


Discover How LEAD NURTURING WORKS

An Infographic By Couch & Associates Inc.

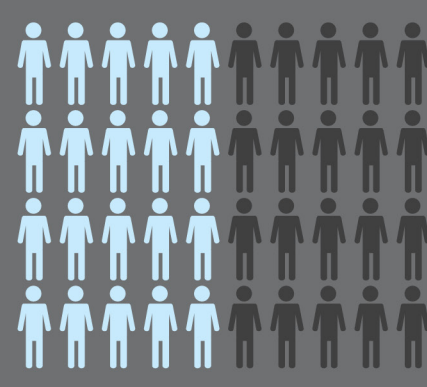
Lead nurturing is the process of building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready. Lead nurturing involves maintaining a relationship with leads through regularly scheduled, customized communications.

Why Lead Nurturing?



79%
Of Marketing Leads
NEVER CONVERT INTO SALES.
LACK OF LEAD NURTURING IS THE COMMON CAUSE OF THIS POOR PERFORMANCE.
(SOURCE: MARKETINGSHERPA)

Lead nurturing is all about understanding the nuances of your leads' timing and needs. (SOURCE: HUBSPOT)



NURTURED LEADS



Understand Your Buyers' Journey



Your personas should be a vivid picture of who you're ideally trying to reach. Go as far as giving them a name, job, responsibilities and hobbies.

What are their pains?

What is their purchase process?

Why would they be interested in this product?

Define what messages are the most appropriate at each stage of the buying cycle.

Effective nurturing strategies are built around the customers' journey through the buying process.
(SOURCE: FORRESTER RESEARCH)



Lead Nurturing Basics

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

AWARENESS

Create awareness of your business by driving visitors to your website. Do this by providing content about your industry to prospects.

EDUCATE & RESEARCH

Qualify and nurture leads by providing information that educates your audience while introducing your services. Collect more information with each communication to ensure the relevance of future messages.

SALES QUALIFIED LEADS

Sales qualified leads are more than just a name, email, and phone number, and show more than a general interest in buying your product or service. For a sales lead to qualify as a sales prospect, identify and evaluate interest indicators. Let sales know when a lead is ready for sales engagement, in which sales can commit to handling the lead in a timely fashion.

Measure and Improve

TRACK MEASURABLE INDICATORS

- CLICK THROUGH RATES
- NEW LEADS
- CONVERSION RATE
- TIME TO CONVERSION
- CONDUCT ROI ANALYSIS

Monitor your lead nurturing campaign for its effectiveness by comparing your goals to the right metric. Understand which key performance indicators to track.
(SOURCE: ELOQUA)

By tracking the conversion rate at each stage of the funnel, you can improve overall performance.

Leading Nurturing Success

Companies that excel at lead nurturing generate

50%
MORE SALES
READY LEADS
@33%
LOWER COST.

(SOURCE: FORRESTER RESEARCH)

LEAD NURTURING DELIVERS

shorter sale cycles
less discounting
higher close ratios
more leads

MORE REVENUE PER TRANSACTION

Nurtured leads produce, on average, a **20% increase in sales opportunities** vs. non-nurtured leads.
(SOURCE: DEMANDGEN REPORT)

NURTURED LEADS
VS.
NON-NURTURED LEADS



couch & associates inc.

www.couch-associates.com

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