



Boost Your Sales With Effective Lead Nurturing



Did you know that a major chunk of the leads that your sales team is pitching, are **not ready to buy**? As blatant as that sounds, it sure is an undeniable truth. In fact, according to Gleanster, 50% of leads are qualified but not yet ready to buy!

Hence, in order to make your team sales-ready, you need to have a flawless lead nurturing strategy in place. Here's your guide to help you with that!



But first, let us talk about its importance!

Let the stats speak!



50%

increase in purchases through nurtured leads as compared to non-nurtured leads

20%



higher sales opportunities

50%



boost in sales-ready leads generated at a 33% lower cost



4-10

times higher response rate as compared to standalone emails

Benefits of Lead Nurturing



Helps establish contact immediately

35-50% of sales go to the vendor that responds first to an inquiry

It is targeted



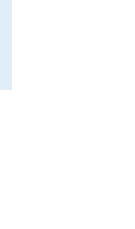
Segmented emails get 50% more clicks



Supercharges the sales cycle with automated nurturing

Automated nurtured leads have a 23% shorter sales cycle

Allows cross-sell and up-sell opportunities



Nurtured leads have a 9% higher average deal size

Three Stages of the Lead Nurturing Plan

New leads and customers are all at different stages in their buyer journey. Therefore, it is important to draft your marketing collateral accordingly.

Early Stage (Awareness)

This lead knows about your product or service but is not ready to buy.

Mid Stage (Evaluation)

This lead has shown buying behavior or content engagement.

Late Stage (Conversion)

This lead is about to convert into a customer.



Offer

- eBooks
- Blogs
- Articles
- Research data
- Interactive videos
- Infographics, etc.

Offer

- Advanced eBooks
- RFP templates
- Case Studies
- White Papers
- Analyst reports
- Quizzes

Offer

- Third-party reviews
- Customer case studies
- Demos
- Pricing, etc.

82% of marketers said that

using videos at this stage worked more positively as compared to other assets.

Based on a research a prospect receives an average of

10 marketing touches

from the time they enter the top of the funnel until the final purchase.

78% of top marketers see buyer engagement

that leads to profits as occurring in the middle of later stages of the classic funnel.

How to Create a Nurturing Campaign for an eCommerce Platform?



STEP 1

Define the goal of your campaign



STEP 2

Determine your target segment



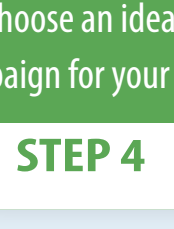
STEP 3

Start by creating an automated journey



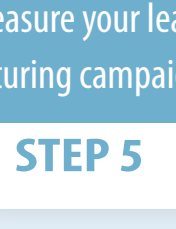
STEP 4

Choose an ideal campaign for your goal



STEP 5

Measure your lead nurturing campaigns



Choose an ideal campaign for your goal such as-

- ✓ Re-engagement campaigns
- ✓ Onboarding campaigns
- ✓ Promotional campaigns
- ✓ Educational campaign
- ✓ Renewal campaigns

Keynotes

Lead nurturing may seem complicated, but it is definitely worth the effort. It allows you to seamlessly guide leads through the sales funnel, stay at the top of the buyer's mind, learn in detail about them, cut short your sales cycle, boost your ROI.

Remember, lead nurturing is all about creating a relationship with your lead and not letting them turn away. Maginate— a Magento Marketo Connector by Grazitti will help you automate the customer journey and target your existing customers effectively. It lets you send automated & highly targeted emails to let them know about your product offerings and marketing newsletters.

Reference links

- <https://www.infographicdesignteam.com/blog/effective-lead-nurturing-infographic/>
- <https://www.campaigncreators.com/hubfs/CC%20-%20Lead%20Nurturing%20Campaign%20for%20ECommerce%20and%20B2C%20-%20Lesson%208%20Infographic.png?hsLang=en>
- <https://blog.hubspot.com/blog/tabid/6307/bid/9876/9-benefits-of-lead-nurturing.aspx>