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# A COMPLETE GUIDE TO **LEAD** NURTURING

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In this guide, we aim to educate you on all things lead nurturing but fundamentally how to nurture your leads.

Nurturing leads is key to successful campaigns and significant business growth.

However, many lead nurturing campaigns fail to hit the mark entirely.

Simply because the campaigns don't have a clear strategy to dig deep with the nurturing aspect.

In fact, 65% of businesses stress that generating traffic and leads is a great challenge.

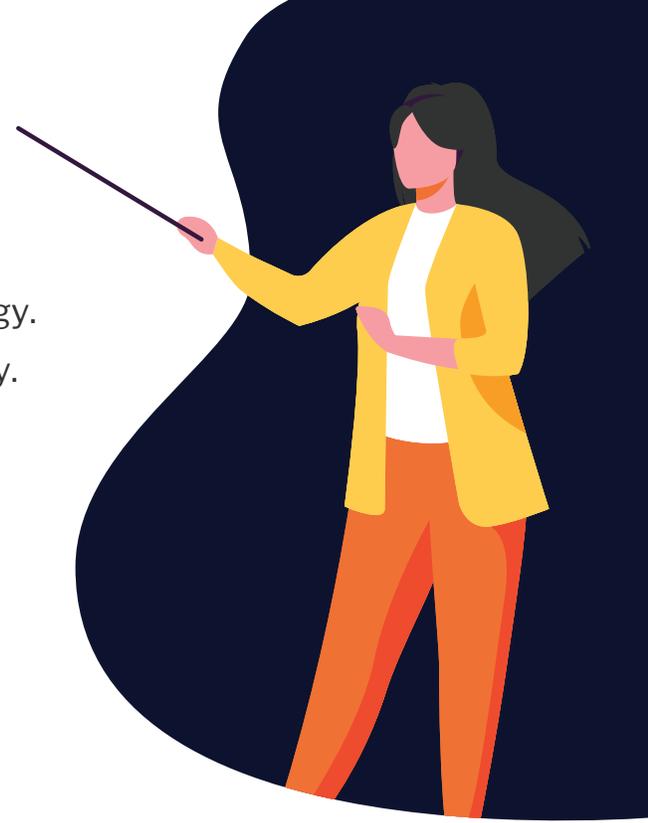
So, If you don't want to fall into that particular percentage, read on.

You'll learn what lead nurturing is, how it can help your business, and what actions you must take to run successful lead nurturing campaigns.



## In this guide, we will demonstrate:

- ✓ Why your business needs lead nurturing.
- ✓ How to establish a successful lead nurturing strategy.
- ✓ The steps needed to set up the required technology.
- ✓ Whom your campaign should focus on.
- ✓ The benefits of multi-channel lead nurturing.
- ✓ How to create the correct type of content.
- ✓ How segmentation works in nurturing campaigns.
- ✓ Tactics for testing, optimizing, and ROI.



## What is **Lead Nurturing**?

We'll begin with the simple definitions to get started: what is lead nurturing?

Lead nurturing is the process of developing and reinforcing relationships with buyers at every stage of the sales funnel.

A successful lead nurturing program focuses marketing and communication efforts on listening to prospects' needs and providing the information and answers they require to build trust, increase brand awareness, and maintain a connection until they are ready to make a purchase.

By developing and implementing an effective lead nurturing program in conjunction with marketing automation, you'll be able to create intuitive, adaptive communications at scale.

This allows you to build long-term relationships with buyers, which builds buyer interest and ultimately builds loyalty and advocacy for your brand. When your lead nurture campaigns are customized, you will be able to measure the interest and behaviors of your buyers as they interact with your brand along the entire journey.

Consequently, you will always be able to make your future campaigns more relevant, and ultimately, more profitable. 79% of marketing leads never convert to sales. Neglecting lead nurturing is going to hurt your business. Make sure you know your stuff by following the tips and advice set out below.



# How Can **Lead Nurturing** Help Your Business?

Consumers and marketing have always had a close relationship, but it's changing faster than ever before.

An individual's decision to buy now takes more time than in the past, as the process includes self-education and the need to build trust with the company they intend to buy from.

Therefore, lead nurture programs must be intuitive, sophisticated, and considerate in their courtship of the customer to champion these ever-changing challenges.

Below are some examples of how a good lead nurturing campaign will help your business in short and longer terms.

