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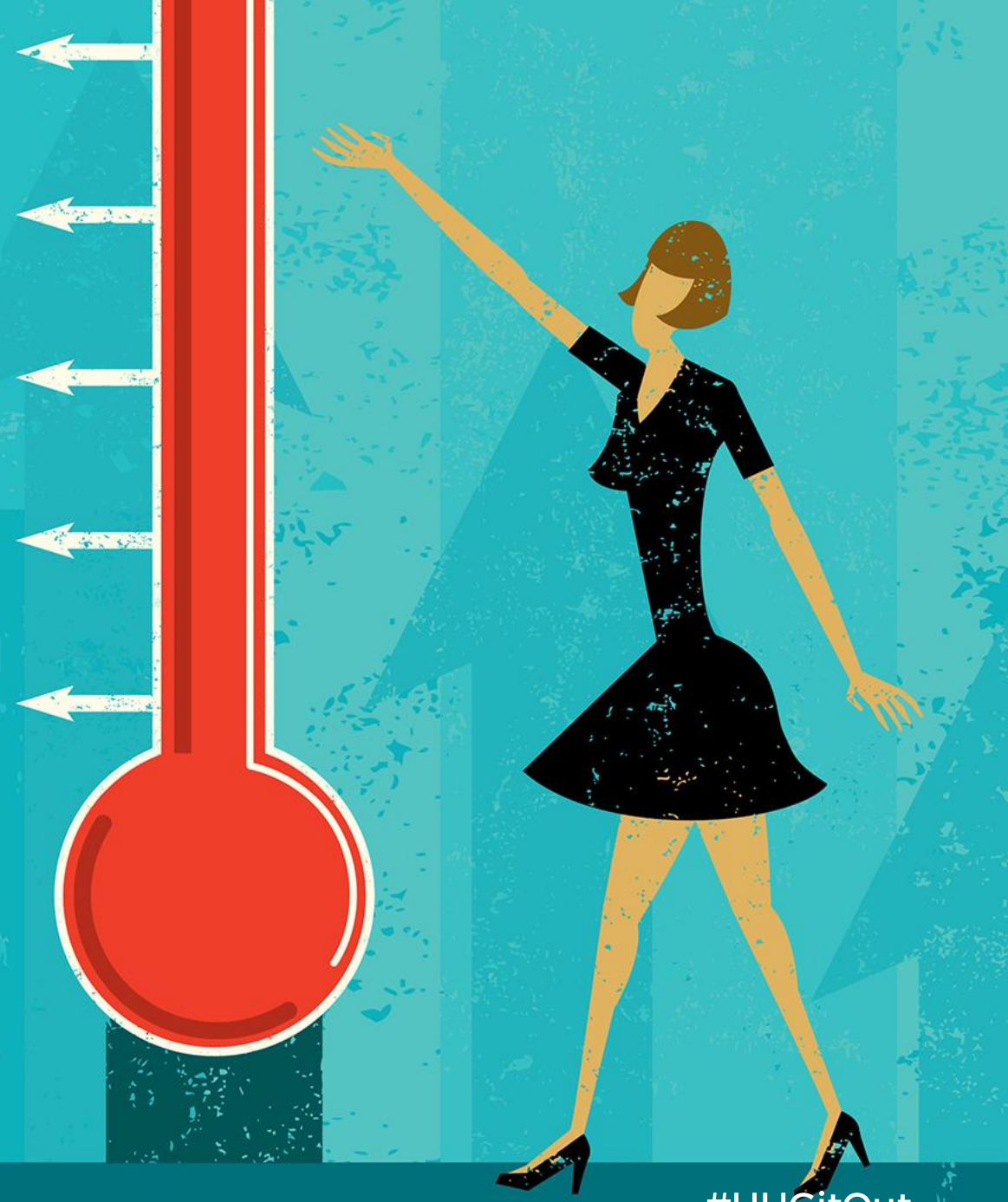
Attract Right-Fit Clients:

Earn New Business With High-ROI Marketing Strategies



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AGENDA

1. Why is lead nurturing important?
2. How to create an effective lead nurturing strategy
3. What does effective lead nurturing look like?

