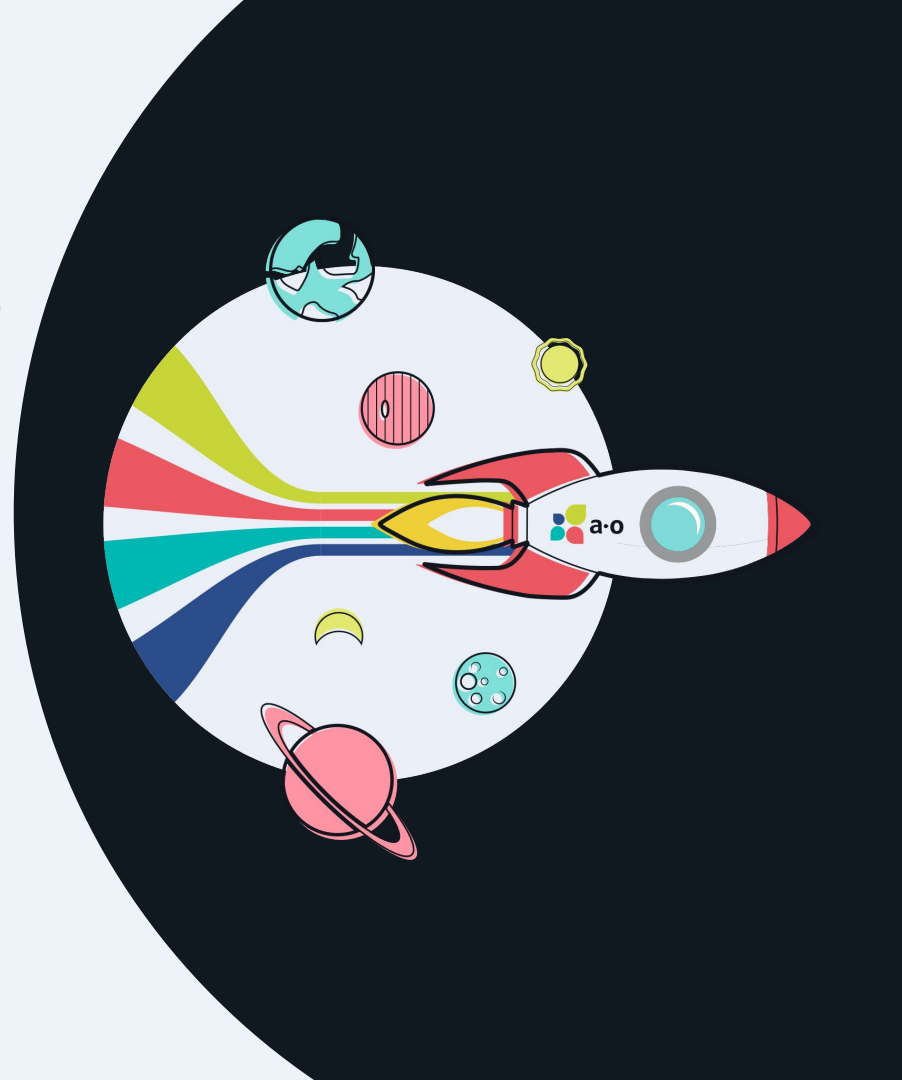




Launching a Nurture Series That Soars



Tatiana Lea
Customer Outcome Manager



About Me

Act-On Oldie :)

Experience & History

- 14+ years experience in marketing
- 8+ years at Act-On
- Onboarded 100+ clients, assist with strategy and delivery of various campaigns, implementation and migration projects

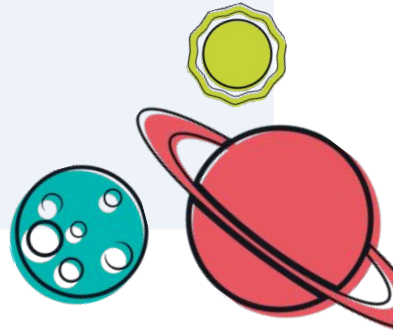
How can you reach me?

