

LEAD NURTURING

Mastering
the Art with
Effective
Emails





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1. EXECUTIVE SUMMARY

In the real world, most of the business marketers are grappling to retain their existing customers due to rising competition and changing customer behavior. According to the recent studies conducted by various governing bodies in marketing, lead nurturing turned out to be an effective method to retain the customers. Moreover, Forrester Research states that “the companies that excel in nurturing leads, generate 50% more sales at 33% less cost”. This white paper helps you to upgrade your skills in designing effective emails to nurture the leads throughout the buyer’s journey. Here are the important concepts involved in weaving an impactful email to nurture the lead:

- » Core concepts of email-based lead nurturing programs
- » Best practices for lead nurturing programs through emails
- » Different types of lead nurturing emails based on the business requirements

Ultimately, email marketers can master in designing effective emails to nurture the leads for better marketing results.



II. CORE CONCEPTS OF EMAIL-BASED LEAD NURTURING PROGRAMS

Lead nurturing is a crucial process involved in marketing programs to build a productive business relationship with customers. Many business marketers incorporate lead nurturing programs in their marketing activities to fetch the beneficial marketing results. According to Marketo, 74% of customers prefer to get messages through emails from companies. Thus, it's helpful to rely on the email marketing channel to nurture the leads at the right stages of the buyer's journey.

Business marketers can turn the high-quality leads into sales by applying for the right email-based lead nurturing programs.

There are five basic lead nurturing programs that leverage marketing efforts and results with higher ROI. Find the lead nurturing programs here

1. INCOMING LEAD-PROCESSING CAMPAIGN



TARGET AUDIENCE: NEW LEADS

What does it do?

- » It introduces the company to the new leads
- » Explains the benefits of opting the company's products and services

How and when to use it?

- » Find out the position of the new leads in the sales funnel with the help of a lead score
- » Design the nurture track that addresses lead needs and buying process
- » Implement the lead-processing campaign during the initial stage of the sales funnel

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2. STAYING IN-TOUCH CAMPAIGN



What does it do?

- It helps to gain the existing customer's interest in company products and services
- It pushes the existing customer one step down in the sales funnel

TARGET AUDIENCE: EXISTING LEADS

How and when to use it?

- Identify the position of the existing customer in the sales funnel with the help of a lead score
- Send email messages with educational content like e-books, whitepaper, and infographics
- Use this campaign once the new lead turns into a customer at the initial stage of the sales funnel

3. ACCELERATOR CAMPAIGN

What does it do?

It engages customers with the company's products and services

It drives the existing customer or new leads to the bottom of sales funnel at a faster pace

TARGET AUDIENCE: EXISTING LEADS

How and when to use it?

Analyze the lead score to identify the position of the target audience in the sales funnel

Identify customer's interest level to design lead nurturing tracks with engaging offers or deals

Design multiple leads nurturing tracks to address different levels of customer interests



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4. INTEREST-BASED CAMPAIGN



What does it do?

- It gains the attention of the target audience and compels them to visit the company's website
- It convinces the target audience to move a step further in the sales funnel

TARGET AUDIENCE: THE EXISTING OR NEW LEADS

How and when to use it?

- Identify the customer interest to gain their attention and trust in the company's products and services
- Send emails with educational content like e-books, whitepaper which is relevant to the customer interest
- Use this campaign at the initial stage or middle of the sales funnel to gain customer's attention

5. RECYCLING-LEADS CAMPAIGN

What does it do?

- It aims to nurture the non-ideal leads with a hope of turning them into qualified leads
- With the help of customer data, it resolves the hurdles involved in nurturing the non-ideal leads

TARGET AUDIENCE: UNQUALIFIED LEADS



How and when to use it?

- Collect the non-ideal customer data like decision time-frame, interest from sales representative
- Based on the collected customer information design recycling-lead tracks to nurture non-ideal leads
- Business marketers can use this campaign at the post-sales phase to gain the interest and trust of the lost customers

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Thus, business marketers can use any of these email-based lead nurturing programs to ameliorate the business revenue. In addition to this, they need to follow the mentioned key points to leverage their marketing efforts for optimum ROI.

