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BUSINESS DEVELOPMENT

The Executive's Guide to

Effective Lead Nurturing

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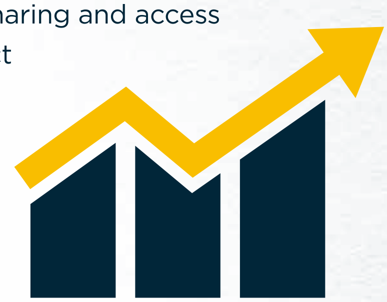
Lead nurturing has become a critical part to business success in today's technology-savvy marketplace. Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads. (DemandGen) Gone are the days of cold calling and waiting for customers to break down the doors for your product or service. Social media sharing and access to unlimited information online has allowed for businesses to conduct research on a product or service, and make a purchase decision on their own. Much research supports that buyers are typically 60-90% through their decision-making process before they actually speak to a live person; and even when they engage with a salesperson earlier there is more competition for their attention than ever before. How can your business stand out in this clutter of information and position itself as "the" best option for customers?



Using lead nurturing actively moves prospects gathered through all marketing efforts through to sales development and helps to create paying customers. Lead nurturing also allows your business to leverage both marketing and sales efforts, enabling you to communicate your message and even to sell when no one from your team is directly communicating with your prospects. Research shows that anywhere from 7 to 21 people can directly influence the decision to purchase - a good nurturing process integrates solid messaging and a cadence of emails and calls to keep things moving, allowing for the ability to influence your "unknown" decision-makers and enable those who are already engaged to build support and share vital information within the organization. It's taking a step back from the traditional sales call to work diligently at listening to customers, developing a relationship based on trust.

This ebook outlines different types of nurturing campaigns, how to create an effective lead nurturing campaign including tips and best practices, and the role of technology and marketing automation in lead nurturing.

Why is lead nurturing important?

Lead nurturing helps to eliminate the chasm between marketing and sales. It leverages the success of your inbound and outbound marketing campaigns with the abilities of the sales team to continue to move prospects towards paying customers. It's a critical piece of the sales development process, and gives relevant information, educates the customer and nurtures each potential until they are ready to make a purchasing decision.

- Lead nurturing helps your marketing and sales development teams work together more efficiently and in tandem with each other by bridging the gap between awareness and the actual sale.
- Lead nurturing allows for the ability to send thoughtful, targeted communication to your leads with specific information based on data, instead of the one-size-fits-all mass email.
- When done effectively, lead nurturing can have a significant impact on your bottom line. According to Forrester Research, companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost.
- Lead nurturing can help to position your company as the experts in your field, and educate customers on why they need to work with you.

Who you should nurture

Lead nurturing communications should be tailored to prospective buyers in your contact database who are typically not yet ready to buy. Some typical examples include:

- Those who have signed up for your email newsletter or have subscribed to your blog
- Researchers looking for additional information on your product/service
- Those who want to additional information on your specific business
- Subscribers who have already downloaded content from your website including an eBook or whitepaper
- Lists of contacts acquired through other inbound and outbound marketing efforts

Once you have your segmented lists of target leads, take a moment to ask a couple of questions.

- How is your product unique and/or the same as your competition, and how can this make their life easier?
- What are the pain points for these prospects that will cause them to ask for more information from you?

After you've established who you're going to target, you can further segment based on persona – the typical buying habits and sales personality of each of your target groups. At this point you're also able to segment based on where a customer is in their buyer's journey. Do they need the "why" question answered with a message geared toward education on the problem; or the "how" question answered with a message geared toward education on the solution? By further segmenting, this encourages even more specialized communication for your lead nurturing campaign.

Types of nurturing programs

There are many types of lead nurturing campaigns. The three core types of campaigns will be highlighted here - the engagement campaign, the education campaign and the active funnel campaign. Each campaign is important and each has its place depending on what your leads need from you. Campaigns are typically scheduled to run one after the other, enrolling leads in a next campaign when one is finished. The type of campaign that your leads are enrolled in at one time is typically based on the actions they take within your nurturing program.