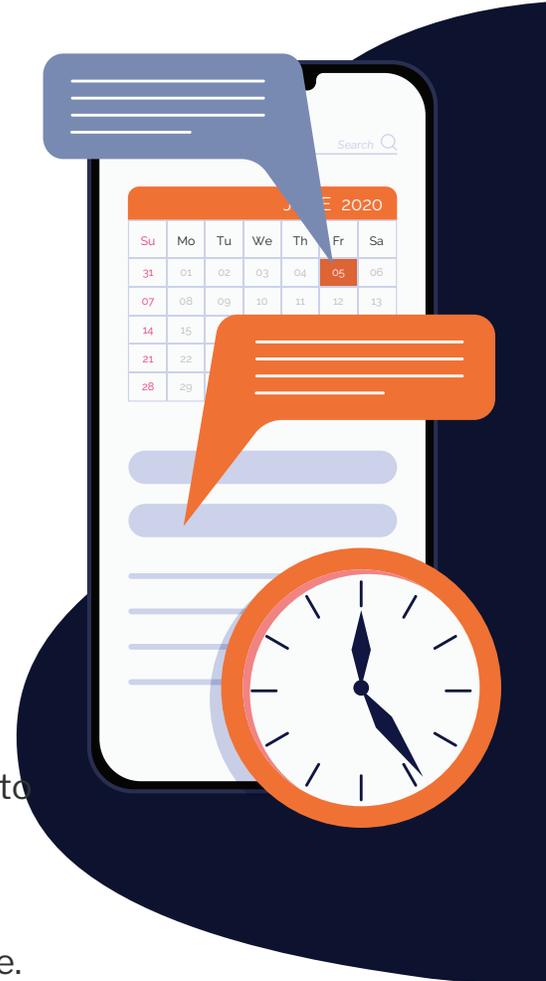
## **1** Generate higher-quality appointments

The purpose of lead nurturing is to build relationships with qualified prospects, regardless of when they are ready to buy, to earn their business when they are.

On top of this, generating leads generates higher-quality sales appointments and increases said appointments' sit or hold rate.

There are three main types of sales appointments you may get:

- ✔ **Hot appointments:** Customers already know what you sell and are motivated to buy. They can afford your offerings, and they have a problem that needs fixing. For the most part, they just want to speak to someone to verify that your business is legitimate before converting. As expected, these are the best sales appointments.
- ✔ **Warm appointments:** Prospects are interested in your offerings, but they need more convincing. Typically, they want to ask questions since they're not 100% confident whether buying your products/services is the right choice. You have to put some effort into converting them.
- ✔ **Cold appointments:** Consumers aren't interested at all in your offerings. Your best bet is to avoid these appointments altogether.



So, it's not uncommon for a lead to turn into a sale quickly. Most, however, don't (e.g., cold appointments). Lead nurturing fills that void.

Numerous studies suggest that buyers only interact with salespeople during the last third of the purchasing process.



## 2 Increase sit and conversion rates

Nurtured leads make 47% larger purchases than non-nurtured leads. This statistic in itself shows just how strong lead nurturing can be.

Increasing sit and conversion rate by nurturing is pivotal to the success of your business, as you can build rapport with customers, qualify them, and get them committed to sitting down and discussing with your salespeople.

In fact, if you've reached this point, you're about to close a sale. What's more, average order value (AOV) is also a key performance indicator that online businesses measure to understand their customers' purchasing habits. Like other vital metrics, AOV can be tracked for any period, but most companies monitor the moving monthly average.

Think about how you can nurture your leads through the promotions and offers you put forward to them. For example, geolocation targeting could help you push on that step in the sales funnel by enticing a new lead to convert.

Such simple lead nurturing tactics have powerful outcomes. Besides, this type of marketing and nurturing approach will encourage a greater sit and conversion rate and AOV.



### 3 Reduce CPA

You can use less-expensive methods for lead generation, and less marketing is good for cost per acquisition (CPA = total marketing costs/number of new customers from the same channel or campaign).

Now, you will get more out of your marketing spend by honing in on nurturing your leads harder and for a longer duration with effective call campaigns and targeted SMS and email campaigns to build rapport.

This happens because you are converting more of the bought leads into set appointments and sales, therefore reducing your CPA.

On the contrary, if you refuse to buy leads and don't nurture them properly, you will lose money and inflate your CPA simply because you are not extracting everything you can from the leads.