- Ask your AM or CSM to schedule a meeting with me to discuss your use cases



Agenda

- What is Lead Nurturing?
- Why use Marketing Automation?
- How and where nurture campaigns fit into marketing strategy
- 6 key components of a Lead Nurture Program
- Examples
- Next Steps



What is Lead Nurturing

1. Marketing discipline of nurturing relationships between a brand and lead/prospect
2. Focusing closely on leads that are already engaging in the next step with your company/brand
3. Key principle: rather than selling, you're conversing, guiding lead/prospect along the road to conversion/developing leads for an effective sales cycle



*noun. /ˈnɜːtʃər/
[uncountable] (formal)
care, encouragement, and
support given to someone
or something while they
are growing*

Why Marketing Automation?



Drive
efficiency

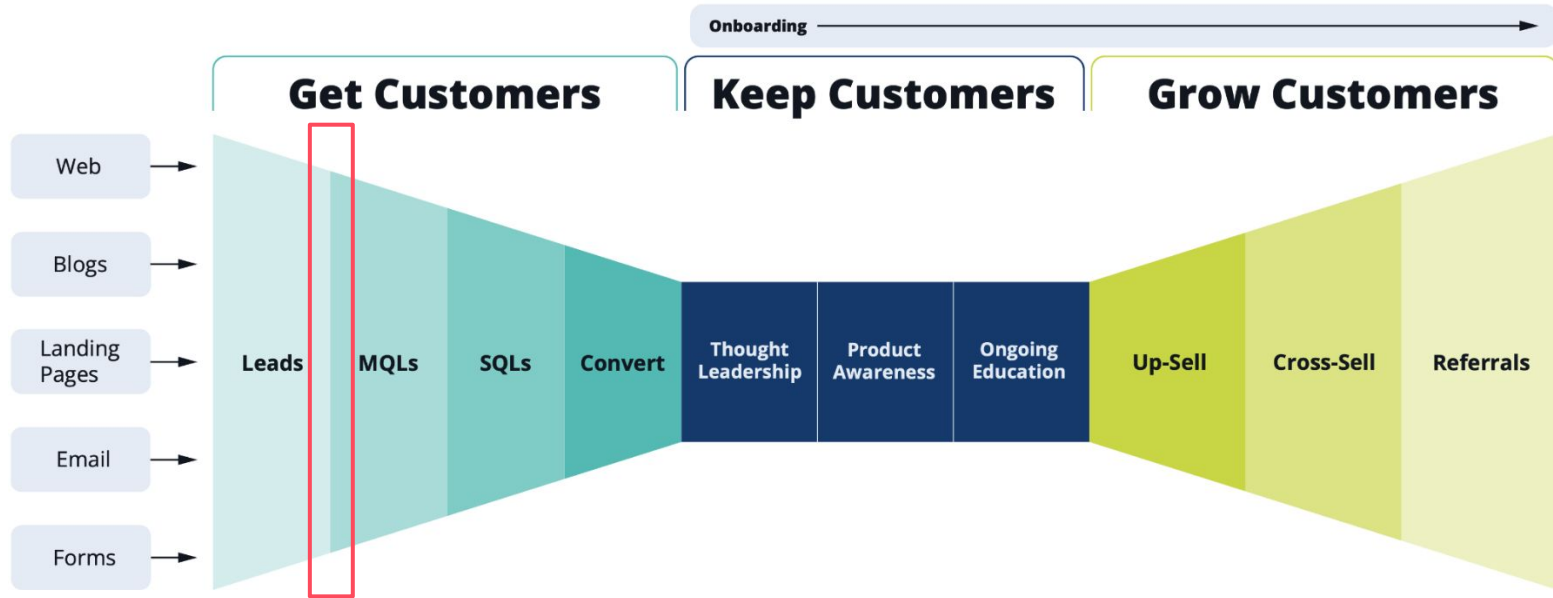


Increase lead
volumes & ROI

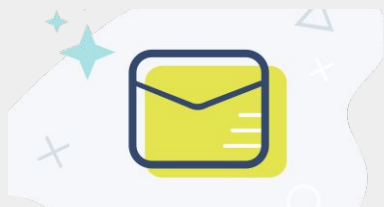
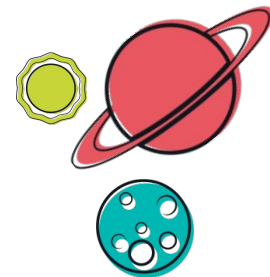


Improve marketing
& sales alignment

Where in the Funnel should we use Automation?



