

HOW TO PLAN AND EXECUTE A LEAD NURTURING PROGRAM

Converting targeted, qualified leads takes time and effort. These steps will help you engage with more prospects and successfully guide them through the sales funnel to become great leads and loyal customers.

Define a Goal for Your Lead Nurturing Program



Every successful lead nurturing program begins with a goal in mind. Before you plan and launch your campaigns, define what you want to gain from your lead nurturing efforts.



Create Buyer Personas



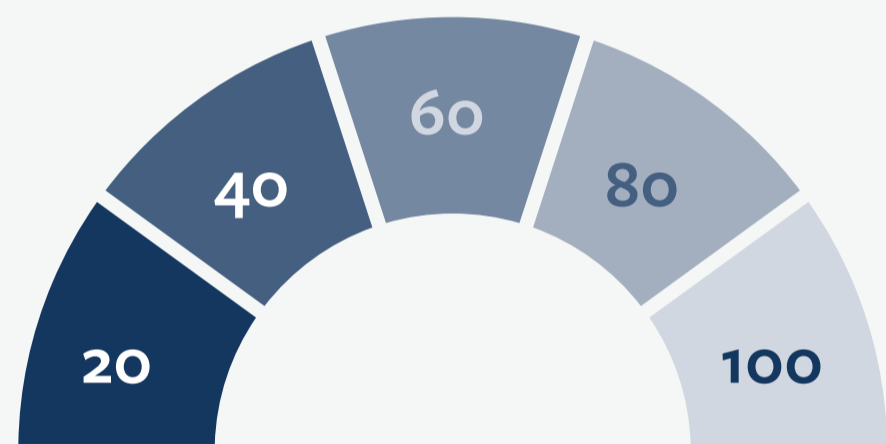
Knowing your customers and their key pain points will help you deliver the right message and keep your leads engaged throughout every step of the customer journey.



Develop a Lead Scoring Program & Segment Your Leads



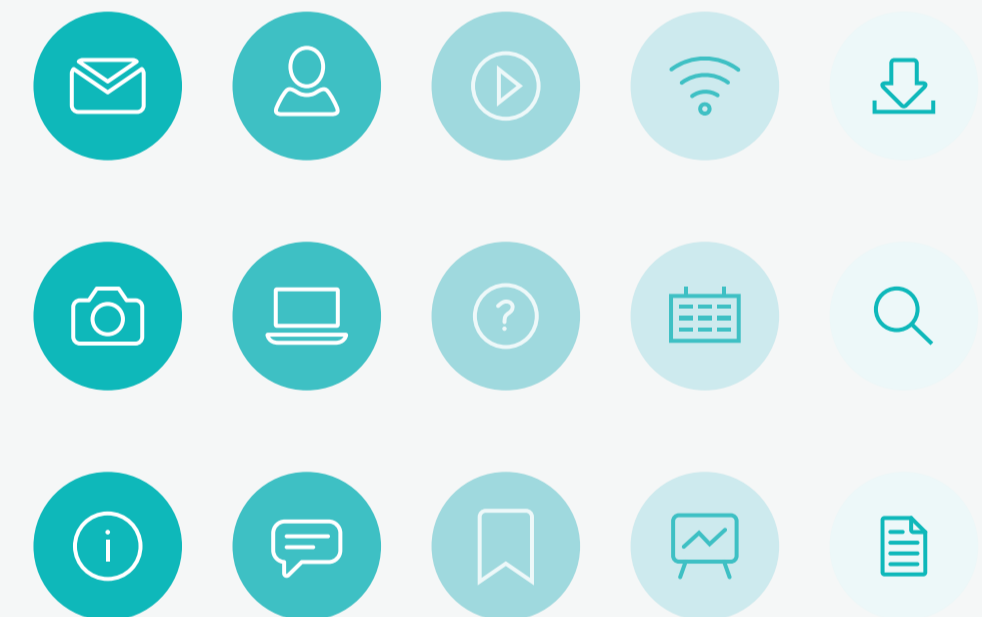
Don't expect your lead nurturing efforts to be one-size-fits-all. Scoring your leads and segmenting them accordingly can help you tailor your messages for maximum results.