### 4 Create more loyal customers

Loyal customers deserve to be rewarded. With a lead nurturing campaign, you can do just this. Think about simple yet effective ways to keep your brand in your customer's good books.

This could involve a rewards scheme exclusively available via email for such customers or something as simple as free shipping during a specific period.

You can apply several lead nurturing strategies to increase your lead score and keep existing customers loyal and happy.

Don't underestimate the power of social media posts either; you could even promote a loyalty scheme via social media.



As a final note, keep in mind that customers appreciate a personalized touch. Building rapport with companies they may hire to do work for them goes a long way in solidifying customer relationships, which every business should be after.

## 5 Establish authority in your industry

Establishing authority in your industry is critical in ensuring that your customers and potential leads have confidence in you.

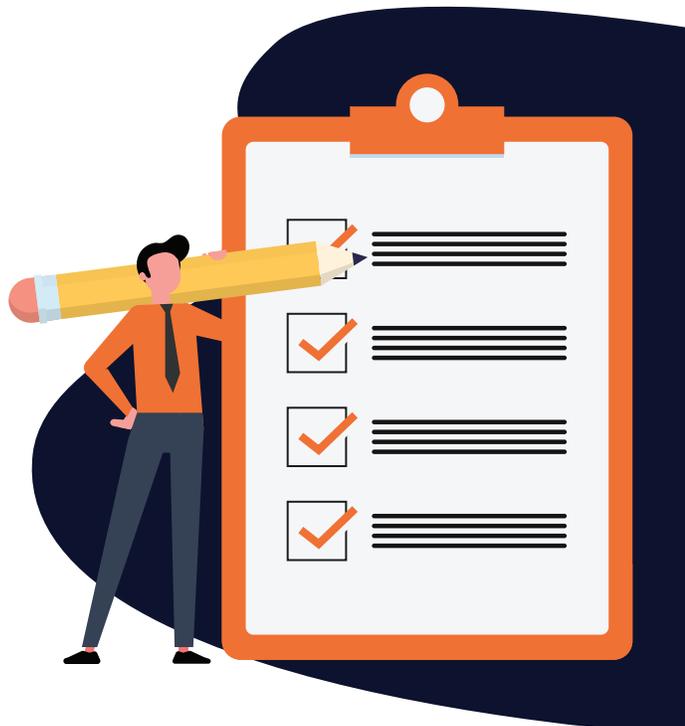
Brands need to showcase their knowledge along with what makes them stand out from the crowd.

As part of your marketing strategy, it is imperative to create valuable content that gives your customers what they want. If you go too hard and heavy with all the sales jargon, your customers are simply going to be turned off.

Using social media is an effective way to build relationships with prospects. In addition to giving them an easy way to reach you, you can also put your content where many people spend their time.

Creating content shouldn't just be about thinking about your target audience but also about generating great material. Follow these steps to improve your content strategy:

- ✓ Create a content plan.
- ✓ Put quality first.
- ✓ Find relevant topics by using keywords.
- ✓ Don't saturate your website with keywords.
- ✓ Don't write for algorithms, but humans.
- ✓ Make sure there are no grammatical errors.
- ✓ Produce relevant content.
- ✓ Make sure your content is valuable.
- ✓ Create SEO-friendly content.
- ✓ Add call-to-actions.
- ✓ Use your other channels to share your content.



# How to Nurture Leads

Now that we've covered precisely how lead nurturing can improve your business as a whole, it's time to look at the ways to nurture leads.

Let's look at the other sales, marketing, nurturing, and automation techniques you can adopt for business growth.