One-off vs. Automated Emails



One-off Emails

- Transactional
- Confirmation
- Survey
- Newsletter
- Promotional
- Seasonal and Announcement
- Events



Automated Emails

- Drip Campaign (a series of automated emails that are delivered on a set schedule, they're typically intended to educate) *Set and forget!*
- Nurturing Campaign (similar to above but this time, a lead behavior influences what you send and when you send it)
Action driven!

Where are Nurturing fits in your Marketing Funnel?

Step 1- Brand awareness through events, posts, ect

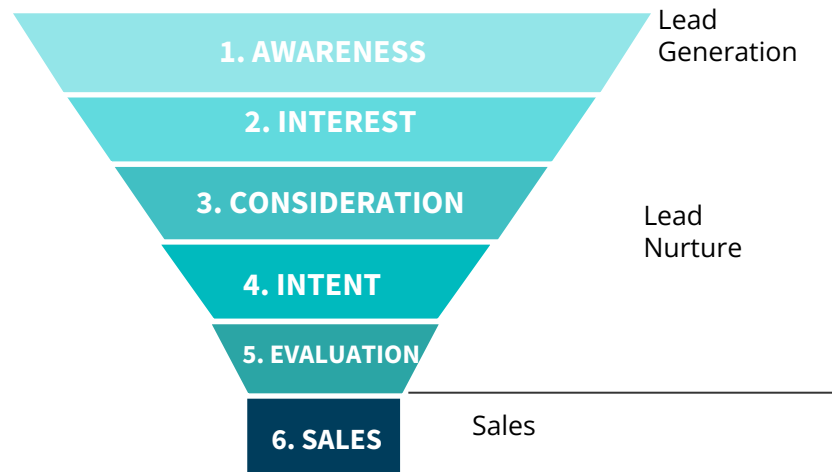
Step 2 - Lead about product and services

Step 3 - Consideration - Product engagement

Step 4 - Intent - Demos, free trials

Step 5 - Evaluation - Prospect decide whether they need the product/services

Step 6 - Prospects begin making the purchasing decision for the product/services (not done yet)



Did you know? The AIDA concept (Awareness, Interest, Desire, and Action), invented in 1898 by Elias St. Elmo Lewis.