Identify and Develop Content



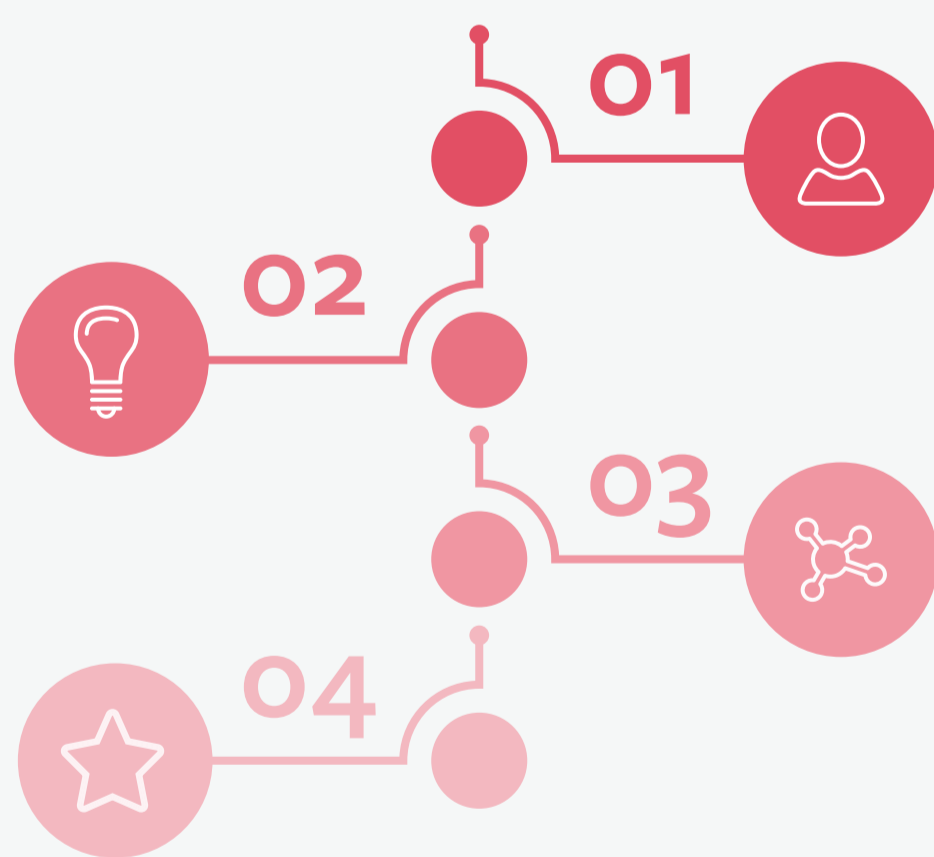
Engaging content is a key ingredient when it comes to attracting, engaging, and converting your leads.



