



LEAD NURTURING

EXECUTIVE SUMMARY

Lead nurturing is a next-level marketing tactic that retains and cultivates prospects until they're ready to buy. In addition to plugging leaks in your sales funnel, it improves long-term ROI and positions you as an authority in your industry, improving revenue and engaging prospects.

TABLE OF CONTENTS

1 INTRODUCTION

What Is Lead Nurturing?

Why Is Lead Nurturing Important to My Business?

3 BENEFITS OF LEAD NURTURING

4 GOALS & OBJECTIVES

Campaign Goals

Campaign Objectives

5 COMPONENTS OF LEAD NURTURING

Content

Appointment Setting

Smart Goals

Conversion Tracking

9 OUR STRATEGY

Services

11 ONBOARDING

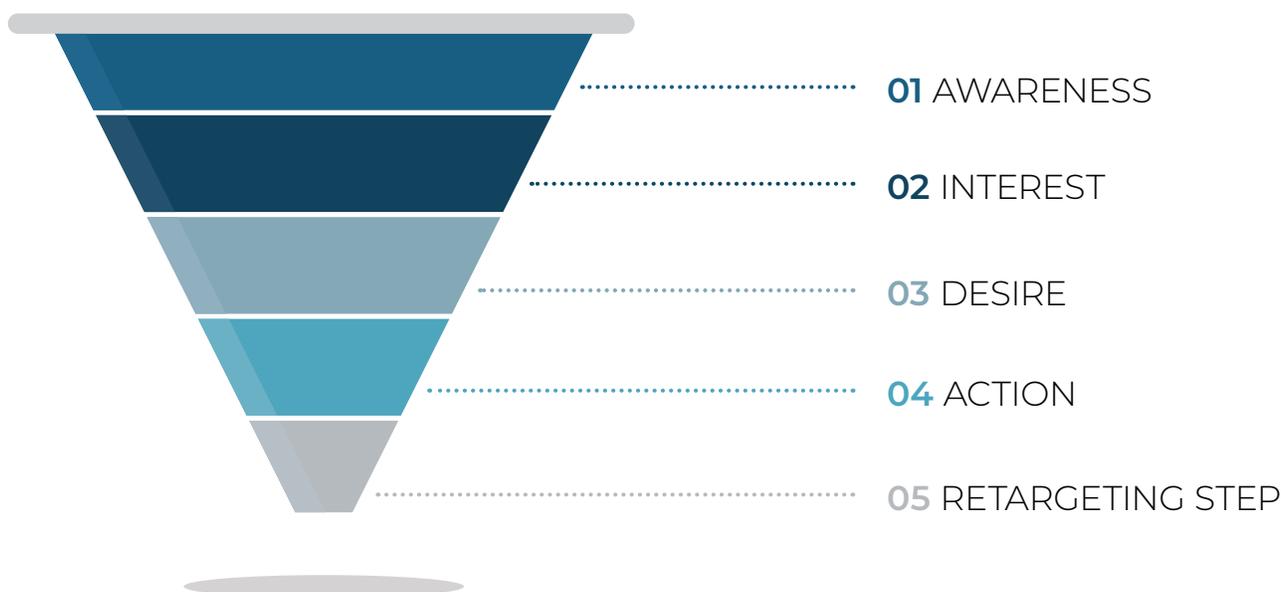


WHAT IS LEAD NURTURING?

Lead Nurturing takes Lead Generation to the next level and expands upon it. Simply generating a large volume of leads isn't enough. Leads must be qualified and ready to speak to a sales associate. Often this is addressed by highly specific ad targeting in an effort to get the ad in front of the "right" type of potential customers.

