

# LEAD NURTURING





## Cheatsheet





### What is lead nurturing?



Lead nurturing is the process of developing and reinforcing relationships with buyers at every stage of the sales funnel by sending relevant, and timely content.

### Lead nurturing best practices

-  Send triggered emails based on actions and interests
-  Personalise content e.g. landing pages and emails
-  Tailor content based on where users are in the customer journey
-  Using insight from the customer journey of closed sales to influence marketing decisions

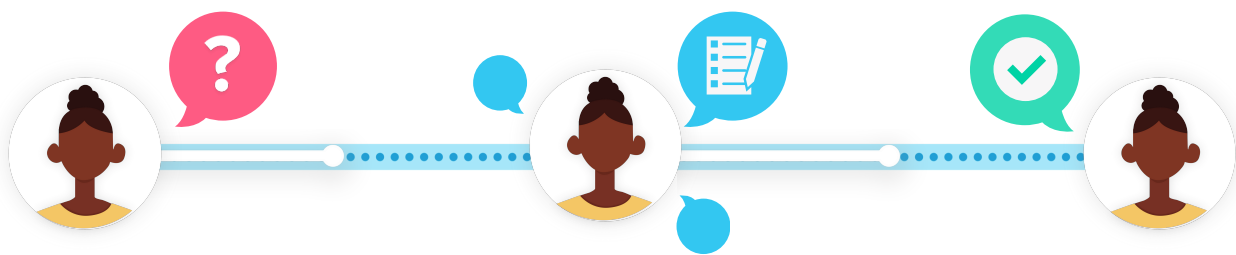
-  Send a generic newsletter on a regular basis to your entire contacts list
-  Calling leads randomly on a sporadic basis
-  Blasting new content to your entire database with no individual context
-  Relying on the same techniques you've always used, not testing or experimenting

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### The buyer's journey

When looking at lead nurturing, you need to take the customer journey into consideration. Without being mindful of where your potential customer is in their journey, you won't be able to send the right content and messages.



#### 01 Awareness stage

In the awareness stage, a user is looking for a solution to a problem.

#### 02 Consideration stage

In the consideration stage, users are deciding between solutions.

#### 03 Decision stage

Lastly, the user makes a decision on a particular product or brand and so purchases.

#### EDUCATION

- eBooks
- Infographics
- Blogs
- Webinars

#### TARGETED INFO

- Demos
- Whitepapers
- Product Guide
- Comparisons

#### ANSWERS

- Free trials
- Case studies
- Pricing
- Reviews

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### Example: Bottom of the funnel lead nurture flow

<b>Day 1</b>	Follow up email with relevant content based on interests
<b>Day 6</b>	Personalised email follow up from sales rep
<b>Day 15</b>	Meeting request from sales rep plus relevant content
<b>Day 20</b>	Check in call from sales rep
<b>Day 30</b>	Email promoting useful content e.g. whitepaper, webinar
<b>Day 45</b>	Second meeting request from sales rep
<b>Day 60</b>	Further email with relevant content
<b>Day 75</b>	Follow up call from sales rep
<b>Day 90</b>	Follow up call from sales rep

### Triggers to accelerate lead nurturing



#### Webpages

Create follow-up campaigns based on when users visit pages like 'pricing' or 'book a demo'



#### Content

Send targeted emails of relevant content based on what users download from your site



#### Emails

Bump users along lead nurturing when they open or click on every email you send



#### Scoring

When a user's score is static, try a different content type or message to drive engagement

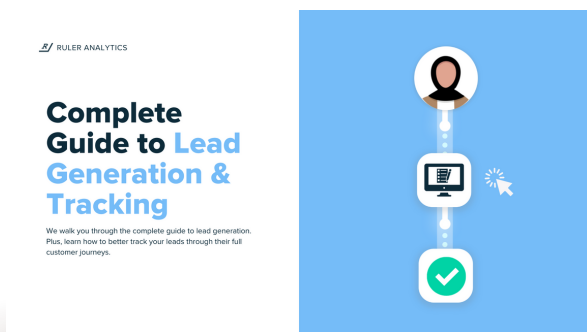
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### Further resources

- ✓ [What is Lead Tracking \(+ 11 Tips on How to Get Started\)](#)
- ✓ [Best Lead Management and Tracking Software](#)
- ✓ [How to Track The Value of Your Leads](#)
- ✓ [What is Lead Source and Tips From 30+ Experts](#)
- ✓ [Lead Conversion Metrics You Need to Track](#)
- ✓ [Marketing Leads: 6 Ways to Track Where Leads are Coming from](#)

### Take your lead nurturing to the next level



[Guide to Lead Tracking & Generation](#)



[Guide to Closed-Loop Attribution](#)