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5 Ways To Nurture Leads



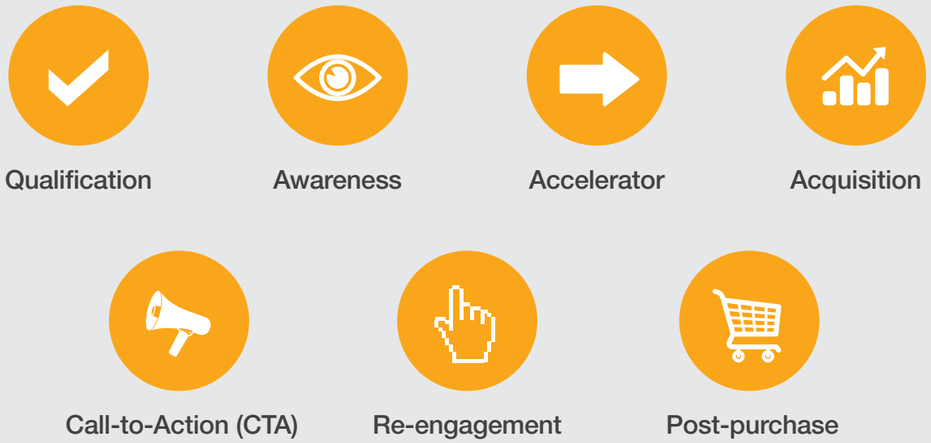
5 Ways To Nurture Leads

Lead nurturing is how to get the results you want from your marketing activities - follow our 5 easy steps to do it right.

In case you hadn't already heard, lead nurturing is vitally important in modern marketing. In fact, it's an essential activity for a business to remain successful today and in the future. Don't just take our word for it though - research has shown that:

- **Lead nurturing emails get 4-10 times the response rate compared to standalone email blasts.**
- **Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost.**
- **Relevant emails drive 18 times more revenue than broadcast emails.**

This presentation from Gleanster and Pardot also looks at the different types of lead nurturing campaigns that marketers should run. They include:



Whichever stage of the customer lifecycle they are aimed at, effective lead nurturing campaigns can be done using the same tools to deliver different content.



1. Get marketing automated



This is the first, and a very important step in nurturing leads effectively. Without a marketing automation system in place to send trigger-based emails to your customers and prospects when they click on certain links in your emails, social media and web content, then effective lead nurturing is a labour intensive, time-consuming task that is virtually impossible to do effectively.

Find out more about marketing automation and lead nurturing in this guide from the B2B Marketing Lab.

2. Blog, blog and blog again!

Blogging cannot be praised enough as a way to generate and nurture leads. Not only does it keep your website high in the search engine rankings with lovely new content being added regularly, it can position you as a thought leader in your industry, develop your reputation as a brand to trust and show your customers and prospects that you are interested in developing a long-term relationship with them.

It's been proven to work as well with 59% of B2B marketers rating blogs as the most effective content marketing tactic and those who use blogs generating 67% more leads per month than those who do not.

Find out how to do it well by taking inspiration from these 20 B2B Marketing Blogs You Must Read.



3. Use smart CTAs

Hubspot cite this as one of the best ways of creating content for your blog and website that helps to nurture leads. Smart CTAs are dynamic ones that automatically display different CTAs to different visitors based on information you've already collected about them in your marketing database. Using the tools in your marketing automation system you can display different CTAs that are more likely to get them clicking based on who they are, what the blog is about and what stage of the customer lifecycle they are at.

Follow the advice in this blog to create smart CTA's for your blog that speak to:

- **The stage of the sales funnel that customers are at.**
- **The target persona of the blog post or web content.**
- **The offer format (e.g. Guide, video, case study, etc.).**
- **The blog subject matter and skill level it's aimed at.**

Then use what your analytics reveals about each one to see what gets the best results.

4. Make the most of social media

No longer just the domain of consumer brands, B2B organisations have now recognised that social media is an important tool in generating and nurturing leads. 63% of organisations say that posting valuable content on social media has increased their marketing effectiveness.

But to reap its rewards you've got to do it right and sadly too many businesses just steam in with me, me, me messages that really turn people off. As this blog shows, the quickest way to lose leads rather than nurture them is to:

- **Post updates or tweets too much.**
- **Post updates or tweets that are too promotional.**
- **Not adding any value beyond the one-time offer that got them following in the first place.**
- **Not offering enough deals.**
- **Posting irrelevant content.**

Using excellent third-party content as part of your social media strategy is a great way to keep users engaged without it seeming like it's all about you. Also follow these five best practices for B2B social media strategy.

5. Keep adding more value



You've got to prove that you're an organisation worth trusting and one that's invested in creating a long-term relationship with its customers. As content marketing has risen up the agenda, many marketers have created more and more content in the hope that volume will get results. The Content Marketing Institute argue that it's more about quality than quantity and about saying things well and putting them in the right places to attract attention that counts.

That said, you do still need to create content. So focus on creating value-adding content that will help you to nurture your leads all the way to conversion and get you the results you want. There's some good ideas in this blog, 10 Ways to Add Value to you Content, which include:

- Encouraging audience interaction.
- Making content multi-media, e.g. Incorporate video into a blog post.
- Link to additional resources to support what you say.

Takeaways

So to get your lead nurturing programmes luring your prospects down the funnel to conversion, remember to:

- Automate your marketing so that it sends triggered emails in response to what your customers and prospects do online.
- Start blogging regularly and take part in online discussions around your blog subjects.
- Create smart CTAs for your blogs so different visitors get different ones based on where they are in the customer lifecycle journey.
- Use social media to engage and interact with people but don't be all 'me, me, me' in your updates.
- Make sure all the content you create adds value.

For more ideas on engaging customers online, download our eGuide How To Generate Leads From Social Media

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