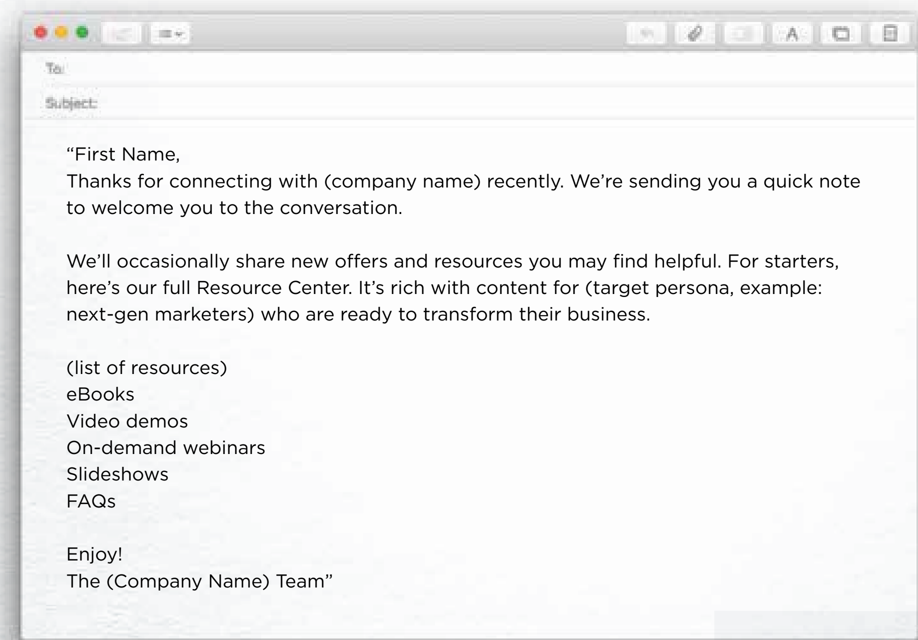
Engagement Campaigns

An engagement campaign works to keep your leads engaged in your business by offering credible, straightforward, uncomplicated content that retains their interest.

Welcome Campaign

A welcome campaign introduces your value proposition to leads that are not familiar with you, and supports the outreach your sales development representatives (SDRs) are making to get the conversation started. This campaign puts your business in a position where you're providing value before you ask for something in return.

These messages can be targeted to leads that have recently downloaded content from your website or have been generated from a recent event, allowing them to learn more about your company or products at a comfortable pace. Emails should focus on highlighting premium content directly tied to your targeted personas (and your campaigns should be segmented by persona) and the likely issues at play. Straightforward, highly anticipated email messages are sent with brief educational content that keeps your leads interested and awaiting your next message. At this point, you're simply trying to start the conversation, so you'll use content and messaging that's geared to the top of the funnel. Remember to focus on creating awareness and keeping them engaged – they should not be too product/problem specific - rather you want to get them thinking about the problem.



To:

Subject:

"First Name,
Thanks for connecting with (company name) recently. We're sending you a quick note to welcome you to the conversation.

We'll occasionally share new offers and resources you may find helpful. For starters, here's our full Resource Center. It's rich with content for (target persona, example: next-gen marketers) who are ready to transform their business.

(list of resources)
eBooks
Video demos
On-demand webinars
Slideshows
FAQs

Enjoy!
The (Company Name) Team"

Welcome campaigns can last 8 – 14 weeks, integrating automated emails focused on messaging and content, calls from SDRs between those emails and personal emails from the SDRs. A typical cadence for this campaign has 30 touches over a 13-week period.

