Simple steps to lead nurturing success
Gain maximum rewards for your business

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Lead nurturing, is it essential for modern marketers?
What is lead nurturing?

…the process of cultivating leads who are not yet ready to buy

(Research: SiriusDecisions)

20% of leads are followed up on by sales reps.

70% of leads followed up on are disqualified.

80% of disqualified prospects go on to buy from someone within the next 24 months.

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We said nurture - not spam!
Successful lead nurturing...

Anticipates the needs of the buyer.

Helps accelerate active opportunities for purchasing.

Keeps prospects engaged.

Increases the conversion of unqualified leads to opportunities.

Builds strong brand loyalty.
Quick quiz 01

Lead nurturing typically focuses on generating new enquiries.

True or false?

Lead nurturing is about helping prospective buyers along in their educational journey.

True or false?
More, so much more, than just email

Think of lead nurturing as a series of communications in which each step has a clear and concise objective . . .
The key elements for unlocking lead nurturing success

- Segmenting Prospects
- Give to Get
- Progressive Profiling
- Nurturing Customers
- Customer Focus
Quick quiz 02
So why should you define a lead nurturing program?

A. To gain valuable insights into your prospects and customers.
B. To build brand loyalty.
C. To maximize revenue potential - in both the short and long term.
Step 01 – How to define a lead nurturing program

Understand your buyer ...

What are your customers’ pains?
What purchase processes do they follow?
Why should they be interested in your product?
Meet Princess Meg, heir to the throne of Mandoria
Step 02 – Pinpoint what motivates your buyers...

Analyze your past campaigns and learn from your successes and failures.
Meet Modern Mark, Senior global matchmaker at royalmatches.com
Step 03 – Whiteboard the ideal user experience...

• Start from the final goal and make a blueprint.
• Develop a structure that makes the most sense for your business.
• Try to anticipate any roadblocks to implementing
• Make revisions.
Mark whiteboards the ideal user experience

Target audience:
Titled or wealthy bachelors or bachelorettes

Customer journey:
Discovers royalmatches.com through Google search, recommendation or via social channels, reads our content, possibly attends one of our events (buying decision may take 3-6 months)

Final goal:
Subscription to royalmatches.com
Roadblocks

Target audience:

- May be cynical about romance.
- May see online dating as less appropriate than traditional methods.
- May not believe we have access to ‘the right sort of people’.
Step 04 – Define your lead nurturing program...

Determine the:

- Campaign goal.
- Message flow.
- Content offers.
- Communication channels (for example, perhaps email works better than the phone in one stage).
- Overall cadence based on previous interactions.
Mark decides to implement an automated ‘welcome campaign’.

He thinks: what are the three most important things we want leads to know?

1. royalmatches.com has over 1,000 members.
2. royalmatches.com was founded by the Viscount of Kourdistan in 1882.
3. Your chances of finding true love are doubled by enlisting a matchmaker.
Step 05 – Automate communications!

Remember:

• Pay attention when customers opt-in and out of messaging.

• Make it easy for customers to manage preferences wherever they interact with your brand.

• Keep an up-to-date record of this data.
Mark builds a workflow

Download eBook ‘Someday my prince will come: 5 steps to finding true love’

Submitted Form

Add to program
And they all lived happily ever after
Best practice

Start simply – and focus on incremental steps.

Look for opportunities to automate. For example:

- A program to “warm up” leads.
- A program focused on education.
- An “accelerator program” to move leads on to the next stage.
- A “re-engagement program” for leads who have not engaged for some time.

Nurture by stage - build a progression of messages from awareness to education to validation.

Measure effectiveness by tracking KPIs meaningful for your business.
Customer nurturing

Nurturing programs for:

New customers onboarding

Product adoption

Contract renewal

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## 6 types of lead nurturing

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Campaign</td>
<td>Welcome new subscribers</td>
</tr>
<tr>
<td>Education Campaign</td>
<td>Get them ready to talk to Sales</td>
</tr>
<tr>
<td>Why Us Campaign</td>
<td>Overlay your solution on top of their need</td>
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<tr>
<td>Accelerate Campaign</td>
<td>Remove roadblocks, speed purchase decision</td>
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<tr>
<td>New Customer Onboarding</td>
<td>Welcome new customers</td>
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<tr>
<td>Customer Loyalty/Retention</td>
<td>Retain and develop</td>
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<tr>
<td>Introduce brand</td>
<td>Spell out next steps</td>
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<tr>
<td>Reiterate subscription benefits</td>
<td>Opt-in to something else</td>
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<tr>
<td>Educate about value prop</td>
<td>Spell out next steps</td>
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<tr>
<td>Differentiate your brand from</td>
<td>Opt-in to something else</td>
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<tr>
<td>competitors</td>
<td>Spell out next steps</td>
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<tr>
<td>Reiterate value prop</td>
<td>Opt-in to something else</td>
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<tr>
<td>Include relevant case studies</td>
<td>Spell out next steps</td>
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<tr>
<td>testimonials</td>
<td>Spell out next steps</td>
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<tr>
<td>Provide decision tools</td>
<td>Spell out next steps</td>
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<tr>
<td>Thank them</td>
<td>Spell out next steps</td>
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<tr>
<td>Identify next steps</td>
<td>Spell out next steps</td>
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<tr>
<td>Reiterate purchase/relationship</td>
<td>Spell out next steps</td>
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<tr>
<td>benefit</td>
<td>Spell out next steps</td>
</tr>
<tr>
<td>Seek feedback</td>
<td>Spell out next steps</td>
</tr>
<tr>
<td>Tips/tricks to get the most out of product</td>
<td>Spell out next steps</td>
</tr>
</tbody>
</table>
Build a truly integrated campaign.

Combine generic and personalized communications.

Integrate email and outbound teleprospecting.

Re-engage lost deals/no decision.

Empower sales reps.
Tools and technologies

- Marketing automation
- Cloud connectors
- CRM
- Mobile
- Voice
- Social Media
- Email
Case study: Thomson Reuters

Before:

‘Batch and blast’ email.
Leads routed to Sales based on the campaign they responded to, rather than quality.
Sales team discarding non sales-ready leads.
Case study: Thomson Reuters

After:

Data standardization.

Lead nurturing programs created for leads that were not sales-ready.

Teams analyzing ‘Digital Body Language’.
Case study: Thomson Reuters

The results:

- Increase in number of leads sent to Sales.

"The new, shared insight into our lead management funnel provides a clearer picture of the quality and quantity of leads needed to achieve revenue targets."  

Mike Thompson, Vice President, Global Marketing Services, Intellectual Property & Science, Thomson Reuters
Quick quiz 03

1. Can your company afford to abandon prospects or leave customers unattended?

2. By nurturing leads, will you improve your marketing processes?

3. Will your company reap rewards by devising and implementing a formal lead nurturing program?
Thank you