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1

Why is lead nurturing important?

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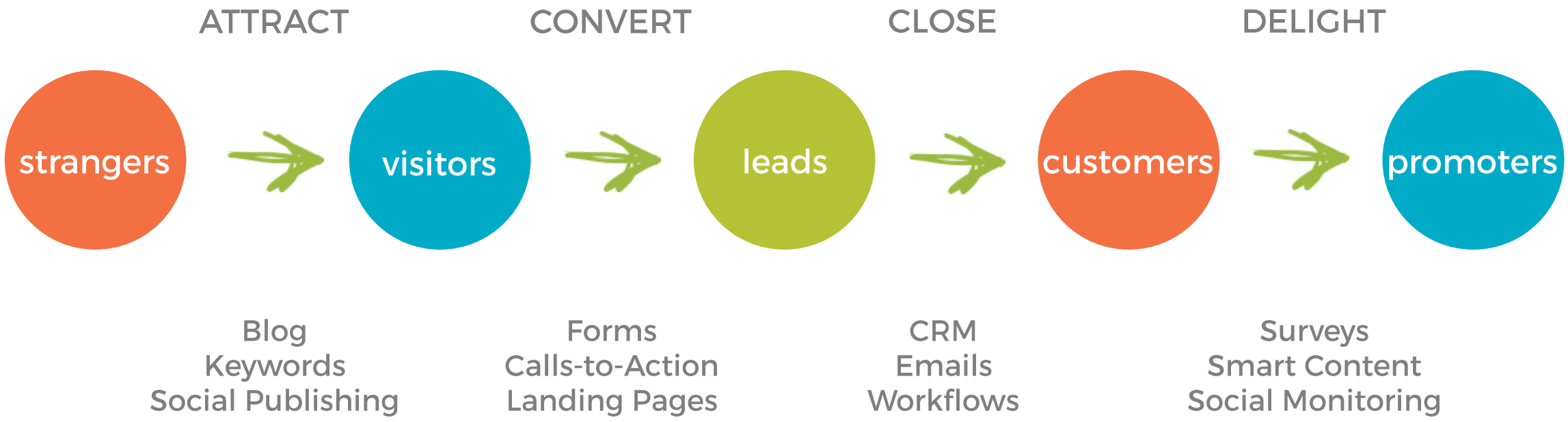
LEAD NURTURING

The process of building relationships with prospects with the goal of earning their business when they are ready.

Inbound Methodology



SOURCE: GLEANSTER

73%

of your leads will not be sales-ready when first generated

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SOURCE: GLEANSTER

NURTURING IS EXACTLY WHAT IT SOUNDS LIKE – HELPING SOMEONE GROW.

General Use Case: "Generate Appointments For Sales Team" workflow

- Begin Workflow: Form Submission for “Download Our ebook”
- Step 1: Send email: “Here’s Your ebook”
- Step 2: Set property value: Lifecycle Stage = Marketing Qualified
- Step 3: 5 days later, Send email: “Your Complimentary Assessment”
- Step 4: 10 days later, Send email: “Your Download Gets You a Custom Consultation”
- Step 5: 10 days later, Send email: “Your How-to Guide”

Saas Use Case: "Nurture Leads That Start Trial" workflow

- Begin Workflow: Form Submission for “Start Your Trial"
- Step 1: Send email: “Welcome to Your Trial”
- Step 2: Set property value: Started Trial = yes
- Step 3: 5 days later, Send email: “Webinar Invite: How to Use Your Trial Effectively”
- Step 4: 10 days later, Send email: “Customer Case Study”
- Step 5: 10 days later, Send email: “Your trial is almost over. How can we help you?”

