

EBOOK

Create a winning lead nurturing strategy in 5 steps





With **80% of new leads** never translating into sales opportunities, marketers have a tough job nurturing potential customers.

But, despite its challenges, it's a worthwhile process. Nurtured leads generate a **47% higher average order value** and have a **23% shorter sales cycle** overall.

However, to reap these benefits, you need to follow an effective and measurable lead nurturing strategy. In this guide, we'll show you how to create a winning lead nurturing strategy that's sure to progress your leads through the sales funnel.

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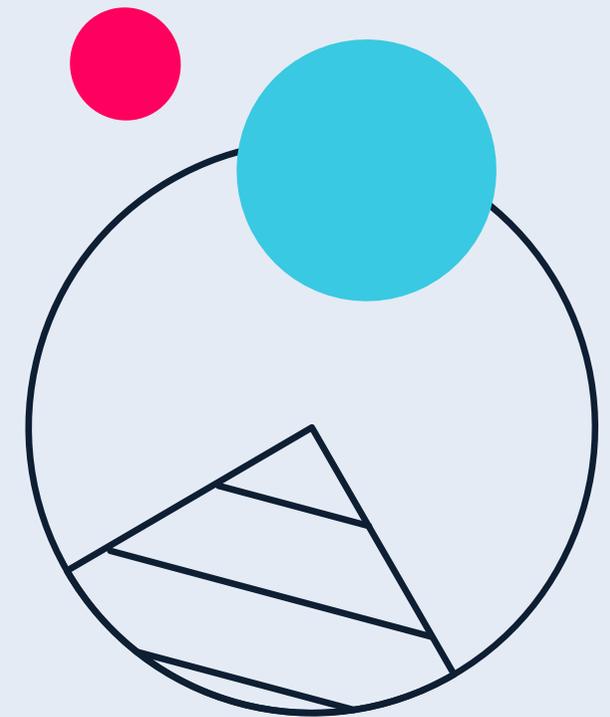
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What is lead nurturing?

Lead nurturing is the process in which you engage with your prospects. It provides them with the right content at each stage of the buyer's journey to convert them into a sale.

A staggering **96% of your website visitors** aren't ready to make a purchase. This is what makes lead nurturing such an important process. Without it, you'll struggle to increase your overall conversions. A successful lead nurturing campaign will:

- Build up your brand and increase awareness.
- Engage with your customers and guide them towards a purchase.
- Create confidence and trust between you and your prospects.



But how do you do it? Well, there are a few tried and tested methods you can use to nurture leads:

1. Powerful content marketing

Content marketing isn't just about having a blog you add to every now and then. It's about actively engaging with a prospect's pain points and providing solutions. There are many avenues your content marketing can go down – blogs, whitepapers, infographics, videos, podcasts. The list is always growing. The key point is to make sure you're targeting everything you release in line with your ICP (ideal customer profile).

2. Personalised emails

Over **40% of consumers** switch businesses because of a lack of personalisation, according to a study by Accenture. You can add personalisation across your email journeys –such as when someone downloads gated content or signs up for your mailing list.

3. Social media

77% of social media marketers agree that social media is an effective channel for their company's marketing. With social media, you can run paid retargeting campaigns to target prospects who previously engaged with your brand and bring them back to your website. You can also spread awareness of your brand and attract new people, increasing the likelihood of more conversions.



4. Lead scoring

Lead scoring assigns numerical values to your leads. You'll base the scores on a number of different criteria, such as how engaged they are with your website, the amount of information they've given you and even social media interactions. This allows you to prioritise your leads, based on how highly they score.

5. Sales calls and live chat

This one will require some alignment between your sales and marketing teams (more on that later). Talking directly to leads is one of the most powerful ways to convert them. Direct sales calls are the standard route to take, but website live chat can be just as effective for closing a deal.

So, that's what goes into nurturing your leads. But how can you structure it all in a measurable format to track your business growth?





5 steps for a winning lead nurturing strategy





1. Align your marketing and sales teams

Did you know that businesses with aligned sales and marketing teams are **67% more efficient at closing deals?**

The most effective sports teams are the ones that work together. And it's no different when it comes to your marketing and sales teams. Aligning these two departments will optimise your entire lead generation process, resulting in higher-quality leads and increased sales.