## 1 SMS Nurturing

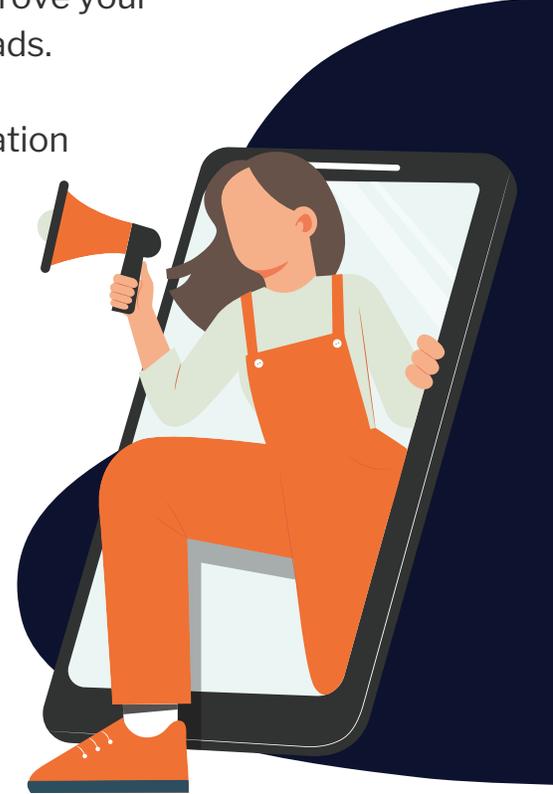
SMS marketing generates one of the highest returns on investment among all digital marketing strategies.

For example, over **45% of SMS campaigns** generate a successful ROI, reaching a whopping 50% when combined with other channels, like email and social media. SMS is also considered one of the most immediate channels available, with a read rate of 97%, within 15 minutes delivery.

SMS is a great channel to get feedback from consumers via surveys. Studies show that, on average, 31% of customers will respond to a survey via SMS and that the **average response time is about 5 minutes**. With SMS marketing, you get great results in a short time.

Plus, SMS is fantastic for enhancing customer engagement across the customer lifecycle. Businesses should remember to vary the type of content they send out to prospects. Customers seem to value both updates and news on developments within the brand and creative messaging.

SMS might be superb as a standalone channel, but it truly shines when combined with other marketing mediums, like email, social media, and calls. SMS, for instance, can remind customers to read an email sent by your business days before. Just a follow-up SMS asking customers something like, "Did you read your email?" helps **increase email open rates by almost 30%**.



Similarly, email marketing is a cost-effective channel that can be customized based on analytics and user behavior. It is possible to target leads more effectively by segmenting email subscribers into smaller groups based on different parameters.

You could send an e-book only to subscribers who purchased past e-books or other similar content, as these subscribers are more likely to accept it. Your entire email list will not open the e-book, and some recipients could be irritated by getting another email, which could damage your relationship.

Segmenting emails is versatile. You can target customers based on the products they browse, the content they download, where they are in the sales funnel, or what emails they open. As you learn more about your prospects, you'll be able to create more personalized messages.

You should also do the following to increase engagement:

- ✓ Make sure the subject line stands out by keeping it short.
- ✓ Write compelling preview text.
- ✓ Add calls to action (CTAs).
- ✓ Be concise.
- ✓ Send mobile-friendly emails.
- ✓ Send relevant emails.
- ✓ Encourage prospects to respond.
- ✓ Whenever possible, run an A/B test.

You can also automate email nurturing. Email lists and recurring emails can be easily created if you have the right tools.



## 2 Retargeting

You can utilize retargeting in your lead nurturing efforts as one of the most effective stealth tools. The power of retargeting lies in its ability to boost brand awareness and conversions.

A low-cost method increases return on investment (ROI) by recapturing lost leads and generating new quality ones.

Retargeting is mainly automated using AdRoll, Retargeter, Google AdWords, or Perfect Audience.

When someone visits one of your website's pages, these and other retargeting tools capture and store their internet protocol (IP) address.

The three key things to do when creating a retargeting campaign are:

- ✓ Take a subtle approach.
- ✓ Segment your data.
- ✓ Be careful not to annoy people.

## 3 Personalization

Lead nurturing with email marketing continues to be highly effective - and personalizing those emails tends to improve results.

**41% of consumers** switched businesses due to a lack of personalization, according to a study by Accenture.

Lead nurturing strategies can be enhanced by specifically customizing emails to the recipient.



Send triggered emails when your visitors complete an action like downloading gated content, clicking on links in your emails, visiting certain pages on your website, or demonstrating a high level of engagement.

Utilizing the power of marketing personalization combined with behaviorally triggered emails, you can deliver the best and most persuasive marketing message at exactly the right time.

## 4 One-on-one interactions

Lead nurturing with this strategy can be an essential part of your nurturing automation process.

Lead nurturing strategies, including one-on-one interactions, should not be outside the funnel; they should be included.

You can schedule a physical meeting with your leads so that you can discuss with them in person rather than via email or social media. Use social media to cultivate relationships when it is impractical to meet in person.



