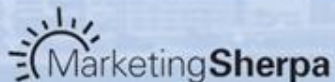


How to Design Email Lead Nurturing Programs that Drive Sales

Brian Carroll,
InTouch

Thursday, January 21, 2010



EM@IL SUMMIT '10
5TH ANNUAL
Expo & Awards

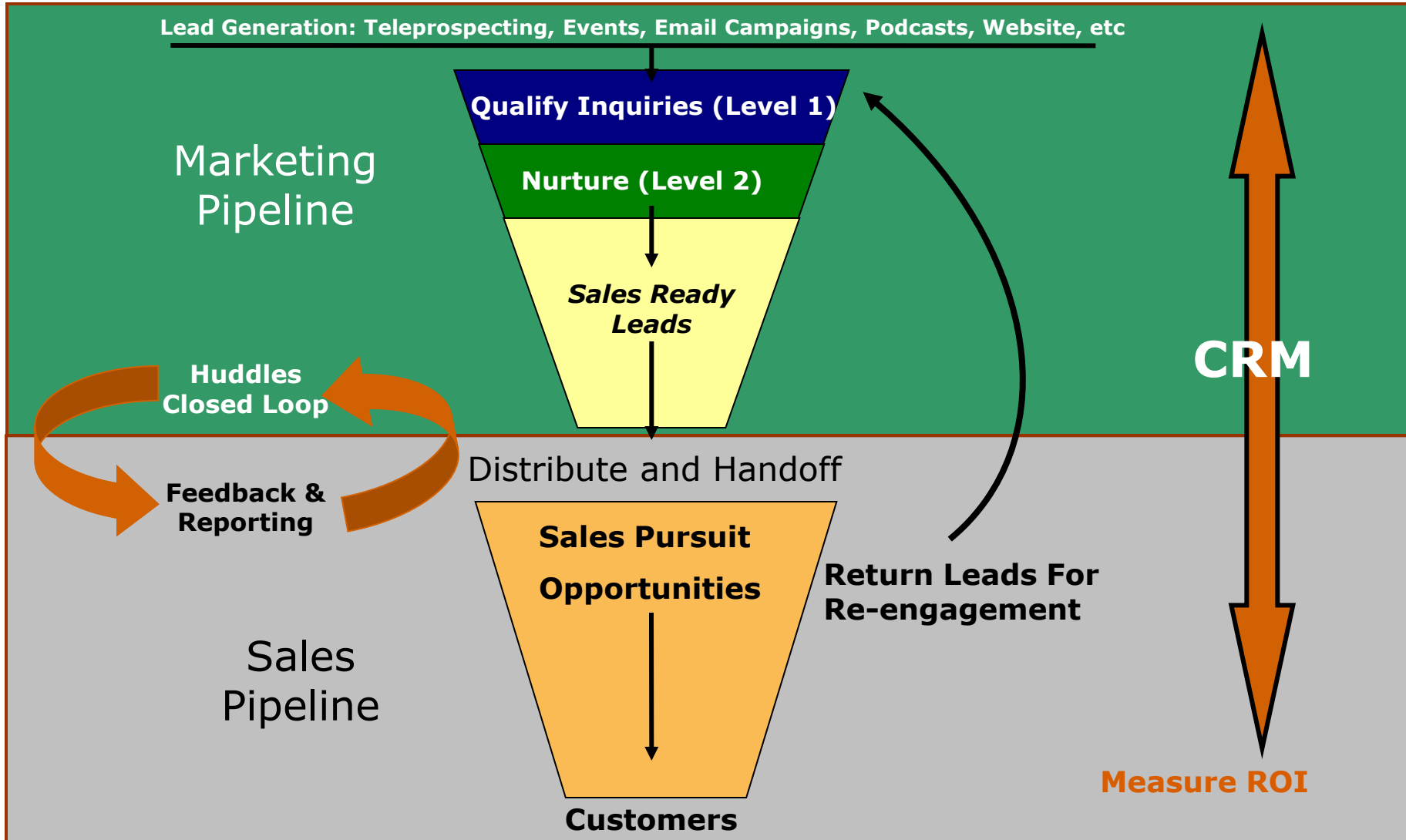
The Case for Lead Nurturing

- 80% of marketing leads wind up...
 - Lost
 - Ignored
 - Discarded
- Long-term leads (future opportunities), often ignored by salespeople, represent 77% of potential sales!
- 73% of companies have no process for re-qualifying and revisiting business leads

Lead Nurturing Defined

Lead nurturing is a **relevant** and **consistent** dialog with **viable** potential customers, **regardless** of their timing to buy.

