

Lead Nurturing 2.0:

The new way to nurture.



Know Your Prospects

Let's take a look at the average "ripening" time for different types of customers, in other words how long it takes them to go from hearing about your offer to acting upon it:

- 1. Eager Beavers:**
Prospects who buy a product or service in the first 3 months after initial contact – a sales rep's dream.
- 2. Backburners:**
Approximately 25% of all prospects buy in the next 6 months. These leads are largely ignored by sales reps.
- 3. Deep Thinkers:**
Another 25% buy within 12 to 18 months. These leads are totally ignored.
- 4. Fence Sitters:**
The final 25% buy after 18 months. They aren't dead leads; we just treat them that way.

Four minutes that could *quadruple* your conversions.

Reading this report could be the most profitable four minutes you've spent on your business in a long time. If, at the end, you're still hungry for more, please visit our website where you'll find articles on a wide range of lead management topics: www.leadmaster.com

Why Nurture?

Think about all the things you nurtured today. Your career. Your family. Maybe your pets. Certainly your hopes and dreams for the future. Most people would agree that nurturing the important things is vital to success and happiness.

But for some reason, many companies and sales professionals neglect to nurture a large majority of the leads that actually provide them with a living.

The statistics tell a sobering story. About three quarters of all leads – leads that companies bought and paid for with their marketing dollars – are ignored by sales people who are eagerly harvesting the other ¼ - the low-hanging fruit that converts easily and quickly. Then they wait for another batch of leads to come in and again snap up the ready-to-buy prospects and ignore the lukewarm or undecided leads that make up the majority. Sure, some of those ignored leads may eventually find their way back to you under their own steam and make a purchase. But most are lost for good.

Whether your company is in a competitive industry or not, you need a lead nurturing strategy to ensure customers in the latter three categories aren't ignored by sales. You don't want these prospects to lose interest or simply forget about your offer. And you certainly don't want them defecting to another vendor.

So we invite you to spend the next few minutes learning how your sales team can rescue all those languishing, lollygagging leads with a sensible system of lead nurturing that combines automation with a very important ingredient for success – the human touch.

Lead Nurturing 2.0

Remember the auto-responder craze of a few years ago? Companies would create a 3-part or 7-part series of sales letters that would automatically ship on a predetermined schedule to leads who signed up. Sometimes it worked but often it didn't because the emails were oblivious to each lead's unique differences and ripening time... everybody got the same pitch on the same schedule. And if they didn't act by email #7, it was often the end of the road.

Lead management today recognizes that individual and business consumers need to be nurtured in a more personal, customized way. Instead of pushing a unidirectional message at them, we need to let them choose the information that's relevant to them. It's like the difference between spam and a juicy, interesting



How LeadMaster Keeps Leads Alive

[LeadMaster](#) is a centralized web-based system for lead management and CRM.

As leads flow into the database they are automatically indexed for search and data mining.

Then as sales reps follow up on the leads, a journal in the LeadMaster system updates sales activity for each potential customer.

Dashboards and other CRM tools within LeadMaster let managers track the progress of every lead so none get lost or forgotten.

This radically simple approach means more leads are handled appropriately, nurtured over time, and ultimately turned into sales.

newsletter you signed up for because it's relevant to you. One message is *desired*, the other is *deleted*.

Lead nurturing 2.0 for the new era begins with the 4 “P”s.

The 4 “P”s of Lead Nurturing

1. **Permission Marketing.** Your scoring method has determined certain leads are not sales ready and require nurturing. But first, you need to ask their permission to send them your messaging so it isn't perceived as unsolicited email. This step is about respecting the customer and offering them choice, which sets the tone for the relationship you're about to nurture.
2. **Preferences.** This is where you determine what your prospect wants from you, how often, and in what format. You offer them useful information and news that's meaningful to their interests. This can include white papers, e-books, newsletters, online demos, webinars and in-depth needs assessments, for example.
3. **Personal.** Drip marketing with email is a fine way to stay top-of-mind with prospects as long as you follow up in a more hands-on manner with emails or phone calls from agents who are trained to ask “you” questions and to listen more than they talk. This leads us to...
4. **Pulling.** The opposite of pushy marketing, lead pulling draws information from prospects so your sales team can then offer them genuinely relevant content and assistance as they are gently walked down the aisle toward a commitment.

Drip marketing can do a lot of the lead nurturing “grunt” work. It's a great time saver that leaves your reps available to connect with prospects via personalized emails and phone contact.

Tips for Getting Started

One of the most important decisions you'll need to make before you can develop a lead nurturing strategy is choosing a lead management program that makes it easy for your entire team to get plugged in.

Most lead management software offers free demos or trial versions, which is great but can be time consuming for the decision maker. Before you spend the next 5 weeks trying them all out, here are a few tips on what to look for up front. These are the features that make the job of tracking, managing and nurturing leads easier on your team and easier on your budget:

- **Tip 1:** Lead management systems that are web-based (cloud computing) have many advantages. They store your data on their servers so you can access it from any browser anywhere. There's no hardware to invest in, no downloads, no IT development team, fast implementation, and significant savings.
- **Tip 2:** Find out if the program you're interested in is accessible on mobiles so reps and execs can access sales data on the go.
- **Tip 3:** Look for a program that can easily import leads from all sources. You shouldn't have to be a programmer to get leads from landing pages into the system.
- **Tip 4:** Seek out a lead management company that offers auxiliary services like lead generation / call center services, appointment setting, etc. That way the results of your lead generation activities will flow into your system as well.



Lead Nurturing Case Study

A real estate company with offices nationwide ran a campaign using TV ads with a toll free number and an online sign-up form.

Leads from both sources were funneled directly into the LeadMaster online system.

From there, they were *automatically* distributed to real estate agents across the US based on customized rules input by the company.

Post campaign, data compiled in LeadMaster allowed the manager to implement a lead nurturing plan.

The company found the greatest benefits of using LeadMaster were the ability to manage leads in one online database, identify where leads were being lost, and nurture leads through to conversion. Sales rose 12% in the first month of use.

- **Tip 5:** Look for a user interface that's intuitive, logical, and quick to learn. This helps ensure your staff will get on board with it quickly. One system has an instruction manual that is 372 pages long. If it takes 372 pages, it probably isn't very easy to use.
- **Tip 6:** Keep your eyes open for programs that can be customized to various industries. A relevant interface will also improve user adoption.
- **Tip 7:** Look for drip marketing capability that cues reps when to make personal contact, an intrinsic part of lead nurturing 2.0.
- **Tip 8:** Look for a provider that only charges you per employee using the system, doesn't require a long term contract and lets you scale up or down without penalty.

These are the top features that marketing and sales reps report are the most useful in their lead tracking and nurturing efforts.

Conclusion

Lead nurturing 2.0 is the new way to develop customer relationships with meaningful contact and authentic prospect-focused service. It combines comprehensive, all-in-one-place software that manages a company's automated outreach while helping sales professionals stay on track with the personal contact. This new style of lead nurturing ensures more of the leads your company bought and paid for will eventually reward you with a sale... whether next week, next month, or next year.

We invite you to test drive the LeadMaster lead management software for 30 days free. There's nothing to download, no need to share your credit card details, and you can even input your own company data to get a true sense of the system's usability... just click on the Free Test Drive button on the LeadMaster website.

Contact Us

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