Top of Mind Campaign or General Drip Campaign

This campaign is used to keep your product or service "top of mind" for your customers, preventing them from engaging with your competition. Once someone has downloaded a piece of content from your website, gone through your lead classification process and been deemed qualified, your job is to create the highest probability of contact as quickly as possible. Research shows that as time passes from download, the likelihood of action decreases precipitously.

A drip campaign includes four important pieces:

1) a consistent message
2) delivered at regular intervals
3) over a certain amount of time (or indefinitely to certain segments of your database)
4) that includes educational information relevant to your customers, based on their personas and high probability indicators.

A general drip message provides your sales team the ability for follow-up emails and phone calls and delivers value-added content about your business to your leads. Examples of general drip campaigns include e-newsletters, blog posts, webinars, whitepapers or relevant industry news.

What makes for an effective general drip campaign? Following are campaign best practices:

e-Newsletter:

- Write a personal introduction
- Provide high-quality content
- Offer something of value – a strong call to action
- Keep the schedule consistent

Blog post:

- Produce high-quality, relevant content – 72% of B2B buyers return to Google three or more times during their Buyer's Journey. (Pardot's State of Demand Generation Report, 2013)
- Develop a strategy to use well-thought-out keywords and phrases
- Use appropriate, strategic titles based on persona and where your prospects are in the buyer's journey
- Post regularly

Whitepapers:

- Write to solve your customers' problem
- Do your research – be sure to include appropriately sourced information, and knowledge that hasn't been shared already
- Make it visual
- Publicize the white paper across a variety of media

Reengagement Campaign

After your prospects have gone through one of the above campaigns, one of four things will happen:

- They'll be successfully moved into the sales process
- You'll be unable to connect with them
- You will deem the prospect as not ready for your sales process
- They'll be eliminated and deemed as disqualified

In the first three scenarios, you'll want to implement the reengagement campaign to continue to reinforce your message, educate them on the problem they face and its importance, and ensure you're there when an opportunity does arise. At any point in time, your database may include leads that have become motionless. The reengagement campaign gives them the opportunity to become more actively involved and allow themselves to be nurtured again by your sales development team.

In this campaign the intensity of outreach will decrease dramatically, and you'll integrate both email and phone outreach. Successful approaches at this stage vary in great degree depending on your leads. One successful example goes through the following steps:

1. Segment campaign by persona first
2. Then segment by key issues or opportunities
3. Find 3 -5 different high probability indicators (HPI) to design a 90-day campaign behind
4. Develop 5 – 7 emails aligned to the HPI identified, and 2 – 4 follow-up calls from the SDR

Using this approach gives the SDR the opportunity to select the campaign that a prospect is enrolled in. Additionally they are notified when a nurture cycle has been completed, allowing the SDR to enroll them in a different campaign.

Education Campaigns

The education campaign challenges your leads to consider the benefits of your product or service, and provide unique insights to how they can do their job better and more effectively. This is done through a Teaching Point-of-View (TPOV) Campaign, Product-Focused Campaign or a Competitive Drip Campaign.

Teaching Point-of-View (TPOV) Campaign

Through powerful messaging, the TPOV campaign is designed to provoke and reframe a prospect's beliefs, mindset or thoughts about their current situation. It's successful when it stimulates the prospect to think and become curious. There are five key components to a successful point-of-view campaign:

1. It's focused on the prospects world, and it's about their issues, not your solution.
2. It challenges the prospect's thinking. You're not looking for an "amen" here. Quite the contrary, if the prospect already agrees with what you're saying, you'll be treated as a commodity.
3. It connects, partially or fully with an important or critical issue in your prospect's world. Remember, it's about them, not your solution.
4. It plays to your area of advantage. It requires you to understand and focus on what you do differently than others, and, more importantly, why that matters.
5. It leads to an investigative or diagnostic sales process.