Connecting Marketing and Sales Pipeline



Lead Nurturing Case Study

Before Lead Nurturing

- ❑ Generated more activity, same results
- ❑ Marketing felt leads go in “black hole”
- ❑ Sales didn’t pursue early stage leads
- ❑ Unable to consistently measure ROI

Action taken:

- ❑ Nurture early stage and past leads not touched by sales

Results

Lead Nurturing Case Study

Before Lead Nurturing

- ❑ Generated more activity, same results
- ❑ Marketing felt leads go in “black hole”
- ❑ Sales didn’t pursue early stage leads
- ❑ Unable to consistently measure ROI

Action taken:

- ❑ Re-engage and nurture early stage and past leads not touched by sales

Results

- ❑ Majority early stage leads actively nurtured - **Grew from 0% to 60%**
- ❑ **375%** growth in sales ready leads
- ❑ **200%** more opportunities in sales pipeline
- ❑ **\$6 million** in additional sales pipeline growth in 12 months
- ❑ Results achieved with budget reallocation not budget increase



What you need to understand: Nurturing leads with relevant communication and multiple touches increases conversion.

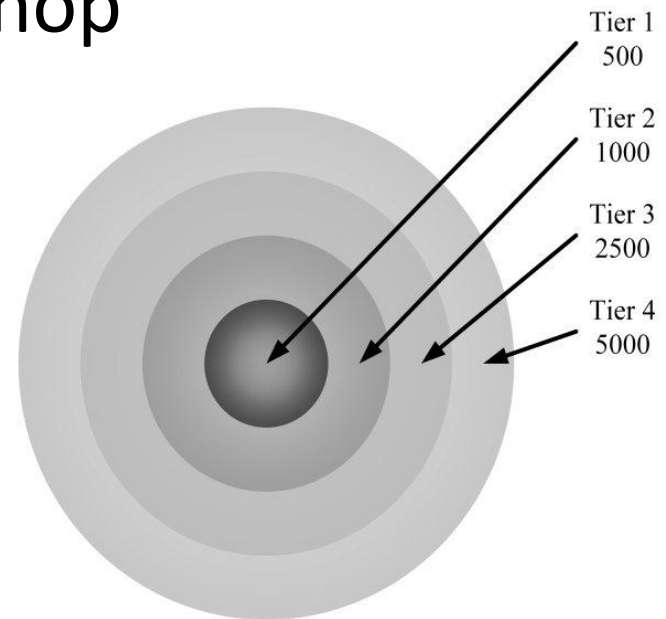
5 Steps to Successful Email Lead Nurturing

1. Understand your audience
2. Develop your messaging strategy
3. Build your lead nurturing library
4. Execute multimodal and multi-track
5. Track and measure engagement

