

# LEAD NURTURING

## - Getting The Basics Right

CONCEPTS AND IDEAS EXPLAINED

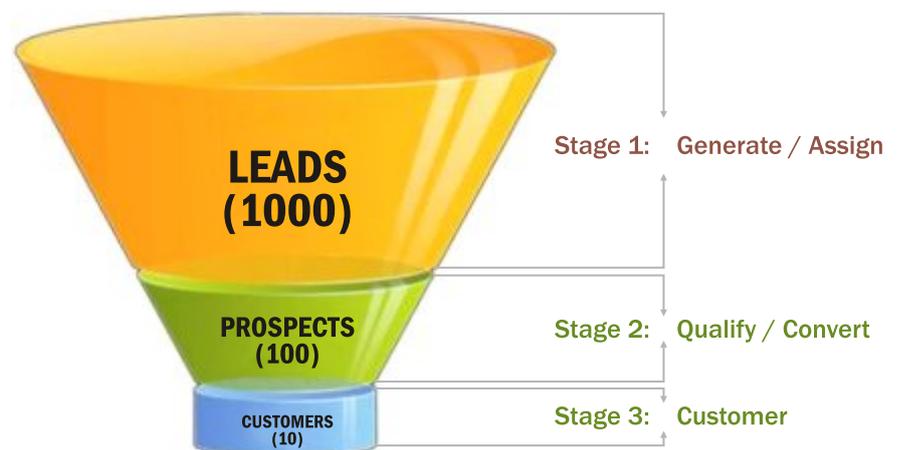


## What is lead nurturing?

If you are someone related to the sales field understanding lead nurturing is very important. Over the years, business houses have lost a lot of income due to sheer negligence on the part of sales personnel. It is important that lead nurturing is an integral part of the sales process. Understanding lead nurturing does not require one to be a master of sales, but once a firm grasp on lead nurturing is had, it is easy to master it. Some of the biggest corporations all over the world recognize and incorporate essential lead nurturing capabilities into their operations. We shall walk through the various aspects of lead nurturing, where it figures in the lead nurturing process and what importance it has to the entire operation.

### Basics principles

- Lead generation
- Lead management
- Content
- Conversion



These basic ideas are the back bone of lead nurturing. Every platform that we see today uses these concepts. These are essential in making the process work. Every organization has a different and unique set up. While using these parameters, one can change, adapt and ensure that these principles are common.

Over the years, there has been a shift in the way leads have been handled. There has also been a steady shift in the way leads have been collected. This means that the landscapes of sales and marketing have changed. But these basic ideas have remained. Understanding them and using them helps in creating a stellar sales record, decrease spending and increase revenue.

## Lead Generation

This requires the collaborative effort of the marketing as well as sales and advertising division. The traditional methods of generating leads have gone stale. The entire operation of advertising has become redundant in various sectors.



The only reason why many of the big corporations spend millions on advertising campaigns is to generate brand image and identity. Surveys have shown that advertising does influence the user with regards to brand recall but purchase decisions are an entirely different scenario.

Always keep a list of prospective clients, and always ensure that this list is looked into and worked on every day.

## Facebook is the new newspaper

Social media is one of the biggest names when it comes to lead generation today. With an amazing number of people opting to be online than off, this is the place to be seen and heard. Viral marketing, blogging, face book, LinkedIn, Twitter and other such hugely popular social media tools and sites have gained a prominent foot hold in the marketers work book.

Making oneself aware of the immense opportunities which are available through social media is the stepping stone to tapping its potential.

Many of the successful companies have a very strong presence online. Another very effective tool which is utilized today by the sales team is the power of the email. Email marketing is still the single largest means of generating sales worthy leads today. With a combination of social media presence, email marketing and clever content delivery, lead generation is taken care of.



## Lead Generation

### Using the right tools

One of the most crucial aspects of successful sales is lead management. There are certain principles that one needs to follow while doing lead nurturing.



### EVERY LEAD CARRIES THE PROSPECT OF A SALE

Every lead should be given its due importance. It has been seen as a trend that leads generated do not get the desired exposure because of various reasons.

Segmenting leads according to their awareness level, method employed to gain the lead and readiness to purchase the product helps in giving a lot of focus to the entire operation.

Using a system which will ensure that proper actions are taken time to time on the leads, such as news letters are sent, email campaigns are run, offers are presented, information bulletins are sent and so on.

## Smart marketing beats Bulk Marketing - Always

Do not bombard the leads with bulk mails, text messages giving them information that they would not want at that particular time in the buying cycle. This asserts the point of segmentation and working according to the segments.

A person who is in the final stages of closing the deal and making a purchase will be annoyed with calls telling him about products or surveys.

### CONTENT

Content is key. This is of utmost importance today. The reason being this. An average internet user spends around 42 hours online in a month. He is going through gigabytes of data in this time.

To hold his interest it is essential that the content that is provided is fresh, crisp, and to the point. Email marketing holds content as one of its main weapons. With users flooded with hundreds of emails in a day, to be heard and seen is a task in itself.

The best way to put it across is use content which is eye catching in its details. It should provide the reader a clear idea about what has been said,

Lead nurturing-getting the basics right Concepts and ideas explained

### Conversion

This is the last and not in any way the least important. If lead management is done as per the guidelines, and work is done diligently, it is possible to obtain higher conversion rates. It is a simple formula. If the basics are right the results will follow naturally.

When companies have followed these rules tweaking them to their environment, they have all reported profits. Hence the bottom line is to be strong with the fundamentals. A systematic dynamic lead management system is half the work done.



### About Leadsberry:

Leadsberry offers high-quality lead management solutions customized for large and small businesses. Leadsberry's world-class lead management tool has helped businesses generate sky-high ROI by completely automating their lead nurturing process. Their marketing automation tool is one-of-a-kind wherein clients are able to generate, follow-up, score, nurture, analyze and convert leads into deals. Since inception Leadsberry's innovative lead nurturing tool has helped its clients automate their lead generation and follow-up completely and bolster their sales double.



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