Product-Focused Campaign

The product-focused campaign communicates specific product information based on what your business can offer. As you continue to communicate and work on the relationship with your prospect, they will be interested in learning about additional and more specific product information. During this campaign your messaging should address the pain points of your customers and how you can work with them to determine the cause, and then find a solution to solve the problem. The use of customer testimonials and industry case studies that provide relevant information will not only give valuable information, but reinforce your business' expertise.

Competitive Drip Campaign

The competitive drip campaign is to be used once you have additional knowledge about your current competitive situation with a group of leads – either you're competing for business against someone specific, or a known competitor is the incumbent. Competitive information as well as customer feedback may influence your content, but this is where you can really sharpen your message to highlight key differentiators and why they matter. In this campaign your leads are most likely comparing your business with that of your competition. Two types of content can be used during this campaign.

General – Content is designed to differentiate your product/service from your overall competition and messaging can include:

- Product benefits
- Differentiating features of your product based on competitive offers
- "Why this will help you" type statements

The key is to speak to the unique characteristics of your business and how you'll collaborate with them, positioning your business as the better option.

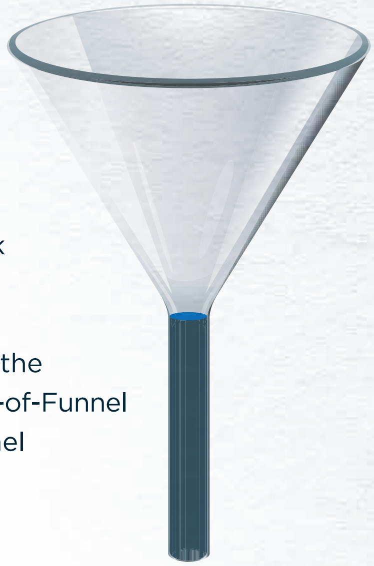
Specific – Messaging in this campaign speaks to a specific competitor based on customer feedback. It's important that this not be a "competitor-bashing" message, but instead be fact-based and clearly stated based on competitive analysis. Customer testimonials are perfect for this campaign, especially those that include and address similar pain points as your leads.

Case studies and reference examples are a great option for this lead nurturing campaign.

According to HubSpot, here's what you should look for in a potential case study candidate:

- **Product knowledge** – A well-versed customer who can speak to the value of what you offer
- **Exemplary results** – Companies who have seen the best results make the strongest case studies, and most likely, have the most enthusiasm for your product
- **Unexpected success** – Non-traditional customers that have seen positive results can help negate any potential doubts
- **Recognizable names** – Bigger, more notable brands can increase credibility
- **Switchers** – Customer that came to you after working with a competitor help highlight your competitive advantage

Active Funnel Campaign



The active funnel campaign is focused on your leads that have actively entered into the buyer's journey and are closest to becoming paying customers for your business. It's where the rubber hits the road...where marketing and sales work in complete alignment to bring all of your work to the final goal – the paying customer.

The three most effective lead nurturing campaigns during this time are the Lead Introductory Campaign, the Marketing Qualified Lead (MQL)/Middle-of-Funnel (MoFU) Campaign and the Sales Qualified Lead (SQL)/Bottom-of-Funnel (BoFU) Campaign.

Lead Introductory Campaigns

At this point your leads should be familiar with your business, have assessed the competition and do consider you a sound and respectable option for a possible purchase. The goal of the lead introductory campaign is to sell them on "why we should talk," not "why you should buy" and focuses on building a trusting, more face-to-face type relationship with your leads.

This campaign is an early prospecting campaign, designed to be used as a first touch from your sales development team. In fact when integrated with a specific sales development efforts, such as a well-timed promotion or special discount, your business has a better chance that these prospects will be converted to paying customers.

Having a large store of content is critical in this stage. Messages should direct prospects to your website to gather additional information about your product or service via whitepapers or videos, and SDRs should provide consistent, appropriate follow-up. All marketing content should address the "impact" questions – "what is the problem that you're trying to solve, and how can we assist you in solving that problem?" Prepared scripts and emails for your SDRs to use will allow the leads to be managed properly and handed-off effectively.