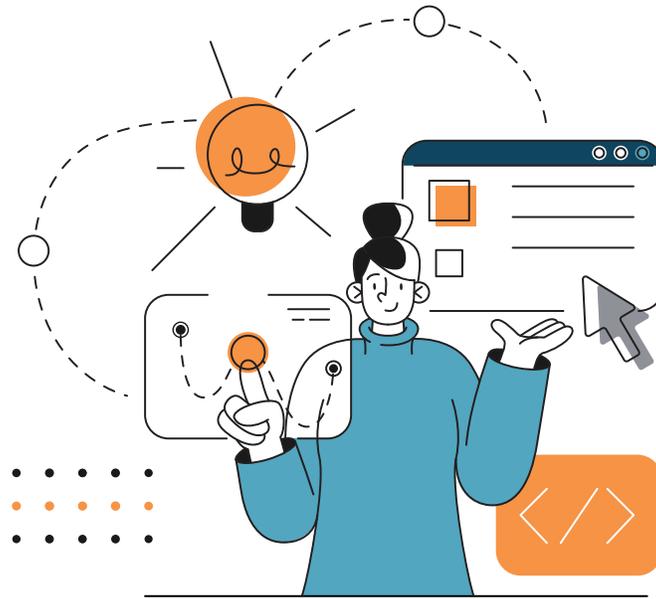
The problem is that the "right" prospect might not yet be in the "right" step in their buyer's journey to purchase now. They might just be gathering information right now, comparing what you offer to competitors. How do you keep them interested until they're ready to make a decision?

Lead Nurturing ensures that your brand is an ongoing part of their buyer's journey by providing useful information, building trust, and creating a relationship with the customer. When they're finally ready to make a decision, your company has more than just a brand recognition advantage over the competition because you're helpful, familiar, and a trusted authority.



What happens to your paid traffic after they visit your website? Some will call or fill out a contact form – but it's often a small percentage of website visitors. An ad retargeting campaign can place further ads in front of those interested parties, but you'll have limited or no way of contacting them. Lead Nurturing solves this problem by creating offers that cultivate interest while gathering information on the prospect's interests and where they are in the buyer's journey.

A Lead Nurturing campaign retains contacts that might otherwise be lost and creates an opening for additional communication and offers. Based on information about how they react to the follow-up information and what they click, Efferent Media can fine-tune offers and feed them the information that makes them comfortable with buying. This process increases the success rate of later promotions or initiatives, and builds the company's reach over time. As a 'long game' strategy, it improves your ROI and gets the most out of your marketing spend.



WHY IS LEAD NURTURING IMPORTANT TO MY BUSINESS?

Lead Nurturing methods have the lowest cost per lead and email marketing has the highest potential ROI of any channel. Every \$1 spent on email marketing has the potential to bring in \$44 (a 4400% ROI). Even better, 60% of consumers subscribe to a brand's list, compared to only 20% who follow their social media profiles.

The average person responds to a text message within 90 seconds – and 75% of people don't mind receiving an SMS text message from a brand after opting in.

The average PPC conversion rate for search is 3.75% - which means as much as 96% of your paid traffic is falling through the cracks with no follow-up. Lead Nurturing salvages some of this traffic.



The most **cost-effective** lead generation strategy



Build **long-term**, repeat business relationships with customers



Provide **up-front value** to the customer, building brand affinity and increasing consideration



Pre-qualify leads by segmenting, based on **engagement** or particular concerns



Generate measurable **results**



Get **more value** out of paid campaigns by cultivating a relationship with the contact



Save time for your sales team



Leverage acquired data for more **accurate** machine learning/AI-automated bidding strategies in paid campaigns



Constant access to a pool of **customers** for new promotions and initiatives



CAMPAIGN GOALS

Lead Nurturing provides long-term, sustainable business growth across the board. The larger your contact list, the more accurate paid campaigns can be at retargeting and predicting new potential customers. New promotions can transform this data into a starting pool of potential customers, instead of having to acquire new prospects each time. Our goal is to grow your list to a size that reliably generates conversions and creates an automated appointment-setting process, which saves time for your sales force and proves trackable data.

CAMPAIGN OBJECTIVES





CONTENT

Lead Nurturing campaign content primarily focuses on information and incentive offers (“lead magnets”). By combining automation sequences with either new or existing content, we cultivate interest in your products and services.

For example, our team can turn common sales objections or your FAQs into a “Q&A” email campaign, which addresses concerns before the prospect even speaks to you. We can highlight your unique selling proposition and other existing sales material to persuade prospects to buy.