Lead nurturing is like dating. You have to spend time establishing a relationship by **building trust.**

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2 How to create an effective lead nurturing strategy

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BEST PRACTICES FOR LEAD NURTURING

- ☑ Decide how to use lead nurturing for your business
- ☑ Use lifecycle marketing to guide your nurturing
- ☑ Communicate with your leads based on their behavior

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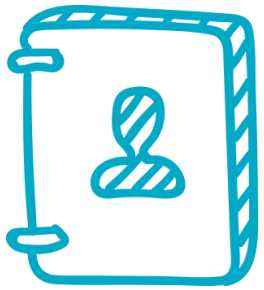
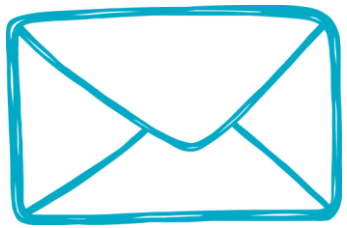
TRADITIONAL LEAD NURTURING

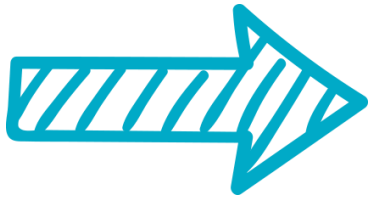


1. Convert Lead



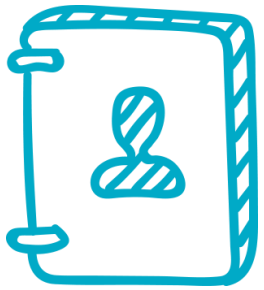
2. Nurture

3. Qualify



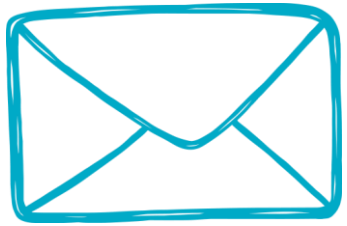
4. Pass to Sales

SALES-FIRST LEAD NURTURING

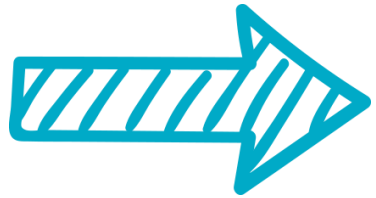


1. Convert Lead

2. Sales Connects

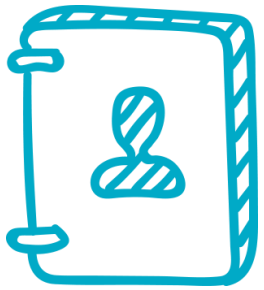


3. Nurture



4. Pass to Sales

LEAD NURTURING AS A GATEKEEPER



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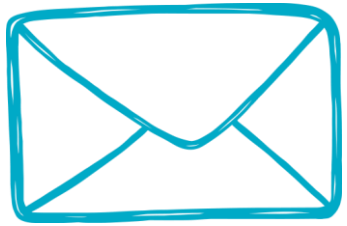
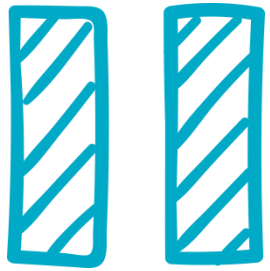


2. Nurture



3. Pause

4. Try Again

THE APPROACH YOU SELECT WILL DEPEND ON SEVERAL FACTORS:

- How many leads do you get each month?
- Through which channels do you get generate those leads?
- Do you have a sales force? If so, how many reps do you have?
- What is your business model?
- How long is your sales cycle?

BEST PRACTICES FOR LEAD NURTURING

- [x] Decide how to use lead nurturing for your business
- [x] Use lifecycle marketing to guide your nurturing
- [x] Communicate with your leads based on their behavior

LIFECYCLE MARKETING

How you communicate with your contacts – from their first point of contact all the way through their lifespan as a paying customer

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution, strategy, method, or approach
Research & Info Needs	Research focused on vendor-neutral third party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches or methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks, or endorsements to make or recommend a final decision
Content Types	Analyst reports Research reports Ebooks Editorial content Expert content White papers Educational content	Comparison white papers Expert guides Live interactions Webcast/podcast/video	Vendor comparisons Product comparisons Case studies Trial download Product literature Live Demo
Key Terms	Troubleshoot Issue Resolve Risks Upgrade Improve Optimize Prevent	Solution Provider Service Supplier Tool Device Software Appliance	Versus Comparison Pros and Cons Benchmarks Review Test
Example	I have a sore throat, fever, and I'm achy all over. What's wrong with me?	Aha! I have strep throat. What are my options for relieving or curing my symptoms?	I can see a primary care physician, ER, nurse, or clinic. The ER costs $$$, but is the fastest option.

