

A revolution

IN LEAD GENERATION AND BUSINESS DEVELOPMENT

Not getting the results you need from the money and effort you put into lead generation?
There could be good reasons for this:



Data

- ✗ Often poor quality – untouched or unqualified in months
- ✗ Not the right target in the organisation for a particular message (level, job role/ function)
- ✗ Unsegmented – by vertical, or even customers and prospects in some cases
- ✗ Money regularly has to be spent on replacing/ renewing data
- ✗ Money isn't spent on replacing/renewing data which is just the start of producing poor results



Communication with Data

- ✗ Random content, sent at irregular intervals across multiple delivery media
- Inconsistent message
- ✗ Cold calling cold lists
- ✗ Hard sell content
- ✗ Website is a lazy placeholder, rather than a working business tool



Contact Perception

- ✗ Annoyed at being spammed and worse, they opt out or add you to Junk so you never get to contact them again
- ✗ They can't work out what relevance your message is to them at this moment in time. They get hundreds of emails like this every day
- ✗ They stop accepting calls from you or your agents
- ✗ They glance at communication from you, but hit the delete button
- ✗ Too difficult to find what they want on your website. Too many words/pages that don't get to the point



When leads go to sales

- ✗ They're not low hanging fruit so are put on the discard or "later" pile
- ✗ Contacts languish on excel spreadsheets or in CRM system to go out of date
- ✗ Trade show attendees might get a cursory one-off call to follow up, then no more contact



Outcome

- ✗ No link/reporting between activities leading to poor ROI measurement.
- ✗ No joined up approach with communication message
- ✗ Prospect graveyard
- ✗ Wasted £££s and effort



But there IS something you can do about it – lead nurturing via a marketing automation platform...



The facts about why Lead Nurturing should be a key part of your go-to-market strategy

B2B buyers aren't impulse purchasers

In the last 5 years the average sales cycle has become 22% longer with more decision makers involved in the buying process.

A buyer will typically research a product or service with competitive vendors before planning and budgeting.

Communication can be a key differentiator

A recent study concurred it takes more than 11 touches to convert a "suspect" to a "prospect" in CXO level buyers – often more.

If there are gaps in your hand off process between sales and marketing you will lose any momentum you have gained.

The discard pile often contains money cards

80% of the prospects deemed "bad leads" by sales teams do go on to buy within 24 months.

Companies ignoring these longer-term leads are handing over opportunities to their competitors. Don't leave the field, hang in there.

Nurtured leads often end up being more profitable

Organisations see double the bid/win ratio on nurtured leads, compared with those who don't nurture.

They also see 47% higher average order values than non-nurtured leads

Leaky funnels are a drain on ROI measures

In the current economic climate, companies can't afford to ignore any hand raised, even if the prospect's profile doesn't meet "Budget, Authority, Need, and Timeframe" (BANT) or other explicit scoring criteria. Advanced organizations track where prospects fall out of the buying cycle - keeping leads alive reduces cost per lead.

Flexible Bundle of Managed Services

Whether or not you have an existing marketing team we offer a full or part service made up of the following modules.



Managing the lifecycle of your prospects



Data

- ✓ Universe defined and in line with business strategy
- ✓ Data universe "self-cleans" as part of the nurture process



Communication with Data

- ✓ Structured flow based on interactions of the prospect over a period of time
- ✓ Content is sent based on prospect/customer interest and previous interactions
- ✓ Interactions are scored to determine when leads should be passed to sales
- ✓ Process is managed and scored across all digital media – email, website, social media



Contact Perception

- ✓ Fantastic! I was just about to research this topic for a new project.
- ✓ Ah, another email from Acme company – I'll read that later
- ✓ I'll take that call. Their agents are very knowledgeable about my requirements



When leads go to sales

- ✓ Telephone qualify
- ✓ Set appointment or pass back to the nurture pot for further ongoing communication
- ✓ Closed loop



Outcome

- ✓ Less leads overall to sales, but higher close ratio
- ✓ More revenue per average deal
- ✓ No prospect is discarded – unless the contact opts out
- ✓ Wholly measurable ROI



Data definition and purchase:

We will specify, clean, source and manage your data universe



Content creation, production and management:

We will define your communication flows, come up with creative content, get it produced and sent out via the platform and manage the outcomes



Platform management:

We can help you specify the right platform for your business, or operate the one you have. A full reporting service is provided



Lead qualification:

We take the leads from the nurture platform and qualify them to meetings for your sales team – and return any others to the pot for further nurturing