Step 1: Understand Your Audience

Ideal Customer Profile Workshop

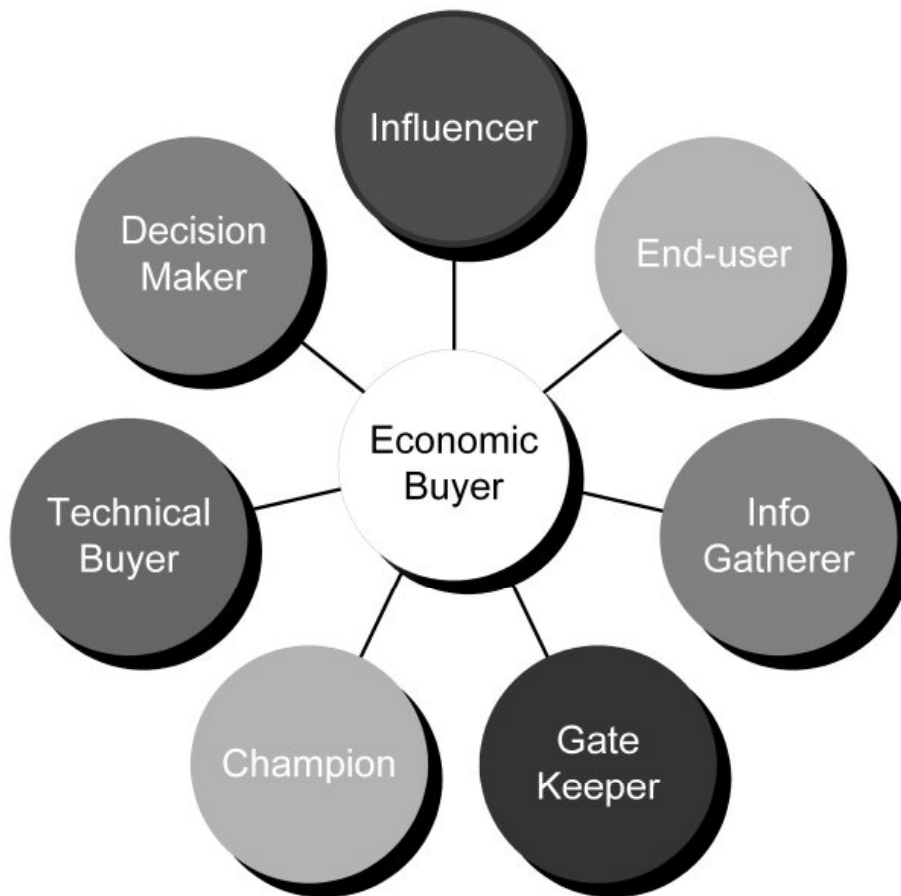
- Industry
- Company Situation
- Trigger events
- Sphere of influence



Tip: Review and interview your best clients and prospects first. What do they share in common?

Step 2: Develop Your Messaging Strategy

Who's involved in the buying process?



How deep do you want to go?