POTENTIAL KEY TOUCHPOINTS

- Subscribing to your blog
- Filling out a contact form
- Requesting a consultation
- Downloading a key offer

MARKETING INTELLIGENCE RELATED TRIGGERS

Social Media Data

Original Source

Web Analytics

USING EMAIL WITH CUSTOMERS

- Emails that establish trust
- Emails that provide additional downloads and resources
- Emails with a CTA for the goal
- Break-up emails

BEST PRACTICES FOR LEAD NURTURING

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BEHAVIORAL EMAIL

Sending targeted emails to your contacts based on their actions and behaviors.

HOW TO DO BEHAVIORAL EMAIL

1. Track how people interact with your business online
2. Determine the important actions a user might take
3. Start a conversation with a user based on that behavior

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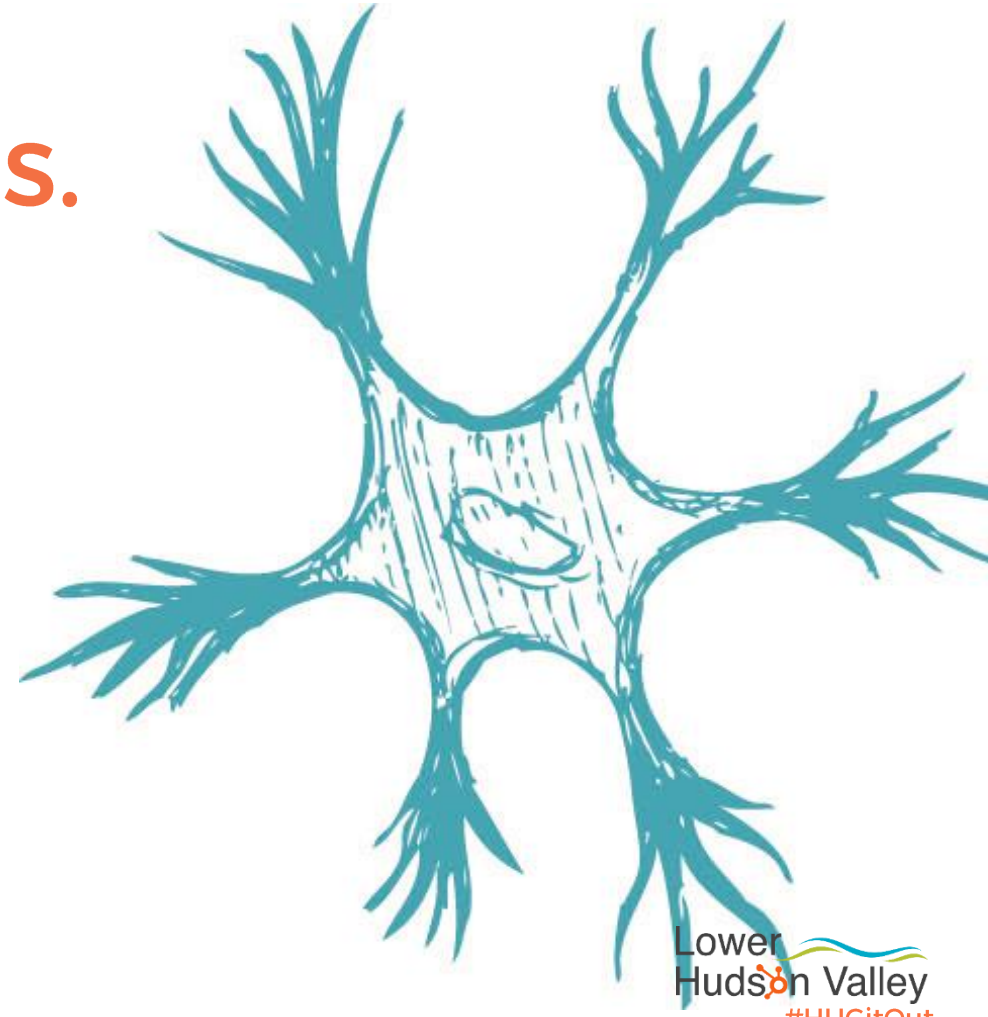
Your contact database is the nerve center for all of your Inbound efforts.



