

Why **LEAD NURTURING** is Important?



The Executive Summary

Lead nurturing is an overwhelming but indispensable task. Considerable time and efforts are invested in making a lead sales-ready. Since lead nurturing is an expensive, time-consuming and challenging affair - marketers are cornered to make the most out of every lead they attract.

Lead Nurturing For Sales Opportunity

The ultimate objective of a lead nurturing program is revenue growth via business sale. Companies spend a lot in attracting leads through various channels and building up a prospect list. The problem arises because the new leads are not yet ready to make a purchase decision.

Since industry standard says 50% of qualified leads are not ready to buy immediately, marketers need to engage the leads with meaningful and relevant content in the interim. The important questions a marketer needs to ask here are:

- How long does it take for a lead to become a customer?
- What is the overall cycle time for different types of purchases?

The answers to the above questions will empower a marketer to strategize effective lead-nurturing campaigns that will contribute to the bottom line of a company.

Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost

| Forrester Research Report



The marketer’s actions are targeted towards one definite goal - to make prospects sales-ready.

When a prospect sends an email or makes an inquiry, he might be just researching and not ready, at all, to take a purchase decision. Marketers need to qualify those kinds of leads in a nurturing campaign, gently trying to graduate the prospect to a customer. If the prospect expresses more interest, making a more detailed and in-depth sales inquiry or request for a product demo - it is a clear indication that things are moving in the buying line.



The buying stages of leads funnel

- Awareness
- All names
- Engaged
- Prospects
- Qualified Leads
- Sales Qualified Leads
- Opportunity
- Recycling

A prospect travels through many stages in Lead Nurturing cycle. But at no point should a prospect should be left unattended.

From the above funnel, it is crystal clear that the lion’s share of the time is spent on pre-marketing qualified leads. That is precisely where building of “customer relationship” takes place. It is all about working on trust and staying relevant to the prospects by keeping them engaged. So when a prospect becomes sales-qualified lead, the transition to the buying opportunity is smooth and seamless.

Post sales, a marketer needs to engage the prospect in a meaningful recycling process. They should pursue and keep all the avenues open so that a prospect can be brought back to the marketing-sales funnel for nurturing.

61% of consumers say

they feel better about a company that delivers custom content; they are also more likely to buy from that company

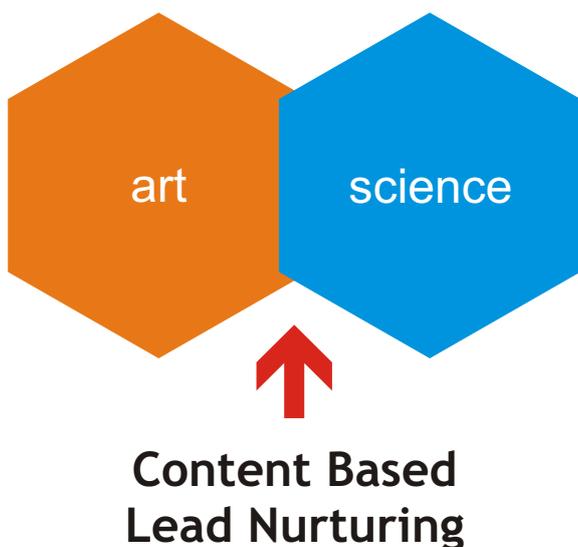


- Custom Content Council

Marketers not focusing on quality content while nurturing leads run the risks of losing customers.

The secret to lead nurturing is customized content. Segmenting and profiling of content according to the leads coming from emails or social media sites helps in drafting highly accurate and relevant content. So content can be educational or promotional, depending upon the prospects and where they are coming from. It is highly erroneous to share one size fits all content with every leads.

On the other hand, customized target content can works wonders for lead nurturing. People love to follow great content. Concise but value offering content helps conversion better.



Smart marketers blend the science of understanding the prospect's need and the art of timing.

They ensure that the right content reaches the right person at the right time.



Summing Up

Marketers must approach lead nurturing holistically and view everything from the customer point of view. Depending on the current position of the sales funnel, a marketer needs to treat prospects accordingly. Nurturing leads and routing them to a sales rep is a delicate and finely balanced process. Leads need to be engaged with relevant content at every phase of the sales funnel.

Ultimately, it is relationship and valuable information that will drive a lead up to the purchasing decision.

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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