

# GETTING STARTED WITH LEAD NURTURING

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# Today's Presenters



**Linda West**  
**Manager, Demand Gen**  
**Act-On Software**  
**[linda.west@act-on.com](mailto:linda.west@act-on.com)**  
**@misslindawest**

**Scott Thomas**  
**President**  
**Intelechy Group**  
**[scott@intelechygroup.com](mailto:scott@intelechygroup.com)**  
**@IntelechyGroup**



- Background
- Batch and Blast
- What is Lead Nurturing
- Lead Nurturing Reality
- Q&A

Over 75% of email revenue is generated by alternatives to generic one-size-fits-all email campaigns.

For example, trigger email campaigns account for 21% of email marketing revenue.

(DMA UK, National Client Email Report 2013, Feb 2013)

Segmentation, personalization, recommendations, and the inclusion of custom database fields in email copy drive **360% higher conversion** than a generic email message with a personalized salutation.

*These are exactly the types of communications that marketing automation helps make repeatable.*

(Gleanster, 5 Key Milestones for the First 30 Days with Marketing Automation, Nov 2012)

B2B marketers who have successfully deployed lead nurturing programs average a **20% increase in sales** opportunities from nurtured leads versus non-nurtured leads

(DemandGen, Calculating the Real ROI from Lead Nurturing, Aug 2013)



Companies that excel at lead nurturing generate **50% more** sales-ready leads at **33% lower cost**.

*- Forrester Research*

**Develop a curriculum** and content plan that matches a buyer personas.

**Become a trusted advisor** by educating before selling.

**Re-enforce content across multiple channels.**



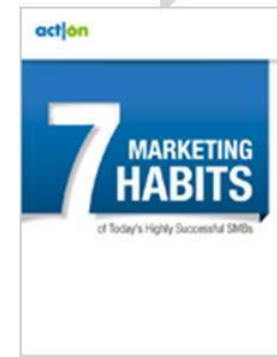
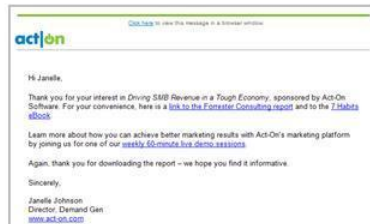
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# Beyond Batch and Blast.... How to Get Started with Lead Nurturing



intelechy [in-TEL-uh-kee]

## **Intelechy:**

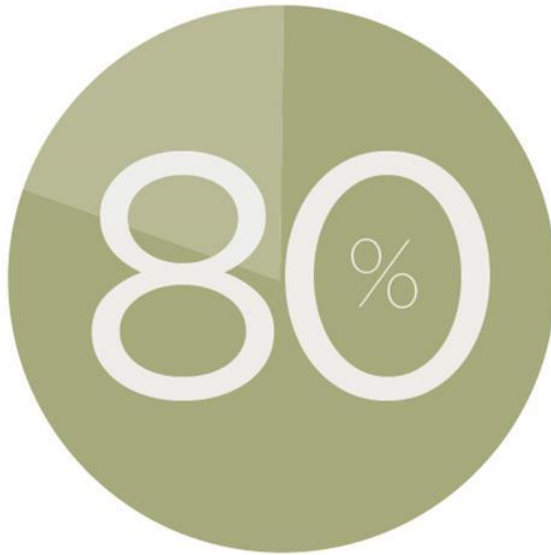
When possibility becomes an actuality through the intelligent fusion of strategy, business development, and marketing savvy.❖

❖ **εντελέχεια:** The condition in which the possibility becomes an actuality. (Aristotle, 325 BC)

# What is Lead Nurturing?

Also known as **drip marketing**, it is the process of educating and staying top-of-mind with prospects before they are ready to buy.

# Why Lead Nurturing?



OF PROSPECTS DEEMED  
“**BAD LEADS**”  
BY SALES TEAMS GO ON TO  
BUY WITHIN **24 MONTHS.**

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ACCORDING TO SERIUSDECISIONS



# Lead Nurturing Reality

## Old World

- Revenue Generation was done by sales
- Marketing = Marcom
- Customer choice was limited
- Oh yeah, and the Internet didn't exist
- Increasing revenue = hire more sales people

## New World

- Customers have choices
- They can find/research what they need on the Interwebs
- Sales has less power with customers
- Educate, don't sell
- Marcom shrinks and Demand Generation and Content Marketing grow