2. Gather and segment your high-intent leads

To nurture your leads effectively, you need to organise them. This is where lead scoring is useful.

Start by rating your leads based on their engagement with your brand. Once you score them, you'll have a clearer understanding of who you're marketing to, what their pain points are, and how close they are to purchasing.

You can then segment these leads into more specific groups. This allows you to tailor your marketing messages accurately. You might choose to segment your leads using:

- **Firmographic data**, like information about the company they work for, its annual revenue, and where they're based. You might also go deeper into the size of their team and their company's market position.
- **Professional data**, which takes an even more granular approach to the individual you're targeting. This data consists of information such as previous experience, current job role, responsibilities within the company, and who they report to.

Lead segmentation ensures you're not sending the same generic messages to all your leads, making them feel more engaged with your brand.





3. Create your targeted content

81% of marketers view content as a core business strategy. And when it comes to lead nurturing, it should be your bread and butter.

The main point of lead nurturing is to build trust between you and your leads, provide valuable information, and showcase your solutions to their problems. Effective targeted content ticks all of these boxes. Start by creating an assortment of content that identifies with the interests, goals, and pain points highlighted in your personas.



4. Build out your email campaigns

47% of marketers believe email marketing is the most effective lead nurturing tactic.

Informative email campaigns allow you to build a relationship with your leads. And the best bit? You can automate your email workflows to do all the work for you. Once you write your emails and put them into an automated sequence, they'll trigger when a lead completes an action on your site, such as engaging with gated content.

What's great about this is you can create separate email campaigns depending on the action. If a lead downloads an ebook, you can email them with more relevant content they might find interesting. If they sign up for a webinar, you could email them about upcoming events or new products.



5. Track and measure success

To track the success, you'll need to identify the right metrics. These will depend on what your goals are, but some common metrics include:

- **Conversion rate**
- **Time to conversion**
- **Cost per customer**
- **Click-through rate**

If you see an uplift in these metrics, you'll know your strategy's working. If you're not getting the results you want, try tweaking areas of your strategy. You might choose to create different types of content or invest more time into researching your personas.

If you can't measure it, you can't improve it.

– Pete Drucker



Leading the way to more conversions

35% percent of B2B marketers have a lead nurturing strategy in place, which means a staggering 65% don't have any strategy at all.

Companies that don't have an effective strategy for nurturing their leads could be missing out on increased conversions, higher click-through rates, and a lower customer acquisition time.

It's best to get your lead nurturing strategy up and running sooner rather than later. That way, you're digging deep into your ideal customer profiles, their pain points, and what makes them tick. You'll have your measurements in place to ensure success and you'll know where to improve if results fall short.

If you find you're still struggling to source high-quality leads, you should look into sourcing reliable high-intent data. This can benefit your lead nurturing process by boosting your organic rankings and increasing your conversions.



About Mixology Digital

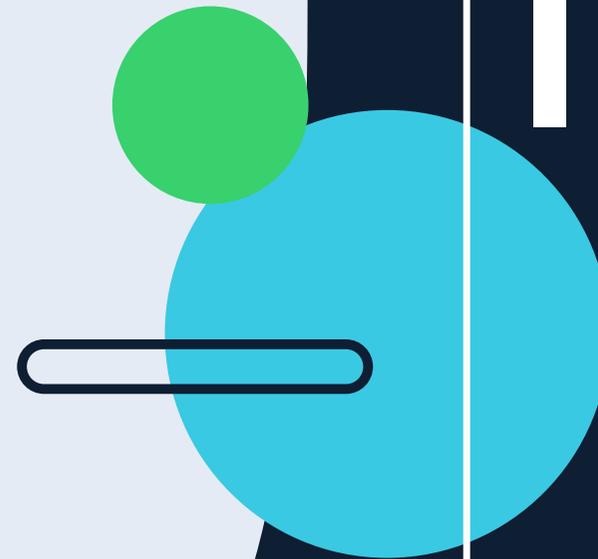
At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.



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