6 Key Components of a Successful Lead Nurture Program

1. Campaign Goal

- One of the reason of failure
- Clearly defined, tracked and easily measured

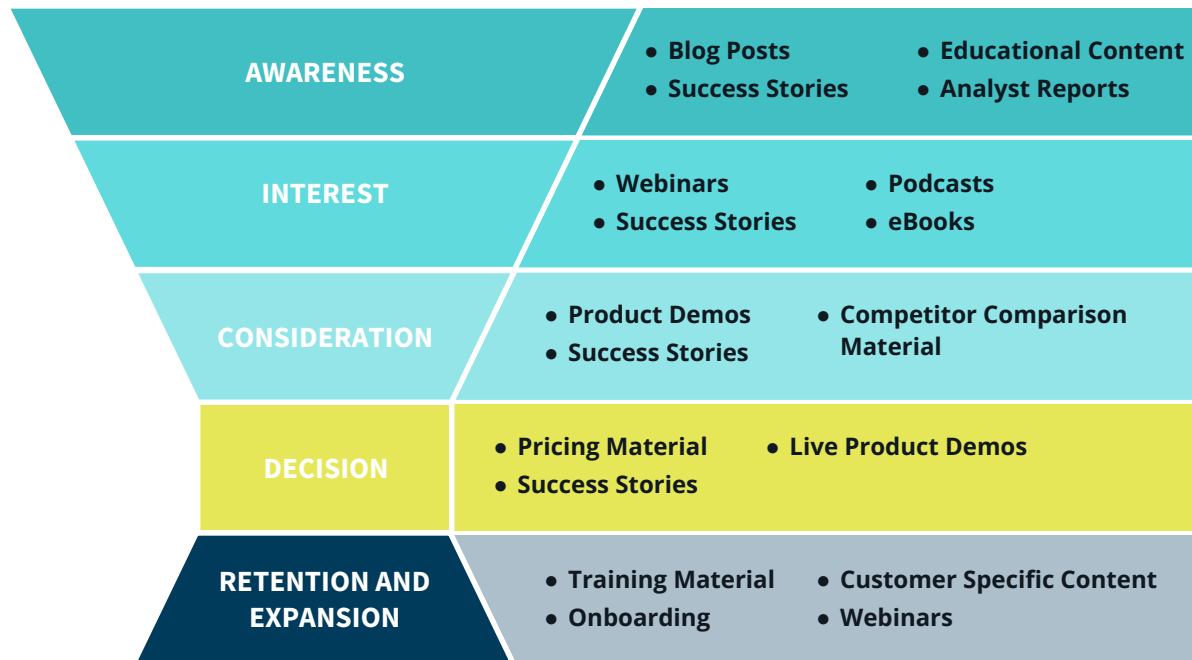
Number of reopened leads: These are older leads who have been deemed not ready and had been put into a drip program of some kind, but who have recently demonstrated some kind of engagement that indicated growing interest.

Lead score profile of new leads: This metric helps you observe lead quality over time. For this, identify all new leads opened in a month, and look at their lead scores at the end of the month. This could be a very valuable tool while communicating with sales reps (who tend to raise lead quality as an issue from time to time).

Number of marketing qualified leads (MQL): This is the target metric of nurturing programs. Keeping track of it allows you to gauge effectiveness of nurturing programs. Note