

Lead Nurturing with Email

What is Lead Nurturing?



Connecting personally with potential clients to build trust at each phase of the sales funnel.

Why Lead Nurturing?



Lead nurturing emails get **4-10** times the response rate compared to individual email blasts.



Sending users content that's relevant to their position in the buying process yields a **73%** higher conversion rate.



Companies that excel at lead nurturing generate **50% more sales leads at 33% lower cost** per lead.

References
 Demand Gen Report - The 10 Commandments For Lead Nurturing Success
 Demand Gen Report - 2017 Lead Nurturing & Acceleration Survey Report
 Aberdeen - How to Define Market Needs to Align Content Effectively
 Everlytic - Demystifying the Inbox 2015
 Everlytic - 2017 Email Marketing Benchmarks Report
 Ascend2



28.1%

of emails are read on **mobile** devices



90%

of respondents use email as their **primary** lead-nurturing channel



63%

of South Africans prefer to receive **promotional** messages via email



57%

of marketers say that lead nurturing is their **most valuable** marketing automation feature

Understanding the Sales Funnel

1

Awareness

Blog posts | eBooks | Videos

2

Consideration

Webinars | Case studies | Product reviews | Demonstrations | Data sheets

3

Decision

Free trial | Personalised consultation | Live demo | Cost estimate | Client testimonials

4

Retention

Email marketing | Blog posts | Thought leadership content | Product demos | Comparative data

Nurturing Leads with Email Marketing

Optimise your email marketing campaigns with these best practices:



Personalisation
 Connect personally with prospects.



Segmentation
 Segment your audience into separate groups.



Relevance
 Understand your audience and their pain points.

The Power of Automation

Automation means sending the right message at the right time, no matter what time of day or night your clients engage.

Follow our lead-nurturing best-practice checklist to make the most of your campaign:

- Use client data
- Understand your audience
- Set up appropriate goals
- Keep it personal
- Create relevant content
- Cater for all devices
- Perfect timing and frequency
- Test and optimise
- Move to predictive lead scoring