The MQL/MoFU Campaign

The purpose of the MQL/MoFU campaign is to increase the desire of the prospects to engage in a qualified sales conversation.

At this point, you've got a hot list of prospects that are being actively pursued. Each person - be it marketing, SDR, or sales - who has the potential to interact with these leads should be ready to answer the question of "why should I change?" or "why should I change now?" Different campaigns are created, each with different a focus; but all need to be geared toward addressing the issues that prevent people from moving forward in the sales funnel. Simply put, it's where you communicate the immeasurable value of working with your business.

Targeted, personalized communication is most effective here, preferably through direct, personal emails, or a phone call from the sales development department.

It's important to point out that the combined effort of marketing and sales/sales development is critical during this campaign. According to CSO Insights, 89.1% of companies that aligned sales and marketing reported measureable increases in leads that converted to opportunities. Content, messaging, timing and appropriate protocols need to be in place to allow for a smooth transition for each and every prospect to move into the next campaign and essentially continue on the buyer's journey. As prospects move through this process, salespeople and/or the sales development representatives (SDRs) should be able to choose which campaign a prospect is enrolled in. They also need to be notified when a campaign has ended, and protocols put in place for enrolling in a new campaign.

The SQL/BoFU Campaign

The SQL/BoFU campaign is designed to fully support sales. At this point in your lead nurturing process, salespeople are actively engaged in a defined sales process. Alignment with marketing and SDRs is even more important, and communication within the team is a top priority. Salespeople may take the lead during this process, yet should not be able to say, "don't email my prospects." Again, communication is key. Messages for prospects address the question, "what change can I make with you?" Content will identify the advantages that win business, and the barriers that prevent prospects from understanding why you're the best option. Information for these messages are based upon the intel from sales, and multiple campaigns should be designed to address.

Example – One successful option is to create multiple emails that can be combined to form a campaign that are sent on an as needed basis - rather than having the campaign be fully automated. Note that this requires more manual attention to ensure it's executed and measured properly, but allows for detailed interaction with each potential customer.

Best practices in the SQL/BoFU campaign include case studies, product information sheets including common FAQs and customer testimonials.

How to Create an Effective Campaign

Now that you have all of the options for your lead nurturing campaign, the next step should be to create your campaign and get started nurturing your leads. Following is a step-by-step process to create your campaign.

1. Define buyer personas

Understanding who it is that you're trying to reach provides a tremendous marketing and sales advantage. Creating buyer personas takes time, but once complete, they focus your efforts and enable alignment between sales, marketing, operations and customer service. Effective buyer personas cover:

- Company information
- Types of industries
- Size range
- Growth profile
- Competitive environment
- Common challenges/pain points
- Contact information
- Roles/titles
- Demographic info
- Psychographic info
- Mindset/identifiers
- Responsibilities
- Goals
- Challenges
- Experience with your product/service
- How you can impact them

Be as specific as possible on the intelligence and value that you can share with each of your personas and develop your statement message to them, highlighting the benefit that your product and/or service provides. Then, for each segment, define their high probability indicators. What are the 3-5 reasons that would make them buy your product or service? What are the core issues/symptoms that indicate a high probability of action?

To make your personas even more effective, turn your lists into narratives for each persona and give them a name and a picture. When discussing your personas, talk about them like they're real people. When your personas feel like they're real people, creating effective messages and strategies becomes far easier.

2. Progressive Profiling

The ability to gather information about the people visiting your website or downloading a whitepaper has never been easier. Through progressive profiling, your business is able to gather the right demographic information about your leads at the right time.

This also allows you to ask for information incrementally instead of all at once – over time, leads will become more qualified because of their digital interaction and likewise continue to deliver useful information. This information in turn:

- Provides additional insight into a customers' buying persona
- Leads to a higher conversion rate of your prospects/customers
- Delivers additional information for the sales team to utilize
- Saves time for your prospects and avoids repetition.