that its critical that sales and marketing together define the metric that identify the MQL. If sales has input at this state, it enhanced the trust in lead quality and often results in better follow-up rates.



2. The Right Content



3. Target Audience - Persona/Role

Create segments

- Based on Persona Development - Segments are used to trigger specific email nurture programs or to exit people
- Profile Development - Status (customer vs. prospect), title, industry, product/interest, geo location
- Behavioral (Engagement) - Top/Middle/Bottom of funnel, visited a pricing page, viewed but did not submit contact form, downloaded advanced content

The 3 Most Important Questions

The Challenge

What problem does this person have that will cause them to need you?

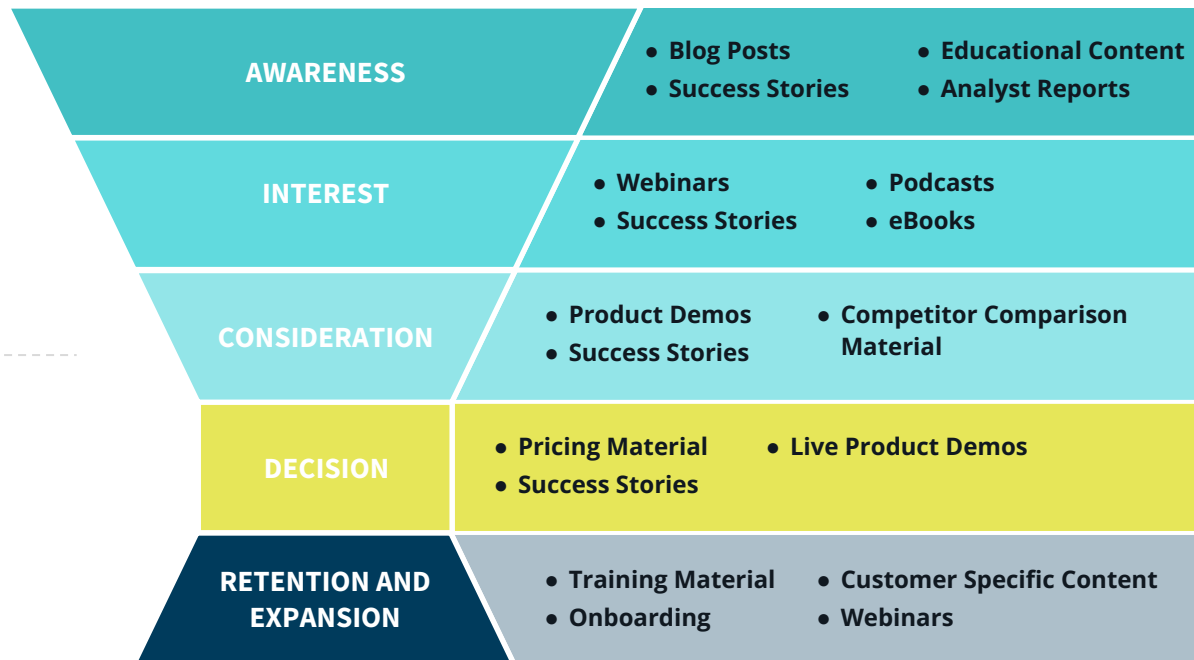
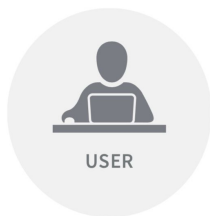
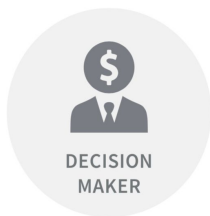
The Value Proposition

