



# Increase Conversions and Loyal Customers Through Lead Nurturing

How lead nurturing helps foster the company and customer relationship to improve sales.





# Introduction:

## What is Lead Nurturing?

Lead nurturing is the process of developing an ongoing relationship with consumers throughout every stage of the *sales funnel*.

A *sales funnel* is a visual representation of the steps a customer goes through when making a purchase. Individuals higher up on the sales funnel are the consumers who require the most nurturing or “touch points.” A touch point is any interaction between a business and a prospect that influences their opinion of a company.



The goal of lead nurturing is to convert a person who's expressed interest in a company (a lead) into becoming a customer. Leads are nurtured by engaging with them over an extended period of time, gradually guiding them through the buyer's journey.

## Getting Started

The first step of the strategy is to get interested consumers in your database. Companies typically acquire new leads or subscribers through surveys, consumers downloading informative content, and offering incentives for signing up for their mailing list.

Once you have a database of potential customers, start sending them personalized messages containing content you believe they'd benefit from. You can determine what to send them by using information like page visits and the content of yours they consume. Doing so helps establish trust and demonstrates value to a prospective customer over time.



## *Demonstrate Value*

Essentially, your company is slowly displaying why they're the best candidate for the job. Delivering helpful content within the right context is the most effective method for obtaining and retaining quality leads. Successful lead nurturing provides value to your subscribers by offering them information they need at the right time.

The purpose of this is to get your leads thinking, "If this company's already offering me products and services I want, I should regularly check in to view new offers and discounts."



## Prospect Analysis

**Lead scoring** is a strategy that assigns a point value to consumers based on the likelihood they become a customer. Understanding a potential buyer's interest level gives you a substantially better idea of how to interact with them. Most companies use a customer relationship management platform like HubSpot to calculate and keep track of a prospect's lead score.



**Surveys** are another valuable resource your organization can use to learn about the intricacies of a contact's needs and interests. Subscribers that regularly consume your content are typically willing to share how they could get even more out of it.

Taking the time to ask your contacts questions also shows that you value their opinion. Most people enjoy getting an opportunity to be heard, so don't be afraid to interact with your prospects.



## Popular Lead Nurturing Strategies



1. **Email** lead nurturing campaigns develop long-term relationships with their subscribers through messages that offer useful information or discounts. Most businesses utilize email segmentation to divide their subscribers into smaller groups based on their preferences.



2. **Retargeting** is a form of online marketing that presents ads to consumers of websites they've previously visited or subscribed to. There are two main types of retargeting: pixel-based and list-based.



**Pixel-based** is the most common form of retargeting. Any time a consumer visits your website, an unobtrusive piece of JavaScript (pixel) is placed on their browser. When they leave your site, that cookie notifies retargeting platforms to display a specific ad based on their past visits.



**List-based** retargeting displays certain ads to consumers who voluntarily offer their contact information to your company. Uploading your contact list onto your preferred retargeting platform is all that's required to start benefiting from the practice.



**3. Personalization** uses data and analytics to create customized content for each individual lead. Like email, personalization utilizes segmentation to dictate the interaction with the prospect. An example of this approach would be sending a consumer who left items in their cart a coupon or discount code.



**4. One-on-one interactions** involve any in-person or online discussions you have with a potential customer. Not only do one-on-one conversations allow you to provide information about your business, but they also give you an opportunity to learn more about the buyer's needs.



**5. Content marketing** is the process of developing and distributing material to leads based on the information and format they prefer. Continuously sending your subscribers useful material prevents them from forgetting about your business whenever they're ready to make a purchase. Blog posts, articles, and videos are the most common types of lead nurturing content marketing.





## *Recommendations*

Initiate more interactions with subscribers to increase your understanding of their needs and interest level. Surveys are a drastically underutilized resource for finding out exactly who your leads are and what they want. Ask them questions like their content preferences (blogs, podcasts, webinars) and how often they like to receive new material.

You can also use your contacts' answers to generate new content you know will pique their interest. The act of a prospect filling out a survey is almost enough to qualify a lead in and of itself. No one is offering up information to a person or company online if they aren't considering doing business with them.

Focus more energy on creating loyal customers or retaining your current clients using various lead nurturing strategies. Customer retention efforts possess the ability to increase your revenue and reduce your expenses. Increasing customer retention by 5% can raise profits anywhere between 25% and 95%<sup>2</sup>. Plus, past customers spend 31% more on average than new ones. It also costs five times more to attract a new customer than it does to keep an existing client.

However, due to the process, retention campaigns initially take longer to yield results. Therefore, don't abandon your customer acquisition efforts entirely, but you should evaluate if you're paying enough attention to past customers. Over time, as your list of contacts grows, start dedicating a larger percentage of your marketing efforts towards customer retention.



# Conclusion:

Lead nurturing strategies make it possible for brands to display an additional side of their company's personality. The strategy is one of the most effective methods for facilitating long-term growth and creating loyal customers. If you aren't already, your company should be using automation to optimize various nurture processes. Automation is more cost effective, efficient, and frees up time for employees to take on more important tasks. As more consumers become impervious to traditional advertising methods, lead nurturing offers businesses a way to keep consumers interested.



## Works Cited:

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<https://geta8.com/common-types-of-marketing-automation-for-businesses/>

2. *Here's Why Customer Retention is So Important for ROI, Customer Loyalty, and Growth*

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Active 8 Marketing is a digital marketing agency located in Michigan & Florida specializing in data acquisition, marketing automation, social media management, and email marketing.

We consider the full scope of your social and traditional marketing plan, uncover windows of opportunity within your business model, and work with you to design social initiatives -- complete with a supporting marketing structure -- that are most likely to bring a hearty return on investment.

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