3. Create content

According to a recent study by the Content Marketing Institute and MarketingProfs, 70% of companies are producing more content this year than last. But is it the right content? In a lead nurturing campaign, the content of your messages should speak to your leads' common objectives or concerns, based on the type of lead nurturing campaign you're deploying.

Following are some best practices on creating content that gets results.

Know your audience. The more you know about your audience, the easier it will be to write copy that resonates with them. Know their pain points and use the language they use to describe their issues.

Consider the buyer's journey. When writing your messages, consider where your audience is in the journey. Construct messages that will be helpful to them at that stage. Marketing automation platforms, like HubSpot, allow you to automatically send messages gradually over time. It is important not to overload your recipients all at once especially if they are in the early stages of their process.

Set the tone. A conversational tone will resonate better than a sales pitch. Your messages should be helpful and educational for your audience. Using buzzwords or too many superlatives may turn your audience away. One of the objectives of your campaign should be to build trust. Choose your tone with that in mind.

Keep it simple. The last thing you want is for a prospect to open your email, be overwhelmed by the length and just close it. Keep your messages straightforward and simple. Bring value in the first couple of sentences.

Personalize. According to DemandGen Report, leads who are nurtured with personalized content produce a 20% increase in sales opportunities. Some personalization techniques are as simple as using their name or their company name in the subject line.

4. Determine which approach you're taking

Working closely with your marketing, sales development and direct sales team will help to determine which approach, or what combination of approaches will be taken with a lead nurturing campaign. As you gather the troops, consider the following questions:

- **Which lead nurturing campaign(s) best fit your business?** Depending on your product or service, your leads may need more emphasis placed on educating them on your product in the beginning, and then moving them through to another campaign phase.

- **Do you have the "people" capabilities to effectively execute the campaign?** When done effectively, lead nurturing can have a major impact on your bottom line. But if you don't have the people to execute the campaign, it can be ineffective and cumbersome. Consider partnering with an inbound marketing agency or strategically assess your current staff time to ensure campaign success.

- **What is still needed to make the campaign successful?** Preparing for your lead nurturing campaign is as critical as executing the campaign. Depending on the approach that you're taking, ask yourself the following questions. Is there enough content available to send to your leads, based on persona, to carry you through your campaign? Is your web site up-to-date and able to allow for lead nurturing blog posts and eBook downloads? Are there videos or webinars available to support your campaign? By considering all of the ways you'll be communicating and building trust with your leads, and making sure you have the tools to back it up, your odds for success are much greater.

- **Do you have the appropriate systems in place for this campaign?** This refers to both technology and people systems. Take this opportunity to align your marketing and sales team with clear goals, specific tactics and defined metrics for all to work towards. Employ a sales development process that bridges these two departments using a holistic approach to lead nurturing. Most importantly, if you don't currently use a marketing automation system, investing in a system now can drastically reduce the time and energy it takes to manage and follow-up with your leads.

5. Establish goals

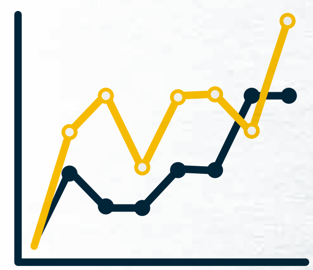
Once you've defined your buyer personas, created appropriate content and have decided which campaign(s) you'll be using, the next step is to establish realistic goals for your campaign. These goals should be specific and include a timeframe for completion. Consider the following:

- Determine the schedule and frequency for each piece of content. Whether it's an email message or a blog post, the timing of that message should be appropriate based on your persona, and where they are in your lead nurturing process. A library of content emails and/or blog posts that's readily available can help to determine when each prospect should receive which relevant message.

- Determine a specific Call to Action - if needed - that should be included in each piece of communication. This could be a request for additional information via email, or signing up for an e-newsletter or webinar.

