

Lead nurturing checklist

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I'm sure you've heard about the magic power of lead nurturing.
Some of the statistics you can find on the web are really stunning.

1. Only 5% of salespeople said leads they receive from marketing were very high quality. ([Ironpaper](#))
2. Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost. ([Invespcro](#))
3. 82% of customers viewed five or more pieces of content from the winning vendor before making a purchase ([Forrester](#)).
4. 93% of B2B companies say content marketing generates more leads than traditional marketing strategies. ([Marketo](#))
5. Targeting users with content relevant to their position along the buying process yields 72% higher conversion rates. ([Aberdeen](#))
6. 57% of marketers say lead nurturing is the most valuable feature of automation software ([Ascend2](#))



Andrzej Pacholik 
Digital marketing specialist



Denis Kharchenko 
UI Designer

So what is lead nurturing?

A very small fraction of leads is ready to buy right from the start. Usually you need to “warm them up” with educational and trust-building content.

And that’s what nurturing is about.

Every now and then you send a message with relevant to the lead information. It needs to position you as an expert and relate to how your product solves this person’s problems.

This way you stay at the top of leads’ minds and create a positive image of your brand.

Remember that nurturing is not the time for selling.

Most marketers claim that you need 4-6 touch points before sending out your offer.

However, I’ve come across people saying they send even over 8 content messages until they try to sell.

The messages can be sent after a certain amount of time (drip campaign), or when the lead performs some action (behaviour-triggered). Automations that combine both approaches usually yield the best results.

As you see the whole idea is pretty straightforward, but to make your efforts bear fruit, there’s a lot you need to think about.

The nurturing checklist

1. Segment your audience

If you haven't done it yet, go back to the 3rd part of this course where I covered this topic.

2. Analyze each persona's pain points

Each segment will have different needs and worries. Try to come up with specific problems they face. The more precise you get, the better your results will be.

Of course, make sure these problems somehow relate to your product or industry.

3. Decide how long your nurturing will be

As I mentioned before, 4-6 six non-sales messages are a standard in nurturing. However, test this length as every funnel is different.

Additionally, you need to decide how often you'll send these messages. It's recommended to send the first right away, the second one after 2-3 days and the next messages after 5-7 days.

Hint:

Send the first message as quickly as possible after collecting the contact information. It will get you 7x higher chance of qualifying the lead as opposed to contacting them within two hours! ([Harvard Business Review](#)).

Hint 2:

You can use the Thank You page your leads are redirected to after sign up, as the first part of your nurturing. Use it to introduce yourself, prepare the lead for following communication or inspire further action.

I've seen many Thank You pages that had a recorded demo inside, a webinar invitation or simply photos of their team. That's how you create a relationship!

4. Choose your communication channels

Email is by far the most popular channel companies use for lead nurturing. Therefore, it's also the most exploited one. Don't get me wrong, it's still effective and by no chance would I discourage you from using it. All I suggest is that you consider testing other channels (e.g., Facebook Messenger) as well.

What is more, think if you can add some supporting channels to your communication. Push notifications and text messages require subscription or a phone number, but retargeting ads, automatic live chat messages and dynamic website don't, and can be easily used to complement your flow.

5. Create content

Make sure that the content you prepare:

- adds value for the recipient,
- fits their persona,
- fits their awareness level:
 1. make leads aware of a problem,
 2. present a solution,
 3. tell how your product solves the problem,
 4. build trust, e.g. with case studies etc.
 5. make an offer.

Additionally, there are several ways to make your nurturing even more effective:

- if you create downloadable content, add one page (e.g., the last one) introducing your product,
- fit content in forms that are appropriate for the funnel stage,
- make it unique, e.g., by sharing your own stories or results,
- cocreate with influencers,
- create with mobile-first approach,
- add more value than your leads predict.

6. Create messages

Content alone is worth nothing if you won't get your leads to consume it. That's why while crafting messages, you might want to consider several things:

- tailor texts to each persona separately,
- add personalization snippets like name, industry etc.,
- include only one main CTA,
- in the first email inform about upcoming emails,
- mention previously sent content for people who haven't seen it,
- ask a question or encourage to reply,
- at the end of the message include reminder about what you do,
- make your messages consistent,
- create with mobile-first approach,
- track link clicks,
- add the possibility to share,
- see how your emails look on desktop, tablet and mobile.
- run tests:
 1. subject lines,
 2. preheaders,
 3. message content,
 4. plain text vs html template,
 5. sending from a person vs from a company,
 6. sending from one person vs from different team members.

7. Come up with actions for leads who ignore your messages

- use multiple channels,
- send reminders,
- send your email one more time to people who haven't opened it after 2-3 days.

