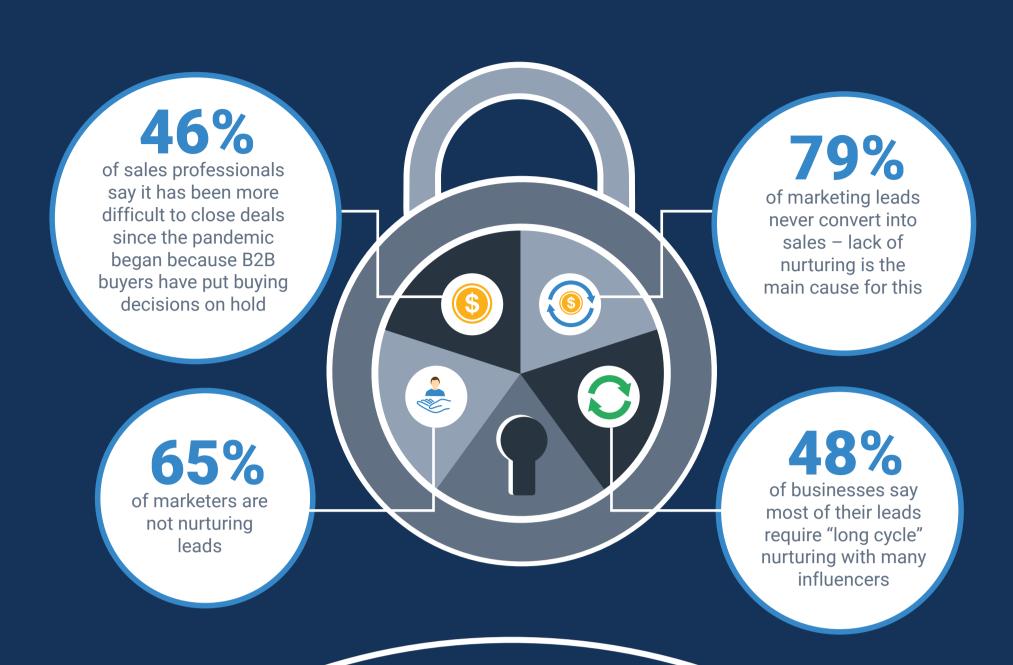
The Keys to B2B Success with Lengthy Lead Nurturing

The pandemic has changed many aspects of B2B buying and selling, and the length of buying cycles is no exception. But prolonged buying decisions don't have to equal lost conversions. With the right keys, lead nurturing can help B2B marketers unlock success.



Content

Data

Data should serve as both an input and output for effective lead nurturing. Use customer data to create effective and dynamic campaigns, and use campaign performance data to optimize for future success.

Lead nurturing campaigns should contain information that will be of value to your prospects. Make sure that the content at every touchpoint is extremely timely and relevant to the audience and can help address their challenges or questions.

Unified Sales and Marketing

To succeed today, sales and marketing must be unified at all times, but particularly for lead nurturing efforts. Ensure that touchpoints aren't missed or repeated by aligning sales and marketing on the roles and timelines in the lead nurturing process.

The Keys to Lead Nurturing Success

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Timing

Schedule messages appropriately based on the audience – with a different cadence for sales-ready leads versus inactive leads, for example. And given today's extended sales cycles, be sure to consider if your typical timing would still be effective.

Technology

Features like email marketing, campaign automation, lead scoring, landing pages and forms, and many others make marketing automation technology a must for modern lead nurturing programs. And with marketing technology providers that offer unlimited-contact pricing, you have the ability to nurture everyone you need to nurture.

Personalization

Buyers today demand personalized experiences. Prospects should feel like your communications are uniquely tailored to where they are in the buying cycle and how they have interacted with your company.

Nurtured leads produce a 20% increase in sales opportunities versus other leads

Businesses who nurture leads make 50% more sales at a cost 33% less than non-nurtured prospects

ClickDimensions

Sources: Showpad, Ascend2, MarketingSherpa, Demand Gen Report, Forrester