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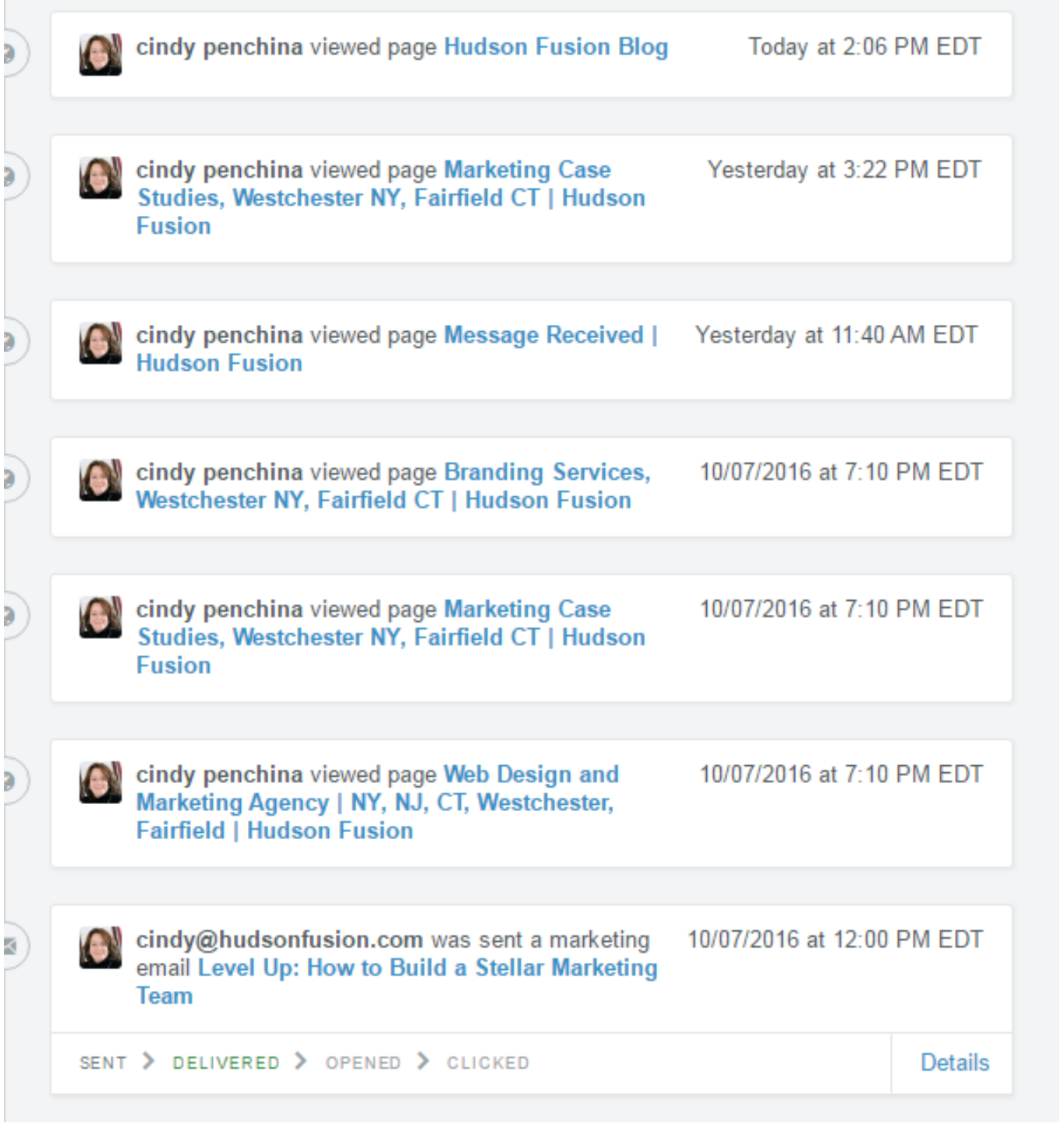