What value (solution) do I provide to their problems

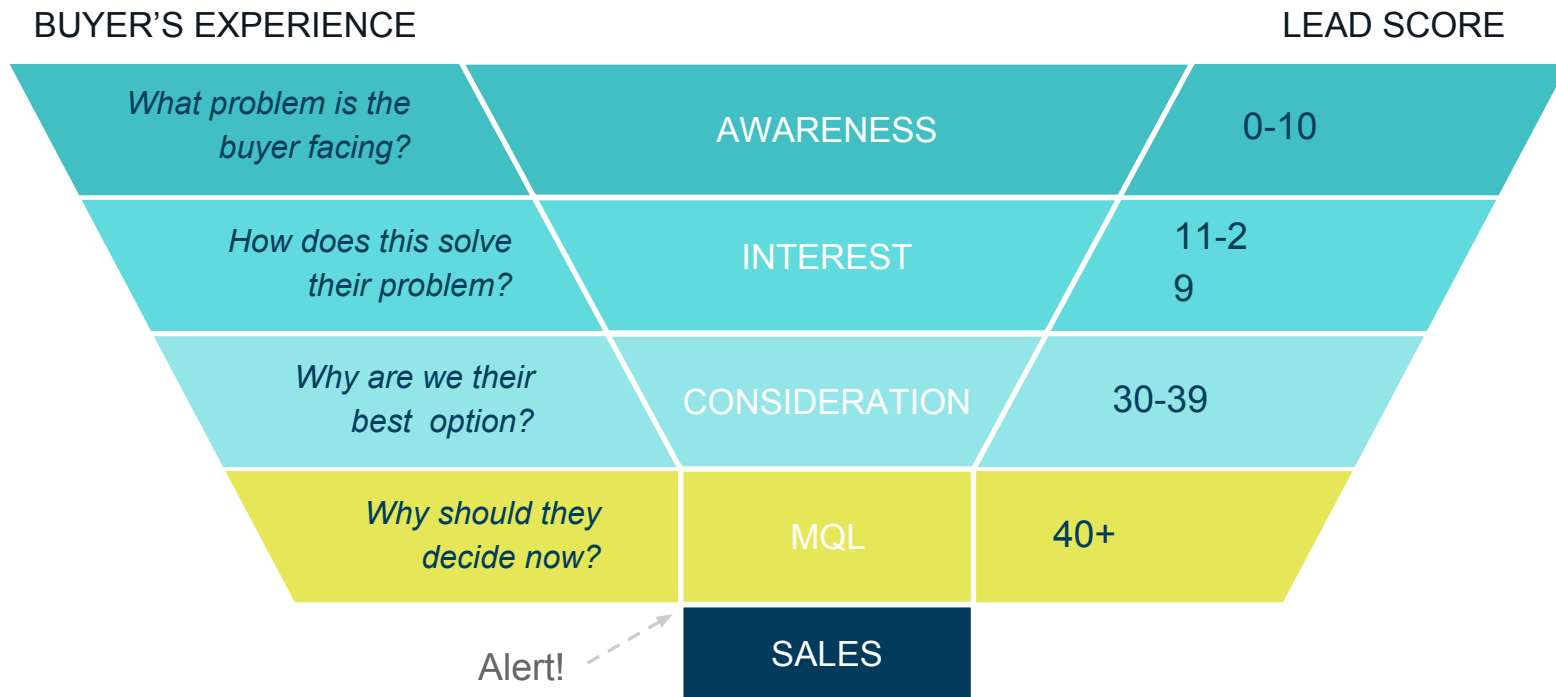
The Benefit

Why am I their best option?

Bringing Content and Personas Together

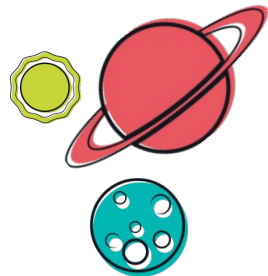


4. Define Level Of Interest



5. Nurturing Campaign Timeline

- Not everything grows at the same time
- The campaign design needs to reflect how the purchase decision is made (time + participants + decision rules) in creating the pattern and pacing of content
 - Campaign time span - 6 months v 4 weeks
 - Align your campaigns with your various buyer personas and the decision points of the buyer's journey
- Have an early exit in your campaign or exit based on goals of this campaign

