Automating the Nurture Process

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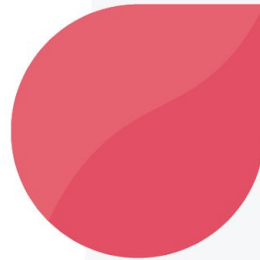
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Your
Nurture
CHECKLIST

- ❏ *Identify Your Audience*

- ❏ *Lead Scoring & Marketing Lists*

- ❏ *Content Planning*

- ❏ *Program Logic*

- ❏ *Reporting*

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The BIG Question

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What is your goal?

Strategy	Campaign Goal
Onboarding	Welcome new customers and help them get started with your product or service.
Cross-selling	Selling complementary products to your existing customer base.
Upselling	Encouraging existing customers to upgrade to a more expensive product/service.
Reengagement	Re-engage inactive customers and get them interested in your products/service again.
Awareness	Familiarize contacts/leads with your company, brand, product, or service.
Nurture	Provide information that helps scale your contact's engagement with your product/service and move into a strong sales cycle.

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Identify Your **Audience**

The more detailed you get in detailing your ideal buyer, the more likely your content and marketing programs are to hit the mark.

1. **Identify and Research the Target Audience**

2. **Narrow it Down to the Common Details Between the Audience Members**

3. **Create Separate Buyer Personas Based on Common Details**

4. **Name Each Persona and Give Them a Backstory**

Regional Information	West Coast
Job Title	Buyer, Sourcing Manager, Buying Specialist, Operations Manager
Sales History	Purchases YTD

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Lead Scoring & Marketing Lists

Make a list of the key indicators that a prospect is ready to buy or further engage with your team.

These items should be based on your individual business and sales process, or your campaign goals.

Your Marketing List

Your marketing list is composed of customer behavior (informed by Lead Scoring) and demographic information:

- Job Title
- Geographic Information
- Age

Activity	Score	Reason
Was sent a message	0	If you send a lead 40 messages and none are opened, this does not indicate buying interest.
Opened a message	1	Seeing that a message has been opened is nice, but it does not strongly indicate buying interest.
Clicked on a message	1-5	Clicking on a message shows engagement, but not a strong interest to buy. **Tip:** We recommend subtracting your "Downloaded Media" score from 11 to determine the point value here. e.g. if Downloaded Media = 10, set this as 1
Viewed a form	0	Viewing a form does not show intent to purchase in this example case. The prospect will also get points from the "Visited a Web Page" score.
Submitted a form	10	Submitting any form means your prospects have become ready to trade information for content. This is a strong indicator.
Downloaded media	5-20	Downloading a media assets means the prospect has seen the content you designed to guide their buying journey. This is often a very strong indicator.
Visited a landing page	2	This is often a good indicator, and typically weighted more important than a visit to your website. The prospect will also get points from the "Visited a Web Page" score.
Visited a web page	8	How many pages should a buyer view before sales should engage with them? Take your sales hand-off score (eg., 40) and divide it by this number of pages (eg., 5) to get a good idea for this score.
Registered for a webinar	5	Registering for a webinar is a good indication of interest, and also helps you gauge the importance of the topic to this prospect.
Attended a webinar	35	If the prospect actually attended, we can consider them sales ready and should get their information to our sales team immediately.
Clicked on an organic search listing	5-10	This may be a good indicator, but is often not a sure sign of buying intent.

Content Planning

Great content will educate and engage your customers and get them closer to your campaign goal.

Webinar

Email

eBook

Form

Download the eBook!

Program Logic

One thing to keep in mind before you start your nurturing programs is the amount of time your leads will need to make a decision, and what kind of cadence you need to adopt to match that process.

Things to Consider
Timing - Seasonal Calendar, Industry Norms & Standards
Early Exits - Marketing Milestones, Lead Scoring
Lack of Engagement - Unopened, Not Clicked
List Source - Where/how was your marketing list obtained?

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Reporting

Website Visitors Summary

Funnel Reporting

The Contact Report

Revenue Attribution

Form Reports

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Let's Chat

What questions can we clarify?