- Most importantly, determine what type of response to expect from your campaign. Is it additional visits to specific website pages? Number of downloads? An increase in the number of qualified leads that are sent through to the sales department?

6. Test & Measure



One of the benefits of a lead nurturing campaign is the ability to immediately track lead progress, and appropriately adjust messaging and timing to create the best outcome. It's important to track the progress of your campaign through:

- **Website or specific page visits –** Who is visiting your website, and what pages are they moving too? Are there specific pages that generate more traffic than others, and why?

- **New contacts –** How many leads are taking time to fill out your "contact us" form? How many new leads are being entered into the lead nurturing process through other forms of marketing such as trade shows or webinars?

- **Conversion rate –** How many leads clicked on a link in a lead nurturing message and responded to the call to action?

- **Landing page conversion –** How many leads complete a form or download a piece of content from your landing page?

- **Blog views –** Who is viewing your blog posts? Are there specific blog topics that are viewed more than others?

- **Qualified leads and sales qualified leads** – How many leads are qualified, by either marketing or sales as having the potential to become paying customers? If the sales department is rejecting marketing leads, or vice versa, why?

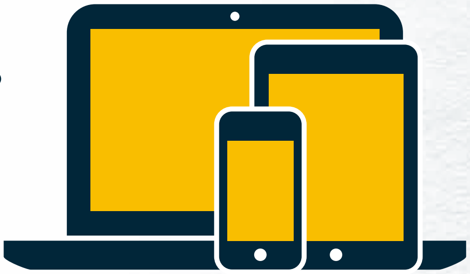
- **Bounced emails** – How many of your lead emails were invalid?

- **Click through rates** – How many leads clicked on one or more links in the lead nurturing email message?

Actively taking part in the tracking of each lead allows for immediate contact and adjustment of messaging as needed. Taking a dynamic approach to your campaign and adjusting content based on your lead's behavior creates a higher probability of success. For example, once someone has downloaded a piece of content, gone through your lead classification process and been deemed qualified, your job is to create the highest probability of contact as quickly as possible. Research shows that as time passes from download, the likelihood of action decreases precipitously.

The Role of Technology & Marketing Automation

Recently, an article in Forbes magazine noted that less than 10% of companies are using marketing automation. And for some companies, that's ok. If you're looking to transform your leads into paying customers, the use of marketing automation technology is vital. Marketing automation is a technology solution that allows businesses to streamline and automate their marketing activities. This increases efficiency and gives the sales development team relevant, relationship-building information that promotes trust, and turns prospects into customers.



There are a number of different marketing automation programs (MAP) available. The MAP you choose is the single most important decision you will make regarding process and is one of the most difficult and important decisions a business can make. The MAP you choose will directly impact:

- The adoption and utilization rate of your program
- The insights and intelligence you gain, allowing you to make quick adjustments.
- The alignment between your sales and marketing efforts.

The following nine criteria should be considered when evaluating your MAP options:

1. **Capabilities** - What does it allow you to do? The best provide a broad set of tools vs. only supporting one or two tasks. Make sure you look beyond automation basics like email and landing pages.
2. **Ease of Use** - A great MAP is intuitive and easy to use, without sacrificing capabilities.
3. **Customization** - To what level can you make the MAP do whatever it is you want to do? A great MAP provides easy access to customize, change and develop templates as you need them.
4. **Personalization** - Increasingly, the lead generation and marketing battle is going to be won on the grounds of creating context. To what level can you personalize the experience to the uniqueness of your visitor?
5. **Alignment** - A great MAP aligns to the entire funnel (top to bottom) and easily integrates and aligns with the sales side. Too many marketing platforms forget the entire reason you're executing a program is to drive sales.
6. **Integration** - There are two factors here. How easily does it integrate with non-marketing technology you use, like your CRM, and additionally, how integrated is it overall? The more pieces you have to use the greater the complexity, the less likely you'll get a clear picture into results and the overall difficulty factor shoots up.
7. **Reporting & Analytics** – The ability to track, measure and assess the impact of your marketing is a necessity. How well does the MAP you're looking at provide insights into what's working and what's not? Does it truly close the loop on assessing performance of various initiatives?
8. **Intelligence** - An effective MAP should make you a smarter marketer, salesperson and executive. How well does you MAP enable you to listen in to the greater conversation, assess what's on the mind of your market and adjust accordingly?
9. **Total Cost** - Add it all up and what's the cost? Don't look at just the price; factor the indirect and opportunity costs as well.

