How many times do you want to contact a prospect?

DETERMINE TOUCH POINTS:

Perhaps you start with a white paper, move on to a set of case studies, and then invite the prospect to a webinar.

CHOOSE YOUR CONTENT OFFERS:

Do you contact a prospect every week? Every two weeks?

SET YOUR CADENCE:

To discuss a marketing lead nurturing program for your company, contact THERESA WEBER at 651-221-9710, theresaw@conceptgroup.com

SOURCES:
Bridge Group Inc.- Lead Generation Report 2012

DemandGen Report

Eloqua- The Grande Guide to Lead Nurturing

MarketingSherpa
http://sherpablog.marketingsherpa.com/

“Introduction to Integrated Marketing: Lead Nurturing”
http://prospectvision.net/products/acton/act_on_lead_nurturing.pdf

SiriusDecisionsBlog
http://www.siriusdecisions.com/blog/new/

Some sales-ready leads don’t work out. Some might get all the way to a closed deal, only to fall through at the very last minute. A buyer might suffer a setback, such as a budget snafu or a change of management. They might have a last-minute change in their product requirements, or may simply want to spend a little more time thinking about their decision. A lead nurturing program is an ideal way to stay on their radar.

Nurture by stage. Build and send a progression of messages that lead prospects down a path from awareness to education to validation.

Nurtured leads produce, on average, a 20% increase in sales opportunities vs. non-nurtured leads.

(Source: DemandGen Report)

Lead nurturing delivers, on average, a 20% increase

In a study of companies that nurture their leads, 70% of companies drop the leads that aren’t ready to purchase immediately.

(See B2B SALES CYCLE IS NOW 22% LONGER)

77% of companies drop the leads that aren’t ready to purchase immediately.

(See B2B SALES CYCLE IS NOW 22% LONGER)

It takes an average of 7 touches to convert a “suspect” to a “prospect,” and often between 8 and 11 touches before a deal closes.

(See B2B SALES CYCLE IS NOW 22% LONGER)

70% of leads generated by marketing are “longer-term opportunities worth nurturing.”

(See MarketingSherpa)

THE B2B SALES CYCLE IS NOW 22% LONGER

During the last 5 years, the average B2B sales cycle has become 22% longer, typically with three more decision makers participating in the buying process.

(See SmallBusiness.com)

CREATE AWARENESS:

Drive visitors to your website through SEO and marketing—capture visitor data for future nurturing.

NURTURE LEADS:

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PERHAPS YOU START WITH A WHITE PAPER, MOVE ON TO A SET OF CASE STUDIES, AND THEN INVITE THE PROSPECT TO A WEBINAR.

SET YOUR CADENCE:

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LEAD NURTURING DELIVERS

How many nurtured leads that enter the sales pipeline turn into closed deals? What is the average revenue associated with those deals, and how long do they take to close?

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(See DemandGen Report)

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(See MarketingSherpa)