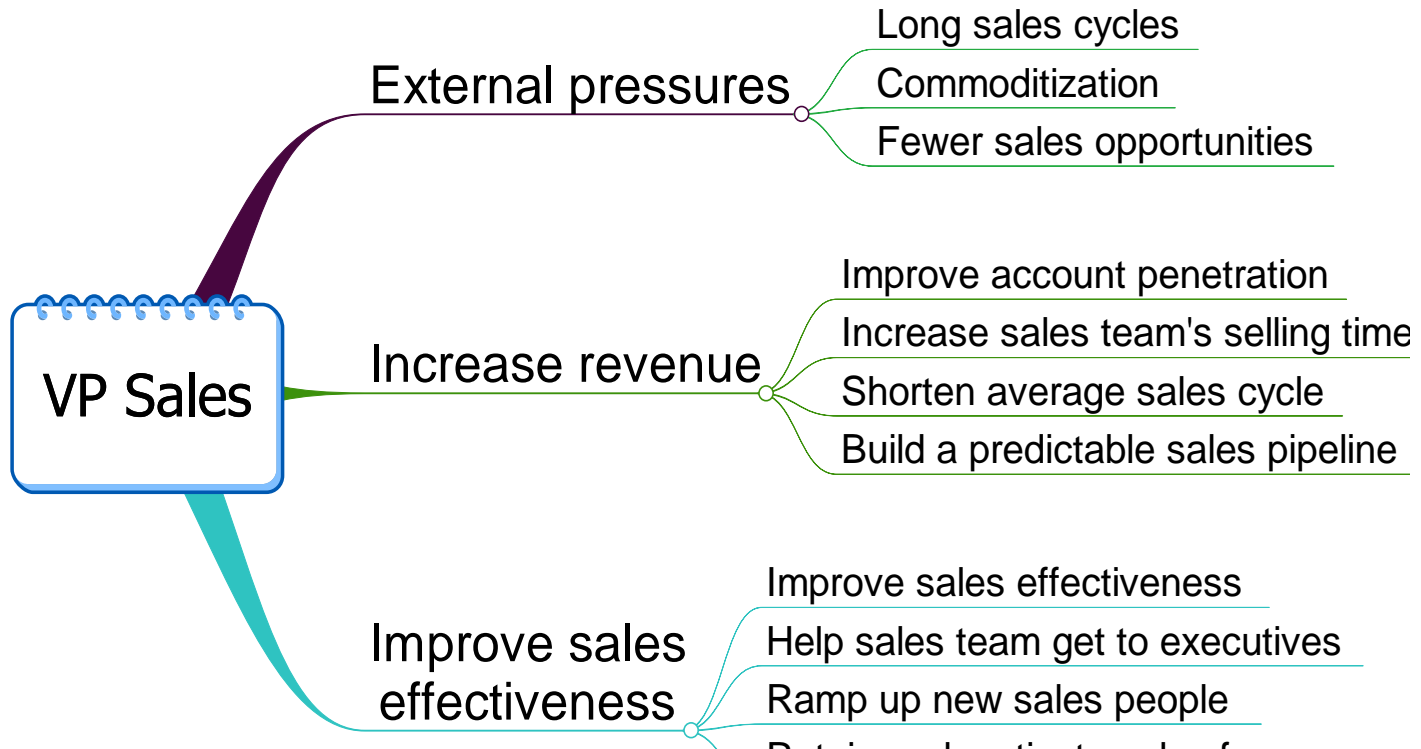
Message Development

Who's involved in the buying process?

- What is their functional role / job function?
- What are their priorities and challenges?
- What industry are they in?
- How do they work?
- What are their anticipated needs?

Tip: Talk to your sales team and interview them on what they are hearing.

Message Map Based on Role (Relevant)



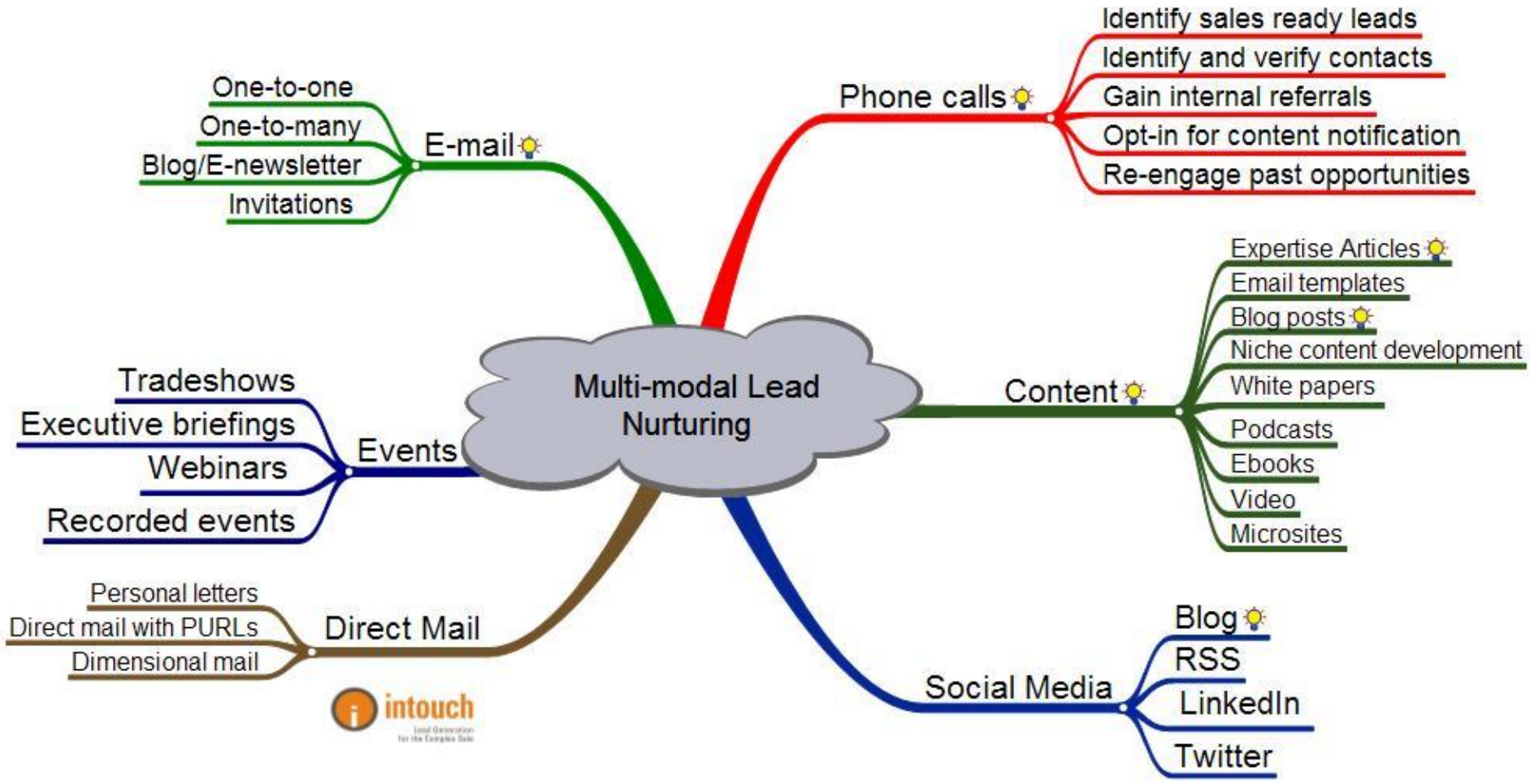
Step 3: Build Your Lead Nurturing Library