A top notch marketing automation system, along with a dedicated and motivated marketing and sales development team will make sure that your leads receive the most relevant content at the time that best meets their needs.

Tips & Best Practices

Developing and implementing an effective lead nurturing campaign is a learning process that takes time and dedication, yet produces positive results. Following are tips and best practices that can make your campaign successful.

- **Segment your leads** - Make your leads feel like they are the most important with personalized messages related directly to their business needs.
- **Target communications** - Create content that's relevant and speaks directly to their pain points. Lead nurturing is not the time for mass emails with generalized information.
- **Develop relationships with leads** - Make the phone call and start the conversation. This isn't a "typical" sales call where you're able to tell them all about what you have to offer them. This is about listening and learning and working with them to find the best solution.
- **Be strategic with timing** - Continuously assessing your leads and their progress through each nurturing program will allow you to deliver the appropriate message at the most opportune time. Use your marketing automation system to help track prospect campaign progress.
- **Include calls to action** - When it makes sense, include a call to action in your communication. This could be as simple as downloading a "how-to" list or signing up for an e-newsletter, and keeps your leads moving through your nurturing cycle.
- **Work closely with sales to team to qualify and assign leads** - Marketing and sales need to be diligent about strategically qualifying and assigning leads to most effectively move them through the nurturing process. This is a team effort and while it takes time, allows for a more successful outcome.
- **Create supporting content** - Be prepared for your lead nurturing campaign by creating enough content to support your lead nurturing campaign. Having content readily available allows for more time to be spent nurturing instead of writing.
- **Define your key performance indicators and work to understand and track them.**
- **Be dynamic and flexible with the process** – The basic premise of lead nurturing demands a dynamic response, and is not a straight, single-minded path. Being flexible and flowing with campaign integration and lead communication will work to more effectively nurture and build trusting relationships with your leads.

Effective lead nurturing can have a lasting and profound effect on your business' success. The ability to create and manage a successful lead nurturing program requires dedicated people, a powerful and strategic lead nurturing approach and marketing automation technology that guides the process from beginning to end. Here at Imagine, we bring all of these capabilities, along with the passion and expertise that is needed to execute a lead nurturing program.

Let’s Talk About Your Marketing & Lead Generation

Studies show that when sales and marketing efforts are highly aligned, organization achieve an average of 32% revenue growth; and a decrease of 7% when they’re not (source: Aberdeen Group). But what does that mean? How can you tell if your efforts are aligned, and, more importantly, how do you develop the roadmap to ensure they are aligned today…and in the future?

If your sales and marketing efforts aren’t producing predictable, sustainable and scalable sales growth then we need to talk. Our free sales and marketing assessment will provide you:

- An analysis of your current marketing, lead management and sales situation to identify areas in need of improvement
- An in-depth look to figure out which lead generation tactics will work best for you
- An analysis of your sales structure to identify the best way to maximize growth opportunities
- An analysis of your website
- A written report providing the roadmap to make your growth predictable, sustainable and scalable

imaginellc.com/letstalk

Website Resources

Subscribe to The Demand Creator Blog: **http://blog.imaginellc.com**
The Demand Generation Hub: **http://hub.imaginellc.com**
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The Imagine Channel: **www.imaginellc.com/imagine-channel**

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