

Lesson no. 9: Steps in Lead Nurturing

1. STEPS IN LEAD NURTURING

I. **DEFINE YOUR AUDIENCE AND SEGMENT**

Companies usually have more than one type of customer. Why do most companies only market to one type of buyer then? In order to set up a lead nurturing email campaign, you first need to know *who* needs nurturing. Once you've defined your ideal customer types, you should then segment them before you start creating campaigns.

II. **OFFER SOMETHING VALUE FIRST, NOT A SALES PITCH**

Just because someone converts on your page doesn't mean you should jump straight into sending them an email about requesting a quote or a demo. You need to *nurture* them through the sales funnel first to make them readier to buy. Instead of pitching your product as the greatest thing ever, you should first offer value. Examples of valuable offers include webinars, ebooks, and whitepapers. You don't have to create new content for your lead nurturing emails -- if you have a backlog of content, utilize those assets. If they've been successful converting leads in the past, there's a high chance the leads you're nurturing will find value in them, too.

III. SET OBJECTIVES AND GOALS FOR EACH EMAIL

So now you know you should be sending content first, not sales quotes. But how do you know what type of content to send? And what should that content's purpose be? Ultimately, you should be picking offers that will appeal to your chosen audience segment with the intention of moving them further down the sales funnel and closer to the customer stage.

Email Subject Line	Call to Action	Type of Content	Goal of Email
How to get more from the manifesto you downloaded	Take personality quiz	Quiz	Share retail insights
Email Subject Line	Call to Action	Type of Content	Goal of Email
Harnessing your company's personality styles	Download Speaker Packet	Guide	Download Speaker Packet
Email Subject Line	Call to Action	Type of Content	Goal of Email
\$(firstname) discover how to move your store merch	Read these resources	Blog articles	Educate leads
Email Subject Line	Call to Action	Type of Content	Goal of Email
Request a copy of my new magazine	Request copy of new magazine	Magazine	Identify C-Level executives
Email Subject Line	Call to Action	Type of Content	Goal of Email
\$(firstname) get a free chapter	Chapter Download/Hire Bob	Book Chapter	Hire Bob

A good example of how to do this is in the chart above

IV. SET UP A TIMELINE FOR EMAILS

Your business has a typical sales cycle, and so should your lead nurturing campaigns. Typically, it's a good idea to send 2 to 3 emails to your prospects in a lead nurturing campaign. Try to space out your emails accordingly. For example, if your typical cycle runs 30 days, you may want to set up a campaign for emails to be sent out the 1st, 10th, and 20th days after a conversion. With lead nurturing, patience is a virtue. It's

important to remember not to rush into the sale. Instead, let it take its natural course.

V. EVALUATE YOUR SUCCESS AND OPTIMIZE

As your campaigns run, make sure to experiment with the offers you send, the subject lines, and the calls-to-actions found within the email. There's always room to improve your campaign. Make sure you take advantage of testing and experimentation to better nurture your leads.

Lead nurturing can be ineffective if done incorrectly, but if you put the time into your campaigns and follow these steps, you'll be more likely to drive more lead-to-customer conversions for your business!