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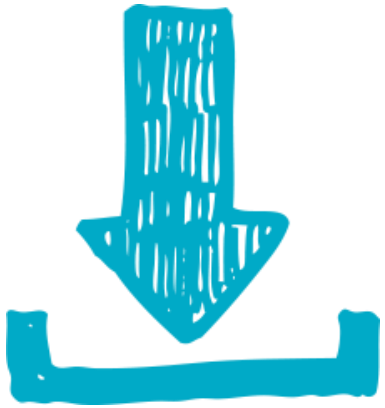

STORE INFORMATION

- Website activity
- Email engagement
- Social Media activity
- Form submissions
- Conversion information
- Integrations

SURFACE INFORMATION

- Personalize email
- Build Lists
- Trigger marketing automation
- Define Personas
- Lead Intelligence

THE CONTACT RECORD CONSOLIDATES TOUCHPOINTS

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HOW TO DO BEHAVIORAL EMAIL

1. Track how people interact with your business online
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Behavior is the cause, email is the result.

BEHAVIOR

EMAIL

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BEHAVIORAL EMAIL EXAMPLES

- Lead submits form → confirm download and link to content
- Lead views case study page → send most popular case study
- Lead hasn't viewed blog in 90+ days → send email saying you miss them and link to best blog posts

MOST POPULAR OPTION

Basic

An entry tool for those new to Inbound marketing

$200/month

billed annually

Required Onboarding $600

100 Contacts

+ $100/mo per 1k extra

CONTACT SALES

Pro

An integrated solution for professional marketers

$800/month

billed annually

Required Onboarding $3,000

1,000 Contacts

+ $50/mo per 1k extra

CONTACT SALES

Enterprise

An advanced platform for marketing teams

$2,400/month

billed annually

Required Onboarding $5,000

10,000 Contacts

+ $10/mo per 1k extra

Have over 500k Contacts?

CONTACT SALES

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HOW TO DO BEHAVIORAL EMAIL

1. Track how people interact with your business online
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ASK YOURSELF

- What do I want the reader to do?
- Why should they do it?
- How will they know how to do it?

IDENTIFY A CLEAR ACTION THAT YOU CAN QUANTIFY

Registering for a webinar

Downloading a whitepaper offer

Subscribing to your blog

BEHAVIORAL EMAIL EXAMPLES

- Lead submits form → confirm download and link to content
- Lead views case study page → send most popular case study
- Lead hasn't viewed blog in 90+ days → send email saying you miss them and link to best blog posts

3

What does effective lead nurturing look like?