- » Select the suitable lead nurturing campaigns based on the target audience
- » Create email content that aligns with target audiences' interest
- » Identify the timeframes to launch the lead nurturing email marketing campaigns
- » Create, initiate, and test the email marketing campaigns based on the business requirements



III. BEST PRACTICES FOR LEAD NURTURING THROUGH EMAILS

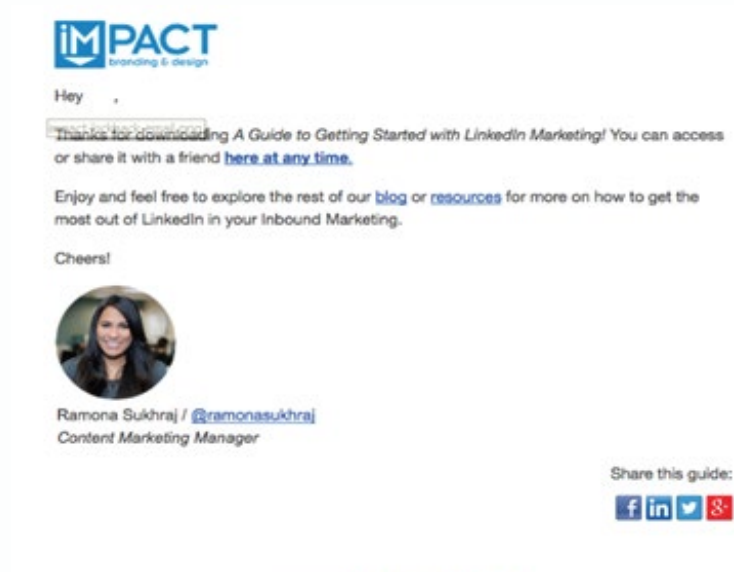
In this competitive global market, most of the business marketers aim to retain their existing customers to drive their business towards success. In this section, you will learn a few tips to build an effective lead nurturing campaign through emails. The initial step in nurturing the leads through emails is to identify the right emails for their target audience. Hence, understand the various lead nurturing emails to nurture leads along the buyer's journey as mentioned below:

1. EDUCATIONAL EMAILS:

a) Product or service related Emails

- » Why? Business marketers can send different types of educational emails to demonstrate the potential of the company in delivering the products and services.
- » How? Send an email with educational content regarding solutions and features offered by the company's products and services.
- » Business benefit: Helps business marketers to create awareness about the company's products and services amongst the prospects.
- » Pain points: Brainstorming ideas and sharp email content

Example: A screenshot that represents an educational email content

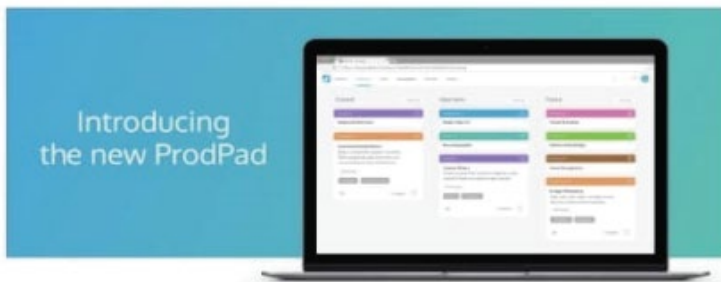


(Example: IMPACT Branding & Design)



b) New products or services related emails

- » Why? Business marketers can send new inventory emails to pitch the existing customers for making a sale.
- » How? Send an email about new inventory to the existing customers whenever the company launches new products or services into the global market.
- » Business benefit: Helps business marketers to promote their new products or services with the hope of a sale in the competitive business world.
- » Pain points: Retaining customer's interest and creating a hype for the updated versions of the products are the common challenges.



Hey Georgina,

All good things must come to an end....and be replaced with something way better! 🎉

Last week, we launched a beautiful new ProdPad for you. It's another step in our master plan to fuel confident product managers.

You may have noticed us upgrading your product management arsenal in the past year. We added [Slack SSO](#) to help you bring your team onboard, [a customer feedback portal](#) to help your customers leave you comments and [multilingual support](#) to help you manage colleagues and customers across the world.

And with this major update, we're bringing it all together. You wanted speed and performance? You got it. You wanted a slicker, more intuitive UX? You got it.

