



How a Lead Nurturing Email Program Customized to Personas Improved Click-Through Rates by 14% and Conversion Rates by 10%

ABOUT THE COMPANY

The Client* based in Texas, provides assessment solutions to enable leaders in organizations make critical decision in terms of talent selection and people development. Present in the industry for more than 25 years, the company has been assessing individuals to facilitate customized and effective solutions with the objective of providing a perfect 'person-job-organization' fit.

The company has an experienced team of management consultants, expert psychologists, service professionals and software designers working together to provide customized solutions to enable clients successfully manage human capital.

THE CHALLENGE

The major challenge for The Client was that lead nurturing tools were underutilized and marketers were failing to adopt programs into their marketing mix due to lack of content. While there was a basic lead nurturing campaign in place, it solely focused on delivering content to prospects based on the stage they were in the sales cycle. Although this was partially effective, it failed to capture attention of prospects, which reflected poorly in click-through and conversion rates.

The importance of specific content customized to different marketing personas was identified, however creating content from scratch proved to be time and resource consuming.

THE SOLUTION

The Client contacted Leadsberry, to maximize ROI and effectively utilize marketing budgets. What Leadsberry did is successfully implement a lead nurturing program, providing content that was relevant and attractive to strategically and systematically 'nurture' prospects at every stage of the marketing and sales cycle

Snapshot of Leadsberry's Process



1. Identification of Personas

The first step was to identify personas that were relevant to services provided. Leadsberry identified profiles that were relevant to the business requirement - in this case being Sales Directors and VPs in companies less than 10,000 employees in the Retail, Restaurant and Hospitality industry

2. Selection of Marketing Offer Best Suited for Each Stage of the Sales Cycle

After the identification process, general marketing campaigns that could be targeted to persona categories were recognized. The objective was to create content that was going to be targeted to each stage of the sales cycle to make the campaign more effective.

Basic Points Considered while Identifying Personas

- Demographic Information
- Job Profile and Designation
- Pain Points
- Insights into Personal and Professional Goals
- Daily Schedule
- Feedback on Experience and Expectation

3 Stages of the Sales Cycle and Relevant Content Offered



Different Measurements Used to Assess Conversion Rates for Each Stage

- For top-of-the-funnel offers, visitor-to-lead conversion rates
- For middle-of-the-funnel offers, lead re-conversion rates
- For Bottom-of-the-funnel offers, lead-to-customer conversion rates

3. Customization of Content For Each Persona

Once the personas and marketing campaigns were identified, the content was customized to persona categories. Each offer was fine tuned to suit individual personas. The points that were considered while customizing content based on individual personas included:-

- Individual Persona Interests, Needs and Preferences.
- Presentation of Content
- Language, Tone and Writing Style
- Inclusion of Industry and Persona Specific Examples

4. Integration into Lead Nurturing Program

After content was customized to personas, it was then integrated into the lead nurturing program. Marketing analytics and lead intelligence was utilized to determine how to categorize leads based on individual persona. A lead management system was used to segment prospects and target them with relevant lead nurturing campaigns.

THE BENEFITS

- Through the identification process it was possible to differentiate between customer profiles and recognize content that could be targeted to each persona.
- By targeting marketing campaigns based on the stage in the sales cycle and through marketing analytics, conversion rates improved by 10%.
- Customization of content and integration into the lead nurturing program improved click-through rates by 14%.
A successful lead nurturing program was set up, one that not solely delivered email campaigns, but provided relevant content solutions to individual prospects

Through Leadsberry, we were not only able to implement a personalized, segmented and effective lead nurturing program, we also found that the process efficiently utilized marketing budgets and had a favorable impact on marketing ROI. Thanks for a tailor-made solution!

Benedict Thomas,
Managing Director, Marketing & Sales

*Due to confidentiality reasons, the name of The Client has been withheld.