“Lead Magnets” are the hook we use to encourage prospects to do business sooner – these can be e-books, video tutorials, discounts, or other special offers. Using a discount offer or a “summer special” at the right time can encourage repeat business from existing customers. We often use a process called database reactivation for this, sending a text message to your customer and scheduling them for appointments.

BLOG UPDATES

If your marketing strategy includes content marketing blogs, we will automatically e-mail your subscribers a link to the new blog post, which guarantees traffic and aids the customer’s education process. Our systems track every email link they click so subscribers can also be segmented based on which articles they’ve read, providing additional information for potential sales. This type of segmentation is also available for other sections of your website as well. For example, we can tag users who visit the “pricing” section and then send custom follow-up sequences based on their interests.

QUESTION — Why can’t I write my own email sequence?

Email sequences contain a lot of moving parts. When it comes to segmenting users, and analyzing how primed they are for a sales offer, many variables must be programmed and monitored. Depending upon the information gathered, new campaigns could be created to ensure best results. The Efferent Media team will use their years of experience, expertise, and proven approaches to create successful campaigns.

QUESTION — Why can’t I manage my own database reactivation campaign?

Database Reactivation campaigns involve fast, poignant follow-up messages to your existing customers. Efferent Media has the staff and the systems that allow us to respond quickly to a text message and schedule that customer within minutes. This emphasis on speed helps close the highest amount of leads. Trying to do this with your existing team places additional demands on them while they’re already working hard in other aspects of your business.



APPOINTMENT SETTING

Efferent Media's appointment setting services provide warm leads that your sales team can easily close. Through managed outreach, we can approach, solicit, and book appointments for your business, and document a clearer correlation between our marketing campaigns and your new or repeat business. This frees up time for your staff, as we decrease the steps and effort needed for a prospect to buy.



SMART GOALS

Efferent Media adheres to the SMART goal methodology:

SPECIFIC

Specific objectives are crucial to marketing and business success. We'll ask you about your conversion goals and how they relate to your broader business objectives. Our goal is to create sustained, optimal results that grow your business through more qualified leads or sales.

MEASURABLE

Efferent Media uses Key Performance Indicators (KPIs), and goals to determine campaign success. Lead Nurturing metrics can clearly correlate with improved business results. For example: 100 responses to your database reactivation campaign resulted in 100 new appointment bookings for the month.

ACHIEVABLE

This is a major concern with regard to planning and onboarding. We want to set aggressive goals so we aim high, but we don't want to set our goals too high such that they are unattainable.

Key areas to consider are:

- **Competition Level** — Can we find a niche with lower competition, allowing your business to become the authority?
- **Situation** — Do we have the best offering in your industry? Are you in the same league as the big players in your industry?

RELEVANT

Setting realistic, relevant Lead Nurturing goals requires a solid understanding of the results for the niche being targeted. If you are a local business and have a short but qualified list of customer phone numbers, database reactivation may not provide a windfall of new business. Instead, a lead magnet campaign to acquire new business contacts by providing a guide on a key topic in exchange for the website visitor's contact information might be the better tactic.

TIME-BASED

Time is important because lead nurturing can take longer than other forms of online marketing to show results. It's a marathon, not a sprint, whereas PPC delivers visibility and traffic instantly. It is not always easy to determine how long lead nurturing will take or cost, yet we do all we can to project timelines and use our KPI's to track progress toward goals.



CONVERSION TRACKING

With your business' cooperation, our team can leverage shared data to confirm which prospects have completed a purchase. Over time, analyzing the successful touchpoints will allow us to refine your overall strategy.

For example, if we notice 3 out of every 4 leads that convert to purchase clicked on the same link in an e-mail sequence, we may want to emphasize that link's placement within the e-mail.



EXIT INTENT — As much as 97% of paid traffic does not convert on the first visit – and leaves without giving a way to contact them again. Exit Intent detects when the user is navigating toward the close tab button, and provides an offer to entice them to share their contact information. This allows us to contact the customer directly, build a relationship, and open new conversations for potential business.



EMAIL MARKETING — Email Marketing can be used to pre-qualify your audience, address common objections, and alleviate concerns within your industry. The primary goal is to educate customers, moving them through the buyer's journey. This turns warm leads into buyers, and builds trust in your brand over time.