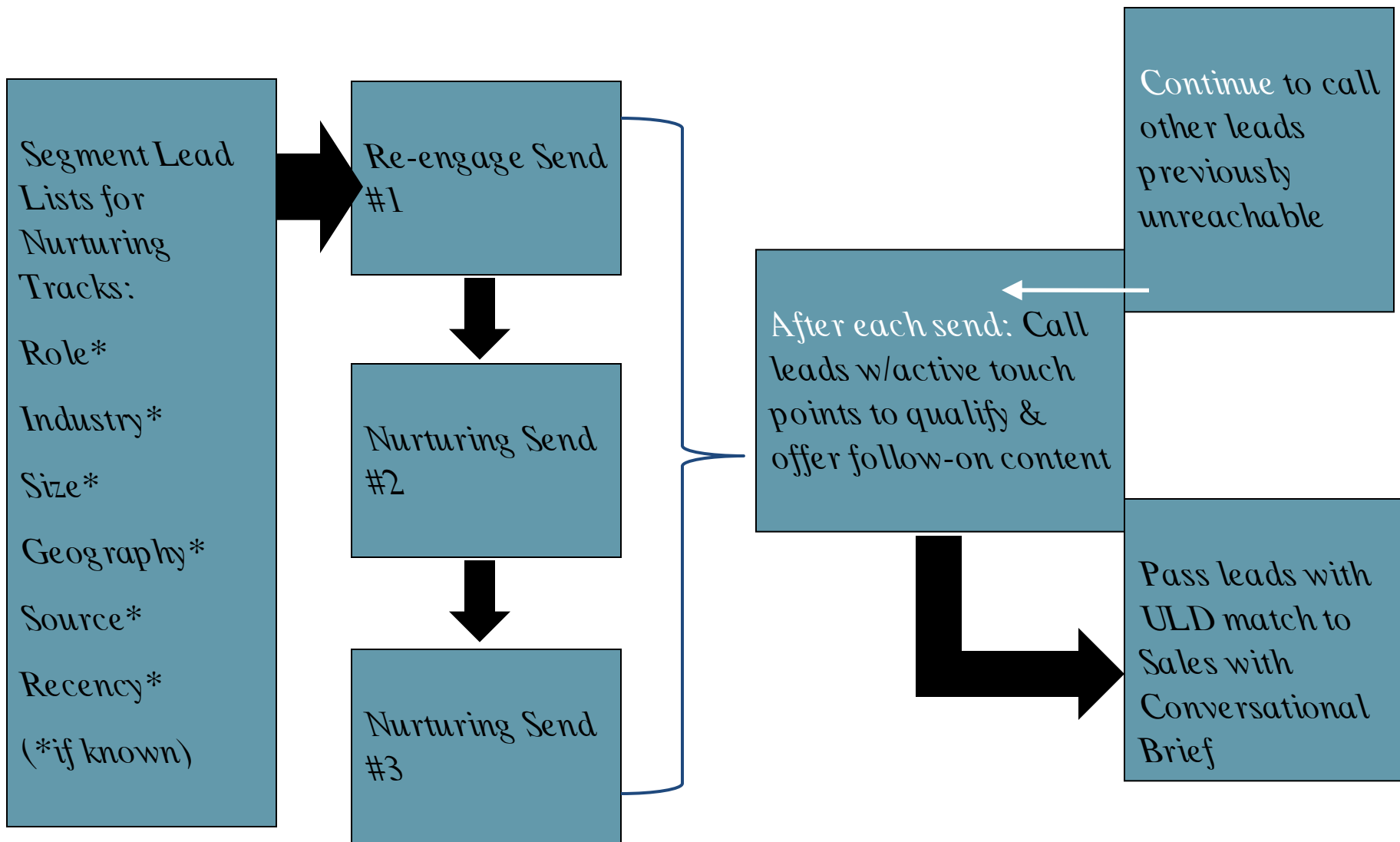
Resource: "Thought leadership for Lead Nurturing" (content strategy)