8. Optimize the unsubscribe page

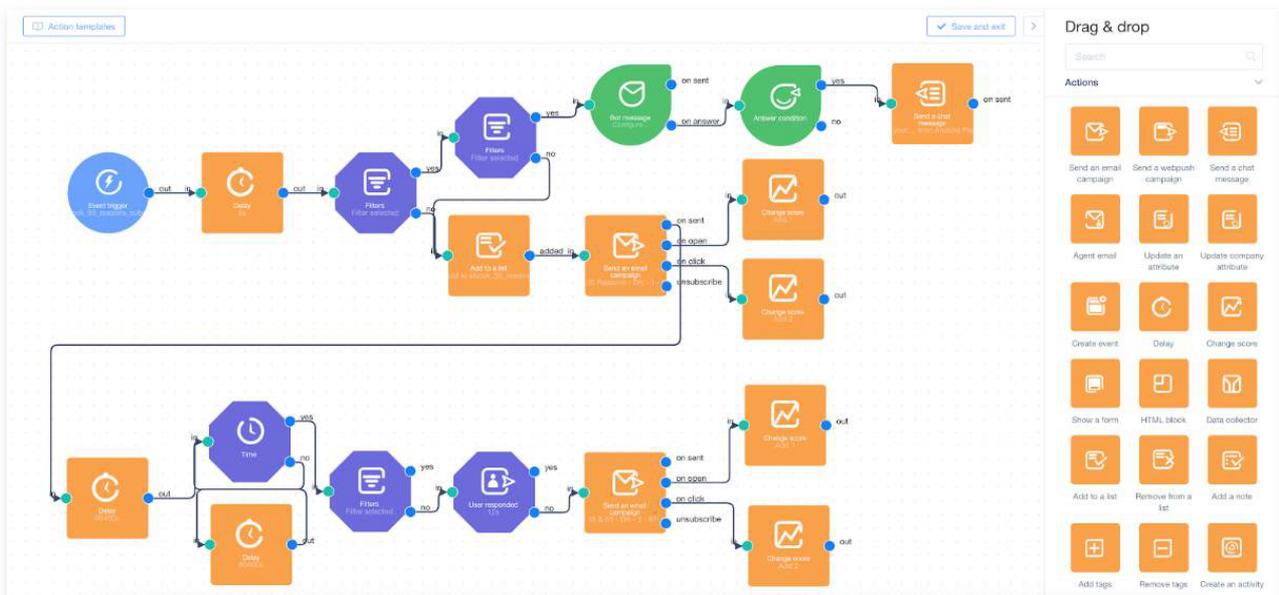
When people hit the unsubscribe button, you have the last chance to make them hesitate. Redirect them to a landing page, where you:

- add the possibility to change messaging frequency
- add the possibility to change the mailing list,
- ask why they want to unsubscribe.

9. Create automations

As I said in the beginning, there are two different nurturing methods which you should use complementarity: drip and behaviour-triggered campaigns.

- Drip campaign:
 1. send the first message instantly,
 2. add the lead to a list,
 3. prevent joining the queue several times,
 4. add the delay between messages,
 5. choose what day and time of a day messages will be sent, make it possible to stop the nurturing (e.g., using tag filters - then, if you add tag the user, the following nurturing messages won't be sent),
 6. decide if you want to stop nurturing when the lead replies,
 7. connect your scoring model.