Set Up Your Program



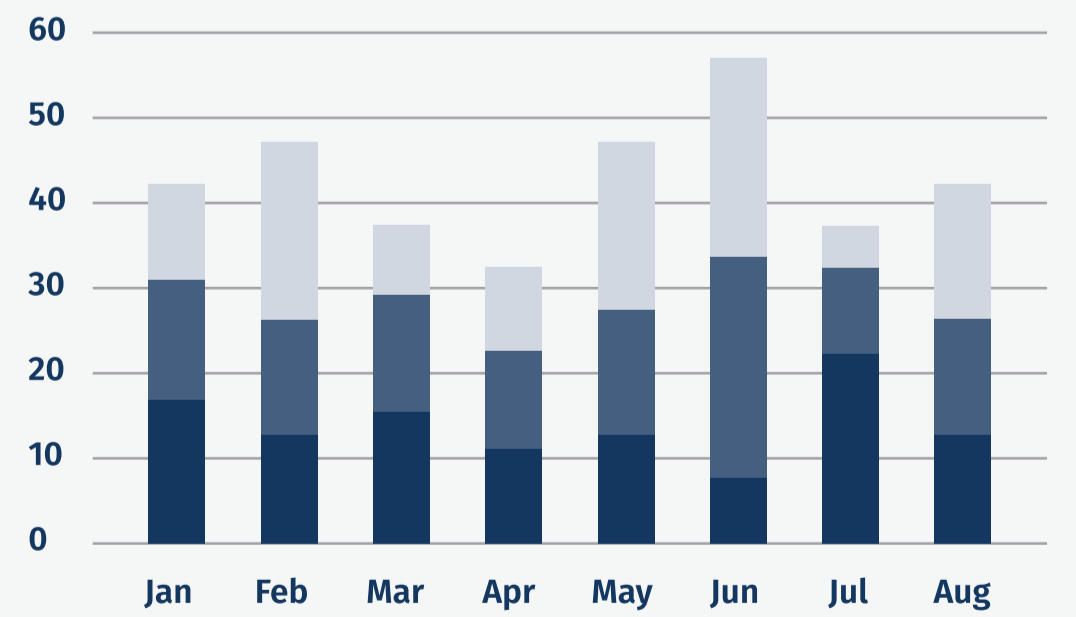
A marketing automation platform makes setting up your lead nurturing program much more efficient and effective.



Get Started and Measure Your Results



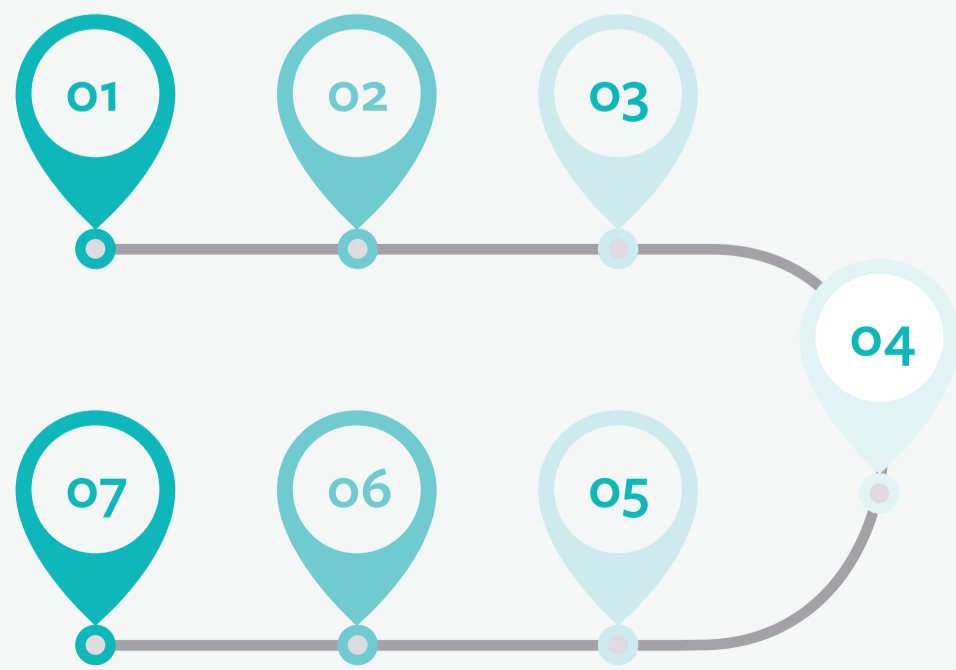
It's time to launch your efforts and start engaging your leads. Make sure to identify critical KPIs — open rates, click through rates, and conversions — to measure along the way!



Don't forget to Test, Analyze, and Improve!



Don't let your lead nurturing efforts stay stagnant! For maximum results, make sure to review your analytics, determine what resonates with your audience, and optimize your efforts.



Download our **Lead Nurturing Guide** for the full scoop on how to convert more leads!