## 5 Align sales and marketing to create a lead scoring system

A successful lead nurturing strategy and increased customer retention come from aligning sales and marketing.

Both sales and marketing can contribute to lead nurturing by identifying the exact point in the buyer's journey that prospects should be transferred between teams. To do this, consider different triggers like lead scoring, workflow enrollment, and conversion events.



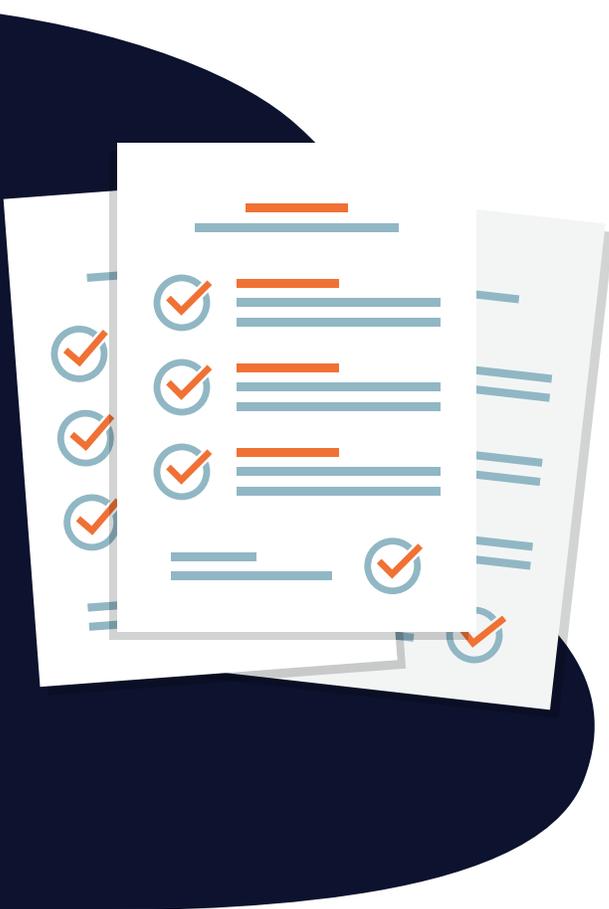
This cross-team collaboration should be outlined in a sales and marketing service level agreement (SLA). It is essential to have an SLA in place so that both teams can account for turning leads into paying customers.

Most marketing automation platforms enable lead scoring by assigning numerical values to certain website browsing behaviors, conversion events, or social media interactions.

Scores determine which should be directly followed up by a sales representative and which should be nurtured more.

To clarify, marketing and sales need to work together in synergy.

Marketing needs to do an excellent job marketing the company and its offerings, while sales need to take the baton and do a great job with customer engagement, outreach, and nurturing. In this way, business success is (almost) guaranteed.



## 6 Surveys

Measure outreach effectiveness and ensure you are meeting prospects' needs using buyer actions and feedback via surveys.

Review lead nurturing track performance data regularly and note stages that receive more engagement or unsubscriptions.

Lead nurturing tracks and messaging should be adjusted accordingly, as necessary, to maximize results.



## 7 Conclusion

To succeed as a company, you have to focus on the one-to-one nurturing aspect, customer outreach, and personalized messaging to stay top of mind and ahead of competitors. Speaking smartly and answering customer questions accurately, letting them know you are doing everything you can to get them on as customers, goes a long way, bringing your business closer to success.

In other words, you need to focus on enhancing the customer's journey. At Attribute, we understand the buyer's journey and what it takes to implement lead-nurturing strategies that work. Our innovative software allows forward-moving marketing teams to analyze their leads and the broader sales funnel with ease.

In addition to this, you can implement automated lead nurturing marketing strategies to ensure you never lose a potential prospect again.

When you choose to utilize our marketing automation software, you'll benefit from being able to track your leads all of the time. No matter the type of marketing automation you have in mind, Attribute software will exceed your expectations.

With Attribute, you get a full 360 view of your leads, and with this, complete control too.

By seamlessly integrating capabilities and real-time data, your nurturing campaign is guaranteed to bring about more leads than ever.

Through building relationships and taking ownership of this aspect of the sales pipeline, you'll outperform your competitors and experience the sales acceleration you want.

If you're ready to grow your business today and keep your prospects engaged right from the start, **Attribute is on hand to help you.**

