likely to sit further up the funnel and therefore require more marketing activity to push them towards being sales ready.

In order to do this, it's important both your sales and marketing teams are on the same page and that critical touchpoints are identified and agreed upon.

For example, you may wish to establish what criteria a lead must demonstrate before they qualify as a SQL.

These may include:

- **Number of assets they've engaged with**
- **Type of content they've interacted with**
- **Number of site visits**
- **Duration on specific web pages**
- **Inbound enquiries**

Even if you haven't invested in complex marketing technology, agreeing on when custody of the lead passes from Marketing to Sales can be make a huge impact on the likeliness of a conversion.

3. DISCOVER THE **WINNING HOOK**

Closely monitoring the performance of your nurture campaigns and the subsequent digital behavior of your leads, can help you build a more in-depth understanding.

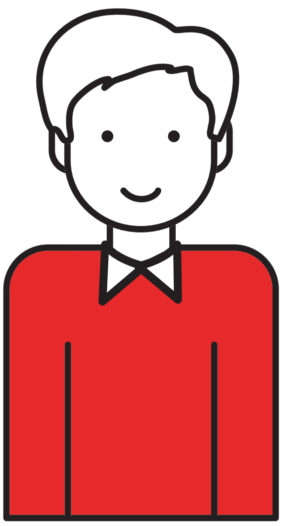
What content are they drawn to, are there any particular formats that work better than others?

Leveraging intent data can also help you uncover specific pain points, topics or themes that matter to your prospect most. It can also provide an indication of when they are moving towards the motivation to buy.

Of course this is when you want to pounce. And when you do come to pick up the phone, this insight should govern your approach, giving you the winning hook to build engagement rather than wading in with a heavy sales pitch.

Whilst generating a sale is your ultimate goal, bear in mind that when following up leads from a lead generation campaign, you're engaging prospects that are in the research phase of the buyer's journey. Therefore the best way you can provide value in your follow up call is to offer more information or marketing collateral around that particular area.

For example, if your prospect has engaged with content around specific pain points, they will be indicating an interest in what you have to say. Use this as an opportunity to ask more about what they are struggling with and offer guidance. This helps to increase their trust in your brand, whilst enabling you to sell your solution in a more tactical way.



INTENT DATA

We harvest thousands of digital intent signals every day. These insights help clients build better campaigns with greater targeting capabilities.

Find out how to apply intent data to your own campaigns…

Get in touch: +44 (0)800 161 5511
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4. MATCH YOUR CONTENT FORMAT **TO THE RIGHT BUYER STAGE**

Different formats generate different value according to where your lead sits in the buyer journey.

For example, a whitepaper may provide a generous wealth of value to your lead at the beginning of your relationship, however as they near the latter stages of their journey; rate cards, case studies and product sheets often take precedence.

By mapping your content and formats to your content funnel, you are better prepared for anticipating your lead's information needs. This puts you in a strong position for ensuring you give them the right content at the right touchpoints to accelerate them down your pipeline.

WAS THIS RESOURCE HELPFUL?

We have a whole host of resources designed to help support all aspects of your B2B content marketing.

Visit our online Insight Resource Hub today to bring your knowledge up-to-speed.

www.inboxinsight.com/insight/

Get in touch: +44 (0)800 161 5511

or email: info@inboxinsight.com

CONTENT FUNNEL

We can support your B2B marketing with a series of optimized demand generation products based on your objectives

Ready to build your own success story?

Inbox**CREATE**

A suite of content writing and creative services dedicated to crafting outstanding content that strikes a chord with your target audience.

Inbox**ENGAGE**

Identify your audience, activate their interest and generate qualified engagements through our optimized multi-channel campaigns.

Inbox**NEXUS**

A blend of targeted email marketing and the latest programmatic advertising technology to achieve superior audience reach, relevancy and scale.

Inbox**INTEGRATE**

A powerful end-to-end content amplification solution built around creating seamless digital experiences and optimized reader journeys.

Get the ball rolling today: Email info@inboxinsight.com UK +44 (0)800 161 5511 **US** +001-617-973-5749