2. CLOSING EMAILS:

a) Industry related emails

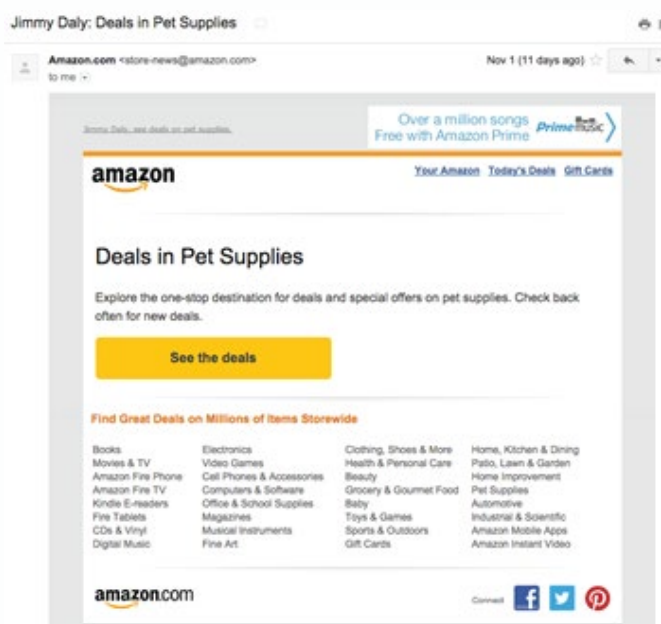
- » Why? Industry related email messages are sent to gain customer's interest and trust in the company's products and services.
- » How? Industry related emails include messages with upcoming technologies and business models relevant to the company's products and services.
- » Business benefit: Helps business marketers in gaining customer's trust and building a profitable business relationship with customers.
- » Pain points: Do not have many issues when compared to other lead nurturing emails





b) Promotional emails

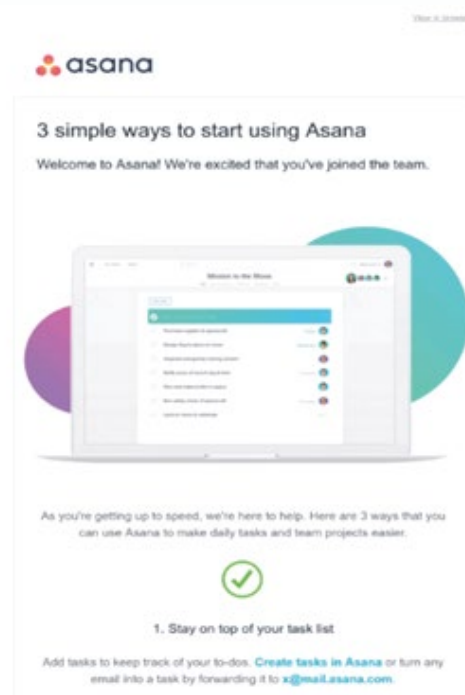
- » Why? Business marketers use different types of promotional emails to advertise the company's products and services for the right prospects
- » How? Send an email with offers and deals on company products and services to convince customers in purchasing them company's products and services.
- » Business benefit: Helps business marketers to promote their products and services to boost their email marketing revenue.
- » Pain points: To arrive at beneficial offers and deals that convince customers as well as improve email marketing revenue.



3. RETENTION EMAILS:

a) Onboarding emails

- » Why? Business marketers use onboarding emails to nurture new customers with the company's products and services
- » How? Send an email with the manuals and training materials for the products purchased by the customer to assist them in using the them purchased products.
- » Business benefit: Helps business marketers to retain the new or existing customers
- » Pain points: Do not have many issues when compared to other lead nurturing emails.



b) Upsell emails

- » Why? Business marketers can use upsell emails to convince existing customers in purchasing or upgrading the company's product or service
- » How? Once the customer purchases a product or service, ensure that an acknowledgment email is sent with a CTA to buy other related products
- » Business benefit: Compels the existing customer to purchase other related products
- » Pain points: brainstorming ideas to fetch customer's interest in the company's products and services

Thank you for shopping with us. You ordered "Colonial Candle Handp...". We'll send a confirmation when your item ships.