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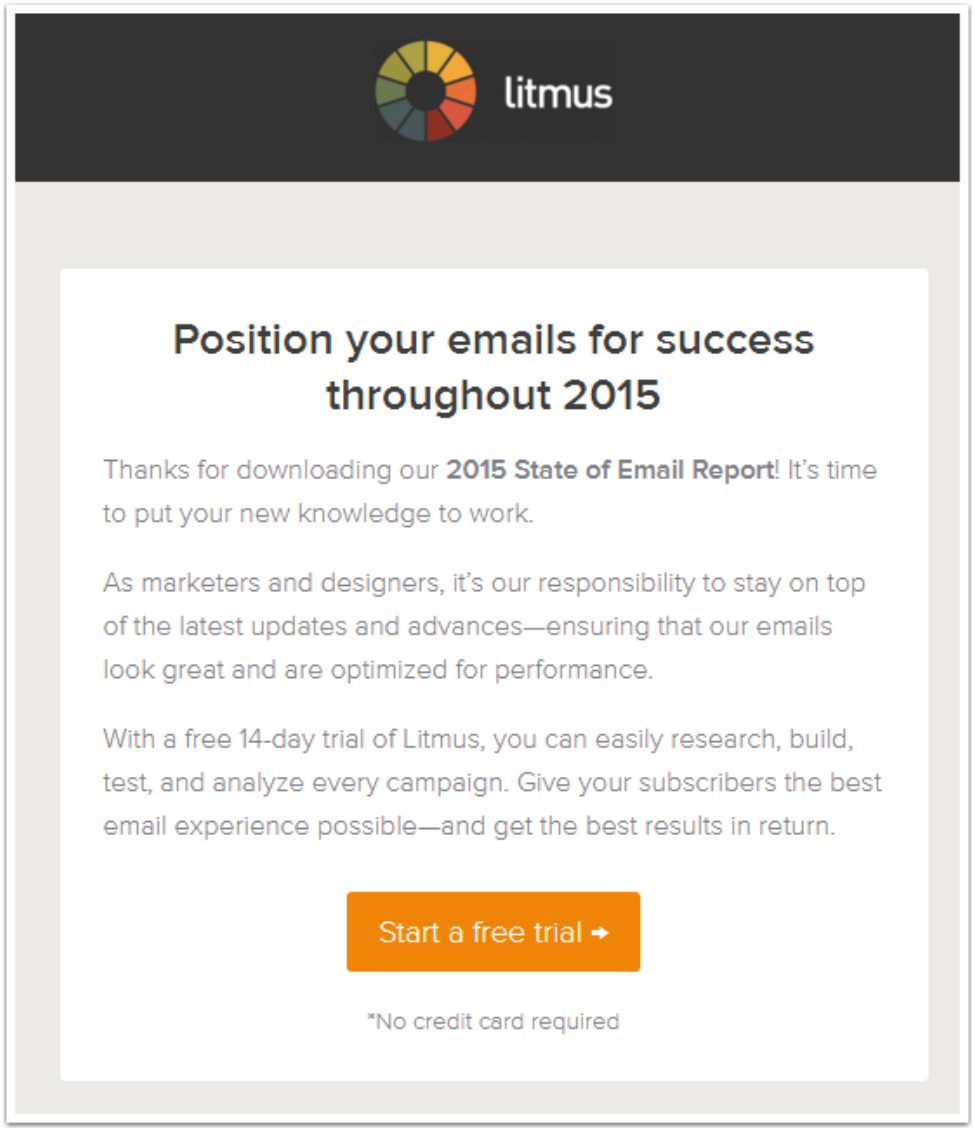
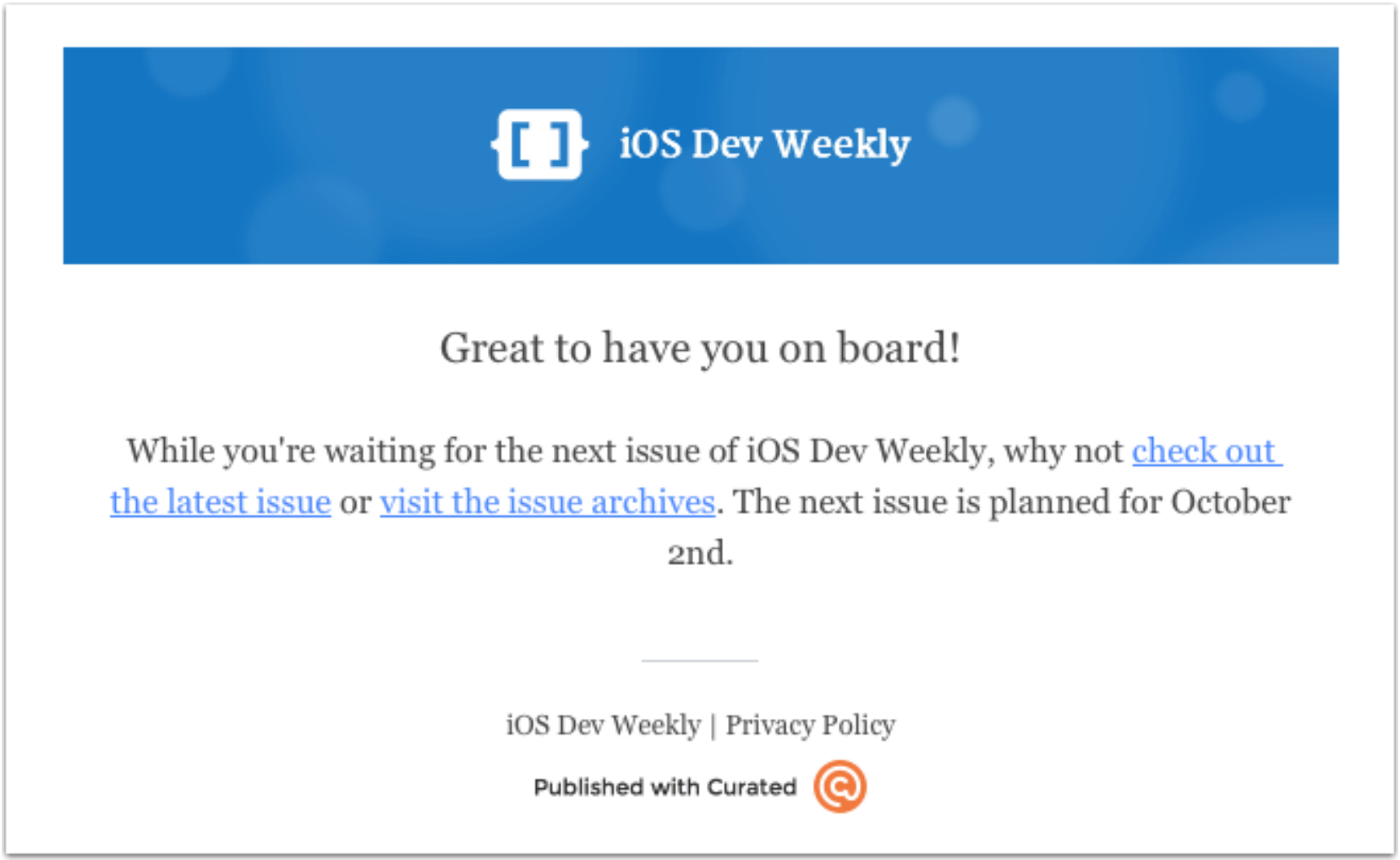
You read the 2015 State of Email Report. Now what?