USER SEGMENTATION — When users make a selection, click a link, or open certain messages, we track and tag that behavior. This allows us to learn which variables drive the most business so new strategies can be made to amplify them.



APPOINTMENT SETTING — In addition to creating marketing strategies that increase your customer base, Efferent Media can also create automated appointment setting systems that make it easy for when a prospect is ready to do business. This frees up time for your staff, simplifies the scheduling confirmation and reminder process, and provides hard proof of our marketing campaigns.



SMS MESSAGING — SMS text messaging enables instant delivery of promotions or other objectives, such as soliciting a review. Existing databases can be reactivated with an incentive offer to quickly fill your calendar with customers you've already met and understand.



LEAD MAGNET — A pillar of our Lead Nurturing strategies, Lead Magnets are the incentives, such as discount or e-books. These offers usually pre-qualify the prospect by being useful only to those interested in the business' products or services. Lead Magnets provide value up front, making the prospect more likely to provide their contact information.



SPLIT TESTING — According to the Harvard Business Review, Amazon, Booking.com, Google, and Facebook each conduct more than 10,000 online controlled experiments each year. Efferent Media can use split testing to get the most out of your initiatives. To optimize your results, Efferent Media tests multiple variable changes for each system component. We then analyze the user engagement data and leverage these findings for new campaigns, and ensure that your offers, landing pages, and pop-ups are optimized for best results.



COPYWRITING — Reaching a prospect is only half the battle – convincing them that your brand will meet their needs is the other. Persuasive copy increases conversions. At Efferent Media we use a blend of expert copywriting, competitor research, user comments, and community conversions to determine how to speak to your audience and what to emphasize for success.



On a monthly basis, you will have an allocated amount of time associated with your account. During any given month, multiple specialists will work on your account. Monthly services include but are not limited to:

- ✔ Creative and strategic content creation
- ✔ Optimization of creative and strategic content (on and offsite)
- ✔ Strategic adjustments and pivots
- ✔ Managing user acquisition funnels
- ✔ Managed outreach, if applicable
 - ↳ Monitoring incoming subscribers for:
 - Quality Control
 - Spam Review
- ✔ Competitive landscape monitoring
- ✔ Strategic immediate and long-term growth strategies
- ✔ Strategic planning on future digital marketing changes and directions (nothing stays the same!)
- ✔ Email Engagement Monitoring
- ✔ Testing & Analyzing Content Variations
- ✔ Compliance with updates and “recommendations” from relevant internet authorities (Major Search Engines, Ad Platforms)
- ✔ Non-Intrusive Mobile Optimization



During your first two weeks with Efferent Media, we will onboard your account. This simply means establishing and aligning your goals with the best lead nurturing practices. This is done not only with the team, but also in our toolsets and monitoring applications.



ESTABLISH **CAMPAIGN GOALS**

Review business goals, priority products or services, and locations. Our lead nurturing strategists will then design a system to cultivate your audience.



COMPETITIVE **LANDSCAPE**

We will research your competition, compare your offers to any similar objectives, and adjust to ensure you're winning your audience's attention across the industry. Competitor research allows us to uncover additional areas of need, priority, and opportunity.



CONVERSION-OPTIMIZED **CAMPAIGNS**

Our team will use various initiatives to drive targeted traffic to your lead magnets. As we gather data, emphasis will be placed on the top performing ad sets and landing page variations



WELCOME **CALL**

Your Account Manager and members of the lead nurturing team will ask a series of questions, designed to inform and align with your ultimate success.



LEAD **MAGNET** DEVELOPMENT

Using your business goals, Efferent Media will reverse-engineer a system to achieve those goals and answer customer questions and concerns, all while pre-qualifying them to purchase.



REPORTING

Keeping you informed is a priority so your Account Manager is available to address any questions you may have, incorporate new products and services in your campaigns, etc. In addition to quarterly reports, your Account Manager and the Lead Nurturing team can discuss strategy and how to incorporate new products and services into your campaigns, etc. over the phone, in a Zoom meeting, etc.