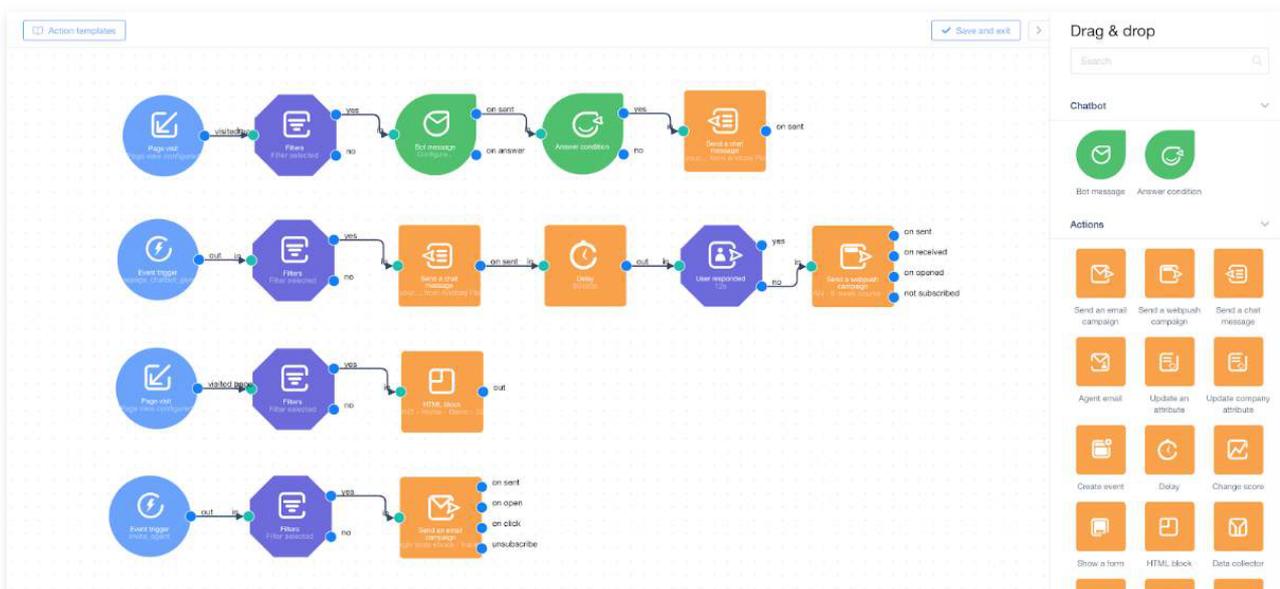


2.1 Drip campaign automation

- Behaviour-triggered messages:
 - define triggers, e.g.:
 1. coming back to your website/blog,
 2. visiting a certain page,
 3. scrolling down a page,
 4. clicking links,
 5. watching a video/attending a webinar,
 6. downloading a white paper,
 7. abandoning shopping cart / registration page.
 - send messages in appropriate channels,

Hint:

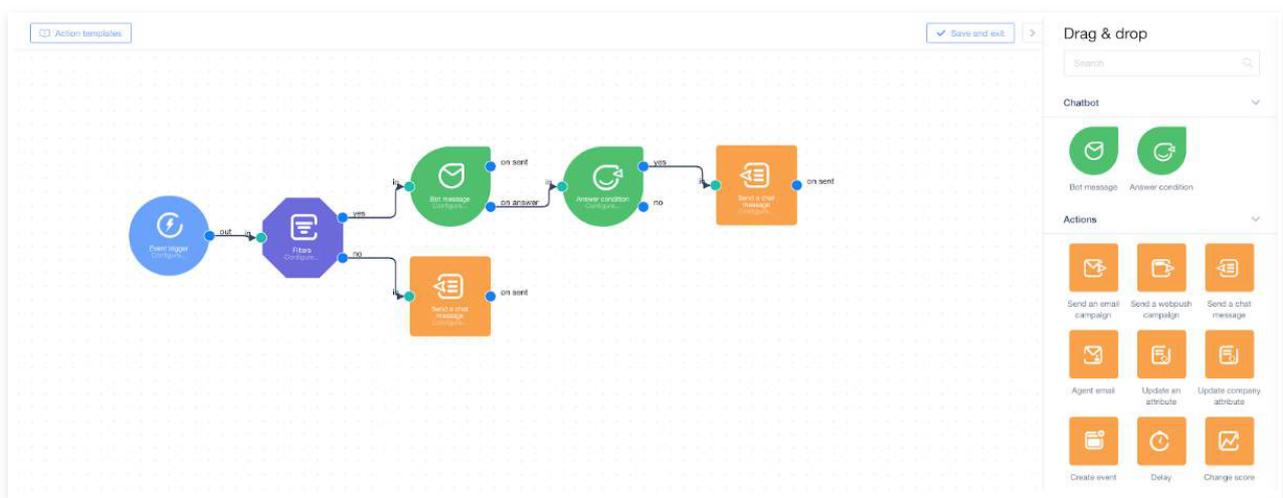
For website interactions it's best to use live chat, chatbot or dynamic page content that will immediately engage the lead.



2.2 Behaviour-trigger campaign automation

- in messages include content / CTA related to the trigger,
 - connect to your scoring model.
- Test your signup automation on different devices and browsers.
 - Add a path for those who couldn't download the first piece of content for some reason.

If you see someone tries to submit a form several times it may indicate something's wrong. Check if you've collected their email address properly and send a chatbot message asking for the email address one more time, or saying they're already in.



2.3 Automation for a second sign-up

About User.com

Right from the start it tracks every step of each website visitor and lets you automate segmentation, scoring, communication and other marketing, sales and support tasks. It makes your life easier providing one interface for all your communication.

You'll find there:

- email marketing,
- live chat,
- chatbot,
- push notifications,
- call center,
- SMS dispatch,
- pop-ups and
- dynamic page content.

With an automated CRM and full information about each lead sales team can focus on selling and forget repetitive tasks.

Analytics and reporting modules let managers have full control over their team's performance.

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