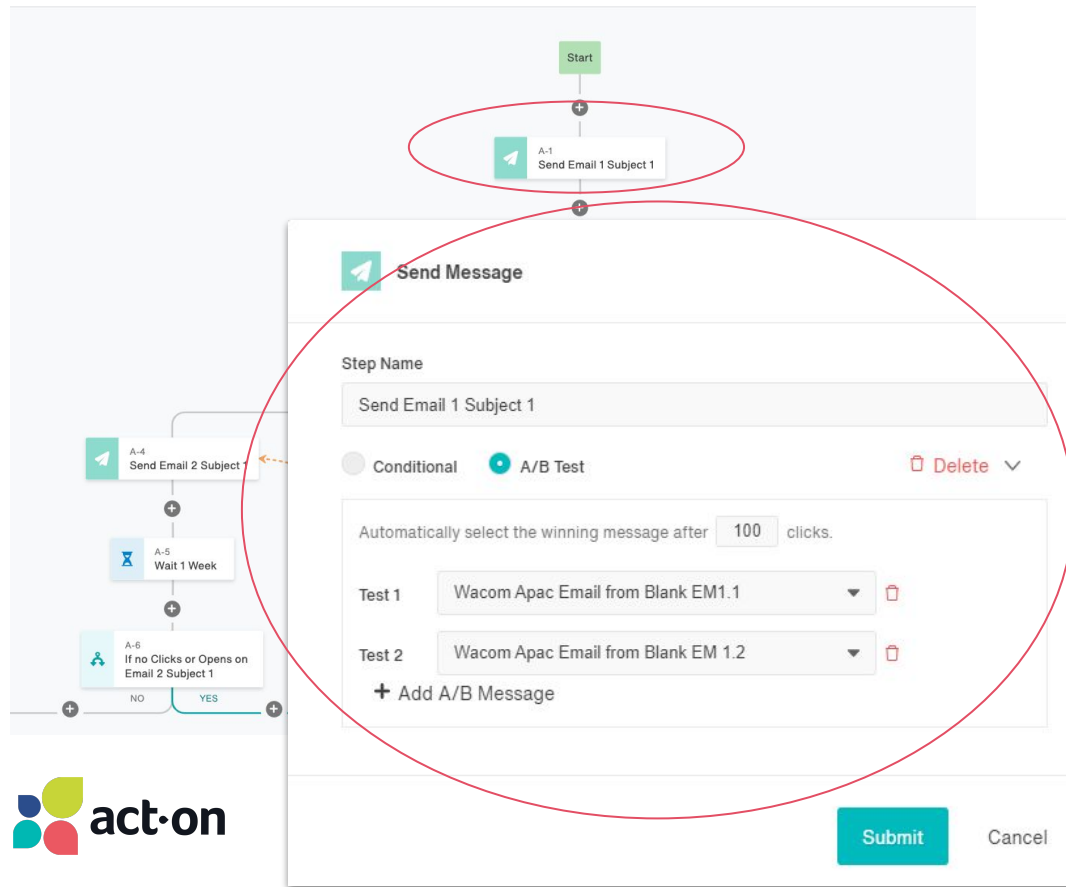


6. Method For Measurement & Improvement

- Tracking your content performance metrics allows you to make adjustments to your campaign to improve its performance
- You can also track the effectiveness of email subject lines and calls-to-action and their conversion rates. If you find certain phrases generate more activity (like, "reduce downtime by 30%"), you'll know you've hit on the prospects' pain points
- Implement A/B email send to understand which Subjects lines are performing better



Example 1: Lead Nurture with Automation A/B Split

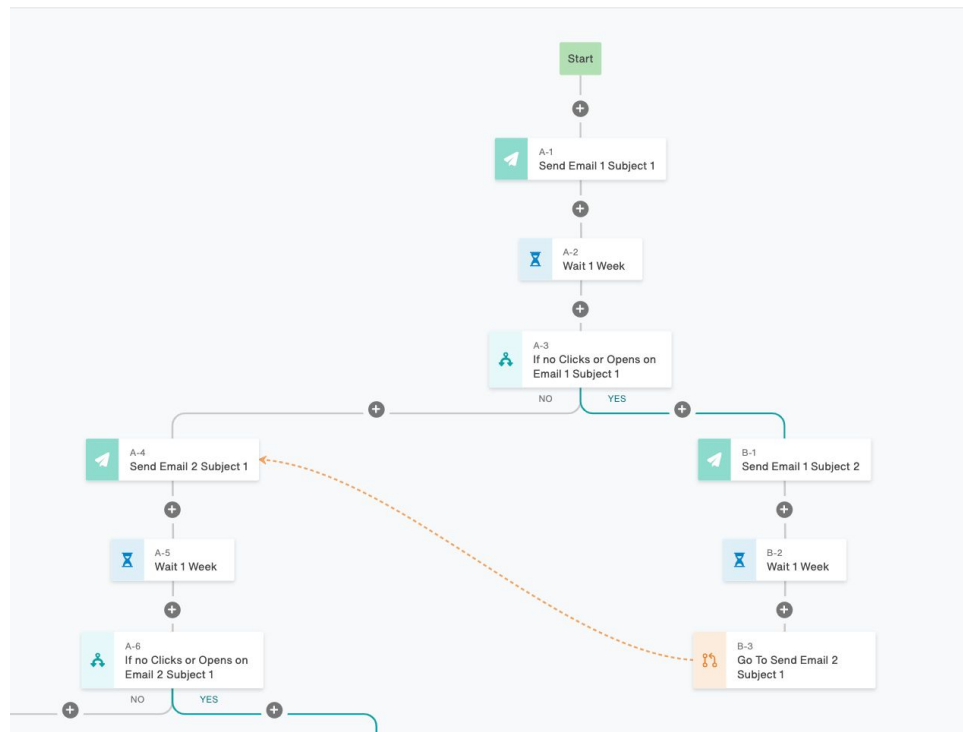


- Test multiple emails within an automation
- 50/50 Split
- Alternative to Email A/B Sending

Example 2 : Score Based Lead Nurture with Automation

All Stages

- Engagement Based Workflows
- 3-5 Messages
- Remember Exits for meeting goals



What's next? Upcoming events....



Workshop: Automated Programs 101

Date: Tuesday June 6th

Time: 9am PDT/5pm UK

Workshop: Building Return-to-Market Nurture Programs

Date: Tuesday June 13th

Time: 9am PDT/5pm UK

Mastering Lead Scoring for Effective Marketing

Date: Wednesday June 21st

Time: 10am PDT/6pm UK

[Register](#)

Thank You! Q&A