http://blog.startwithalead.com/weblog/2005/06/using_thought_l.html

Step 4: Execute Multi-Modal and Multi-Track



Lead Nurturing Flow



Lead Nurturing Track

Track 1	Email and Related Article Content
Step 1	Article about automation for better IT productivity
Step 2	Article about how automation ends the IT time monopoly
Step 3	Article about elevating IT power with remote control
Step 4	Article about simplifying IT endpoint management
Step 5	Article: IT manages shifts in user preferences
Step 6	Application virtualization improves IT efficiency
Step 7	IT efficiency can boost business growth
Step 8	Article: IT Excellence is a Business Service
Step 9	Complexity - Peel the Onion of Endpoint Security Risks

Progressive Lead Movement Across Buying Stages



Multi-track Lead Nurturing

IT Manager Q1 2010

Month 1	Relevant white paper via e-mail with voice mail
Month 2	Link to relevant expert podcast via e-mail with follow-up call
Month 3	Invitation to webcast via e-mail with follow-up call

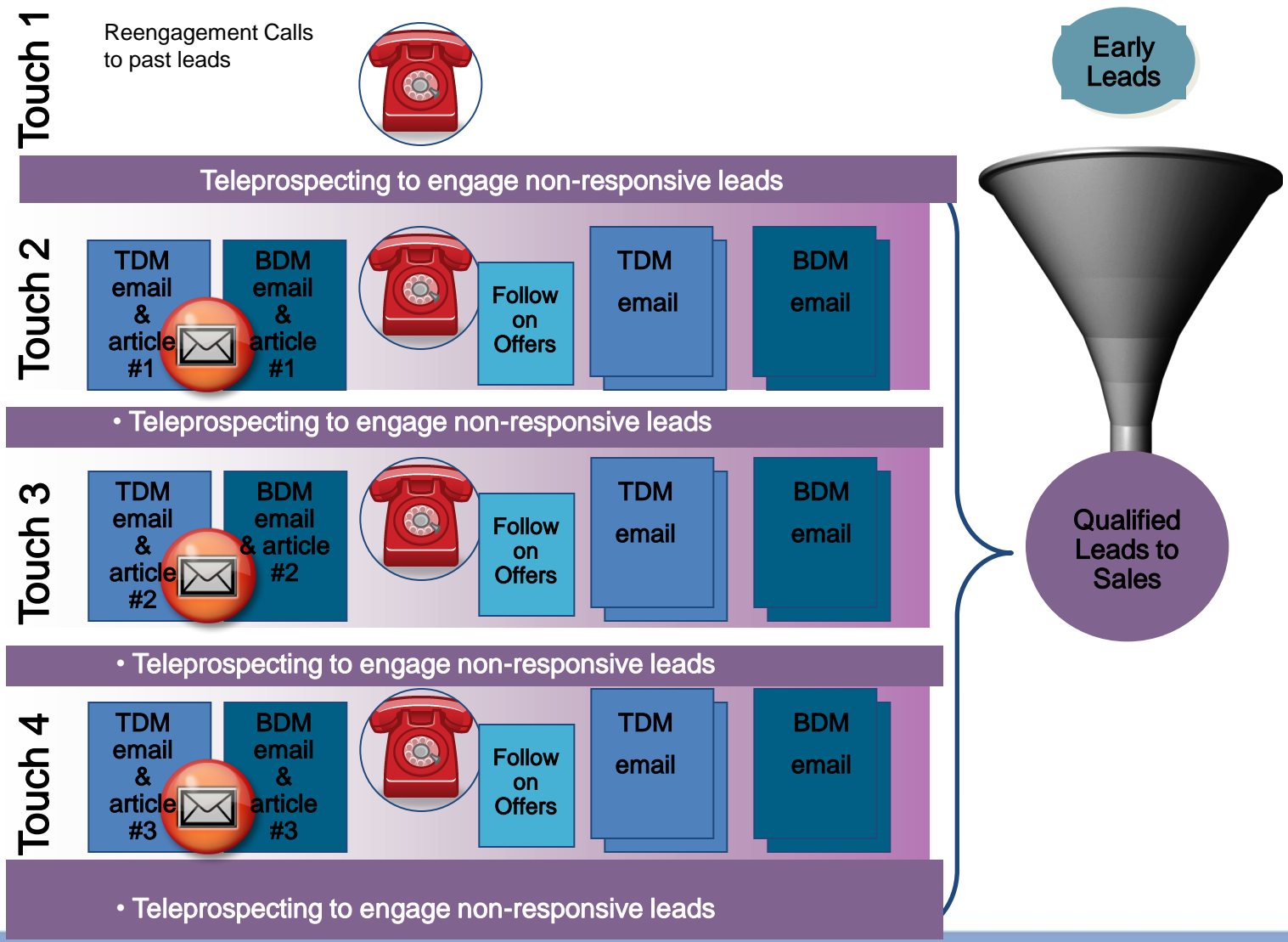
IT Director Q1 2010

Month 1	3rd party article on virtualization via e-mail and voice mail
Month 2	3rd party article on server consolidation via e-mail with follow-up
Month 3	Link to relevant IDC analyst podcast via e-mail with follow-up call

CIO Track Q1 2010

Month 1	Free executive report via direct mail with follow-up call
Month 2	Invitation to executive rountable via e-mail with follow-up call
Month 3	Link to relevant Podcast via e-mail with follow-up voicemail

Lead Nurturing Execution



Sample Email #1

Template
driven

Send article of
interest

Integrate w/
CRM

Personalize
from assigned
Rep

Subject: Article about how automation ends the IT time monopoly

Pat,

I thought this article about the increased control IT gains from automation would be relevant to helping your team get more done. Imagine the impact of faster company-wide synchronization, less worries about your IT infrastructure and the added productivity your team can bring to strategic projects.

[Read this article, "Give IT More Time"](#)

Take a look and let me know if you have any questions. If you can use more time to deliver on strategic objectives, we have a suite of tools to help.