Inbox x

Litmus <hello@email.litmus.com>

to me




iOS Dev Weekly
Great to have you on board!
While you're waiting for the next issue of iOS Dev Weekly, why not check out the latest issue or visit the issue archives. The next issue is planned for October 2nd.
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Hi There,

Cindy here -

I'm just checking in to see if you have any questions about the guide I sent you the other day.

It shows you the marketing tactics that drive real growth for law firms and give you the competitive advantage as a leader in your practice area.

(You can get it here if you missed it…)

More and more law firms are fighting for attention in an increasingly-crowded market, and the rapid pace of change in the legal industry isn't set to slow any time soon…

To stand out from your competition, generate more leads and plan for consistent growth, your law firm's marketing strategy must keep up with a changing online landscape.

I've had some great feedback on the guide already, but I'd love to know what you think -

Just hit reply if you have any questions or would like to find out how to make this work for your firm.

I look forward to hearing from you.

Speak soon,

Cindy

WRAP UP

- Lead Nurturing gives you the most value, and highest ROI from your contact database building efforts
- An effective Lead Nurturing strategy is based on the behaviors of your contacts and is an Inbound Marketing tactic
- Email should be designed for specific stages of the Buyer's Journey and have clear goals
- Marketing automation gives you the data and tools you need for developing strategic and successful Lead Nurturing campaigns.

QUESTIONS?

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