# Why is Lead Nurturing 'Hard'?

## **Gaps for Lead Nurturing are too large to tackle all at once**

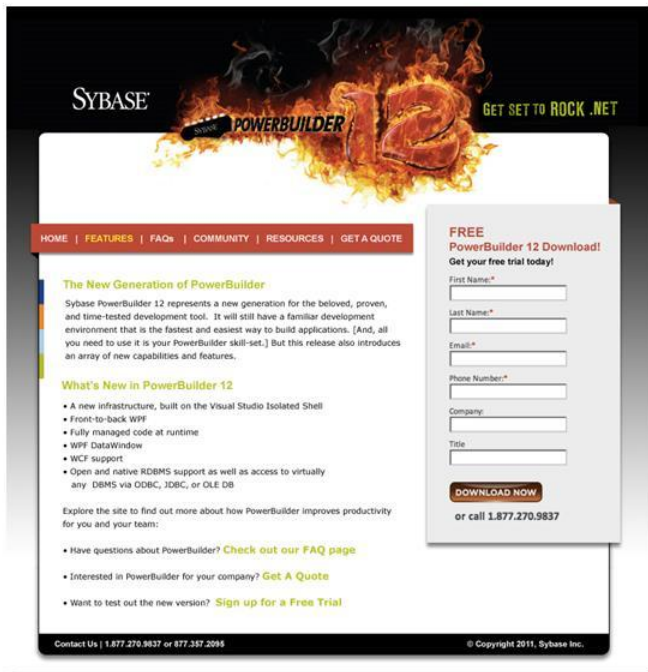
- Need Bottom Up Reality
- What building blocks/activities are already in place?
  - Team
  - Infrastructure
  - Current Campaigns



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# Does it Work?- Trial Campaign

SYBASE® | An SAP Company



- **The Challenge:**
  - Enterprise Software License Revenue on a decline
- **Environmental Factors:**
  - Economic downturn of 2008-2010
- **Intelechy Solutions Implemented:**
  - PPC (Google AdWords)
  - Marketing Automation
  - SEO
- **Benefits of Solutions:**
  - 100% YOY Revenue Increase
  - <\$15 cost per conversion/inquiry
  - Awarded additional product line - PowerDesigner



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# Lead Recycling



# Trial Programs







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# Repurpose your Content

Shop Online | Find A Store | 1-800-MY-APPLE

## Score major points this Valentine's Day.

With all the games, movies, and music available for iPod touch, it's the perfect gift for your one and only.

Buy now >

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Messages engraved on iPod displays and iPod touch are limited to two lines, 27 characters each; on iPod nano, one line, 23 characters each. Some products or promotions are not available outside the U.S. Product specifications are subject to change.

Some applications are not available in all areas. Application availability and pricing are subject to change.

\*iTunes Gift Card recipient must have or open an iTunes Store account in the same country as purchaser to redeem gift.

The iTunes Store is available only to persons age 13 or older in the U.S. and many other countries; see [apple.com/storelocations](#) for a full list of countries. The iTunes Store requires iTunes compatible hardware and software, and internet access (lines may apply). Terms apply. See [apple.com/legal/tositunes](#) for more information.

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# Customer Nurturing

- Nurtured leads make **47% larger** purchases than non-nurtured leads.



**TRIGGER EMAIL MESSAGES** CAN MAKE PEOPLE FEEL

**NOTICED & VALUED**

TRIGGER EMAIL **OPEN RATES** ARE

**119%**  **ABOVE**  
BUSINESS  
AS USUAL

ACCORDING TO A JUNE 2012 STUDY BY THE DIRECT MARKETING ASSOCIATION.

# Non-Responder Campaigns







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# Sales Nominations





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# Revenue Growth Services

- **Go-to-Market Services**
  - Market Strategy & Product Launch
  - Sales Enablement/Training
  - Positioning & Branding
- **Integrated Demand Generation**
  - Digital Marketing
  - PPC Managed Services
  - Email & Direct Mail Marketing
- **CRM/Marketing Automation**
  - Marketing Automation Strategy, Implementation & Execution
  - Lead Nurturing/Lead Scoring Strategy & Implementation
  - Sales and Marketing Integration

## Ready to Learn More?

Call +1 (877) 530-1555

Email [sales@act-on.com](mailto:sales@act-on.com)

Web [www.act-on.com](http://www.act-on.com)

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THE FORRESTER WAVE™  
LEADERS QUADRANT



**Linda West**  
**Manager, Demand Gen**  
**Act-On Software**  
**[linda.west@act-on.com](mailto:linda.west@act-on.com)**  
**[@misslindawest](#)**

**Scott Thomas**  
**President**  
**Intelechy Group**  
**[scott@intelechygroup.com](mailto:scott@intelechygroup.com)**  
**[@IntelechyGroup](#)**