Details

Order #106-6426399-5521067

Arriving: Tuesday, October 4	Ship to:
View or manage order	Total Before Tax: \$38.40
	Estimated Tax: \$0.00
	Order Total: \$38.40

We hope to see you again soon.

Amazon.com

Customers Who Bought Colonial Candle H... Also Bought

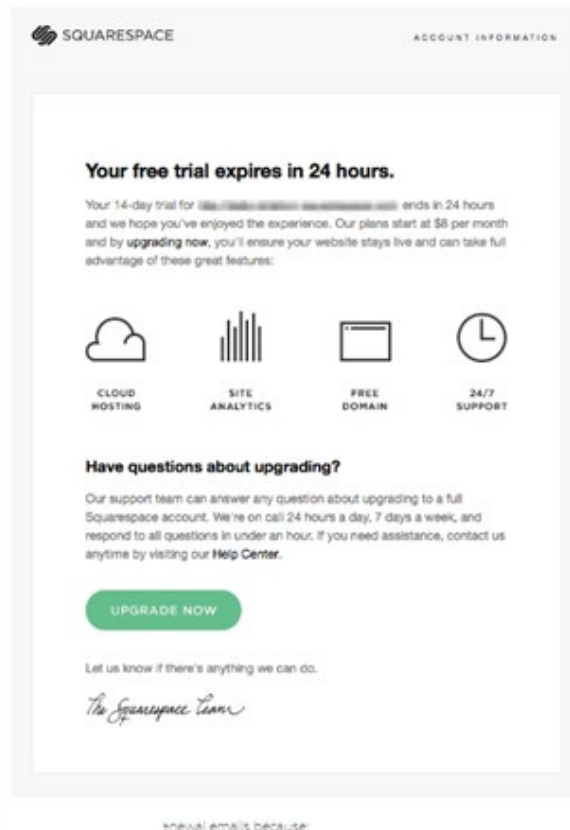
	Colonial Candle Handp Tapers... \$33.55 		Colonial Candle Classic Tapers... \$36.00 
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c) Renewal emails

- » Why? Business marketers send renewal emails to request the customers to renew the product license before the expiry date of the software or services
- » How? Send an email to the existing customer with a reminder message for the renewal of product license before or after the expiry date
- » Business benefit: Assists in retaining existing customers
- » Pain points: Creating ideas to compel the existing customers to renew their product license



Business marketers can incorporate these emails to nurture their leads at different stages of the buyer's journey depending on the customer needs. Why? Because customers look for solutions, tips for their pain points at the Top of the Funnel (TOFU) in the buying cycle. The same customers at the Middle of the Funnel (MOFU) look for the ability of the company in delivering beneficial products and services. Finally, at the Bottom of the Funnel (BOFU) they decide to purchase the company's products or services. However, nurturing these customers along their purchase journey with the help of emails will benefit business marketers to thrive in the global market. Refer to the tips given below to design effective lead nurturing emails.



Beneficial tips to boost lead nurturing email results

- » Segment the email list to personalize lead nurturing campaigns
- » Create a finely tuned email content from the customer's perspective
- » Aim to deliver email content that drives the target customer towards sales
- » Measure the results of the launched email marketing campaign based on few key email deliverability metrics
- » Attach videos and whitepapers that will help the customers to learn about the company products
- » Ultimately do not forget to send personalized email messages to the target audience

V. CONCLUSION

Nearly 79% of leads fail to turn into sales according to the recent studies of Marketing-Sherpa. However the introduction of lead nurturing campaigns have resolved many issues involved in turning highly qualified leads into sales. Luckily, there are new upcoming technologies like marketing automation wherein automation software are utilized to generate as well as nurture the leads at the right time with relevant information. To know more about B2B lead nurturing, business marketers can refer to our B2B Lead Nurturing page. DataCaptive is a well-known contact database provider across the globe. For any queries regarding contact, or email lists business marketers can reach us at connect@datacaptive.com.

REFERENCE LINKS:

<https://www.leadfuze.com/lead-nurturing-campaign/>
<https://www.bidsketch.com/blog/leads/lead-nurturing-campaigns/>
<https://marketinginsidergroup.com/content-marketing/7-tips-boost-lead-nurturing-email-results-immediately/>
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