Best regards,

Mike Jones

Sample Email #2



FirstName,

We'd like to thank you for your interest in reporting. I trust you found the information useful in helping you learn about the benefits and value of reporting when delivered through a simple and proven business intelligence (BI) platform like IBM Cognos 8.

To get a clear idea of what that "complete" solution should look like, and how IBM Cognos delivers it, I think you'll find it interesting to also download and read "[The Full Promise of Business Intelligence](#)," an IBM Cognos white paper.

This white paper is a great way to extend and share what you've begun to learn about IBM Cognos 8 BI. I encourage you to download and read "[The Full Promise of BI](#)" at your first opportunity.

Thanks again for your interest in IBM Cognos solutions.

Regards,

Dean Harrison
Marketing Manager

P.S. If you'd like more information or want to ask a question, [please click here to get in touch with us](#). Or, you can call us now at **1-866-601-1934**.

Invite Interactions

- Clickthrough
- Follow the Story
- Reply
- Refer
- Register
- Tweet / Retweet



Step 5: Measure Engagement

- Email interactions (opens, clicks and replies)
- Website visits (product or service pages)
- Collateral downloads (registration or clicks)
- Event attendance (webinar, tradeshow)
- Request info (contact us form, email request)



What you need to understand: Lead engagement doesn't equal sales readiness! Use lead engagement to prioritize human touch follow-up.

Takeaways

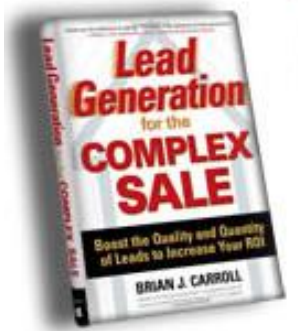
- Co-create lead nurturing process with sales' input
- Start collecting your lead nurturing content now
- Don't start until you have at least 3 touches planned
- Test each email touch
- Don't rely on email only for lead nurturing

Now let's address some of your specific questions....

Credits/Thank You



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Other lead generation resources:
www.startwithalead.com
www.leadgenerationbook.com
<http://blog.startwithalead.com>



<http://www.linkedin.com/groupRegistration?gid=1941474>