



TEMPLATES LEAD NURTURE PROGRAMS

STAY ON TOP OF MIND BY LEADS AND OPPORTUNITIES



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ABOUT LEAD NURTURING

Sales cycles in B2B can last months or sometimes years. When a lead visits your website and fills out a form, most of the time they are not ready to buy stuff from you. This is the beginning of their journey and you need to be the guide to help them. In this document we share some great lead nurturing programs to help you nurture your leads and stay on top of mind.

HOW TO USE THOSE TEMPLATES?

These templates are made for marketers who use a marketing automation tool or an email tool where you can create lead flows. Use the templates as an example and create the program in the tool you use. It can be that you need to add more steps or leave some parts out of the program. See what works for your audience and make sure you analyse the results.

WHEN IS A LEAD NURTURE PROGRAM A SUCCESS?

The success of a program depends on what you want to achieve. The metrics you should pay attention to:

- Return on Investment (ROI)

- Conversion rate

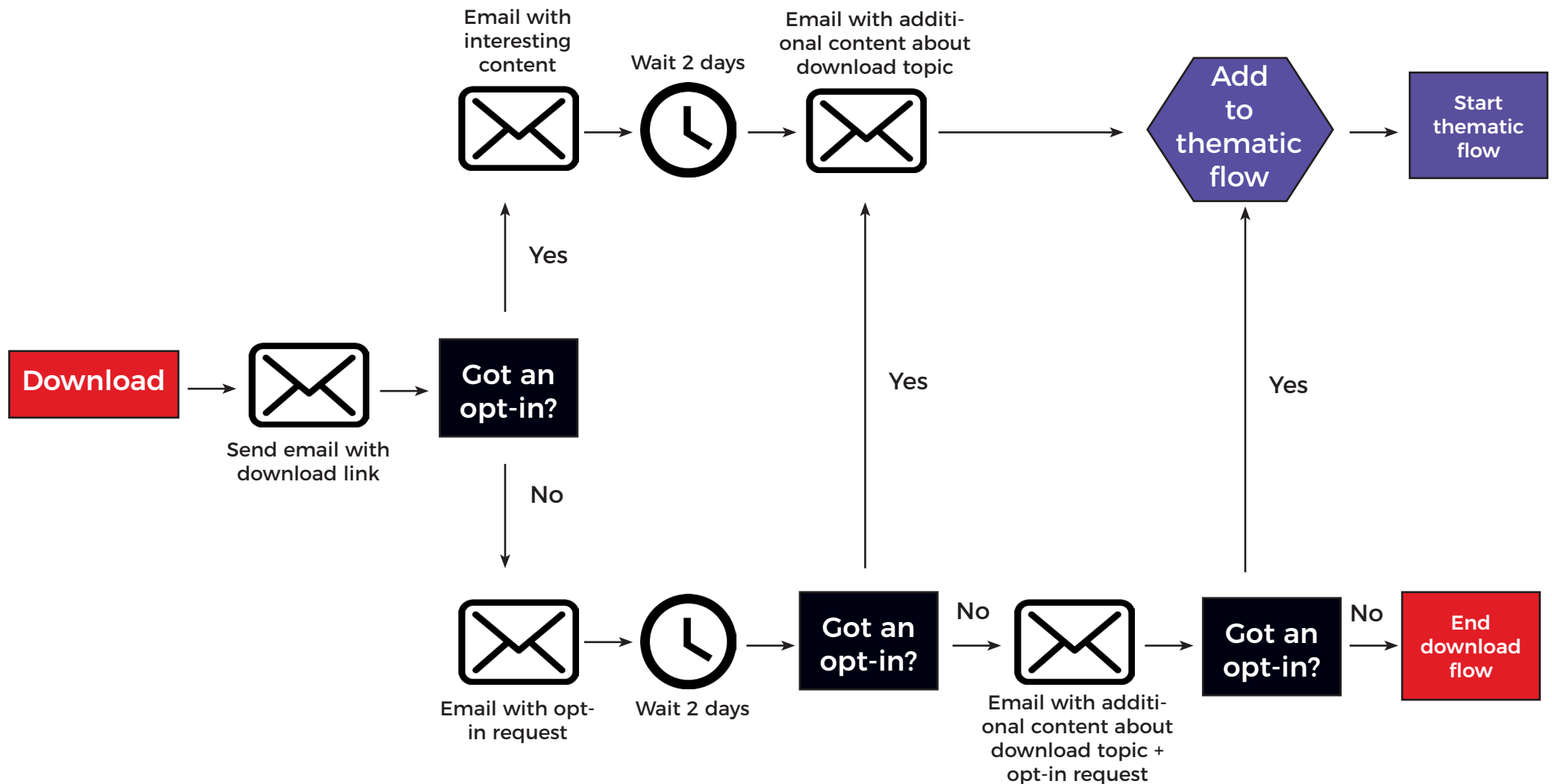
- Click Through Rate (CTR)

- Unsubscribes

- Unopens

DOWNLOAD FLOW

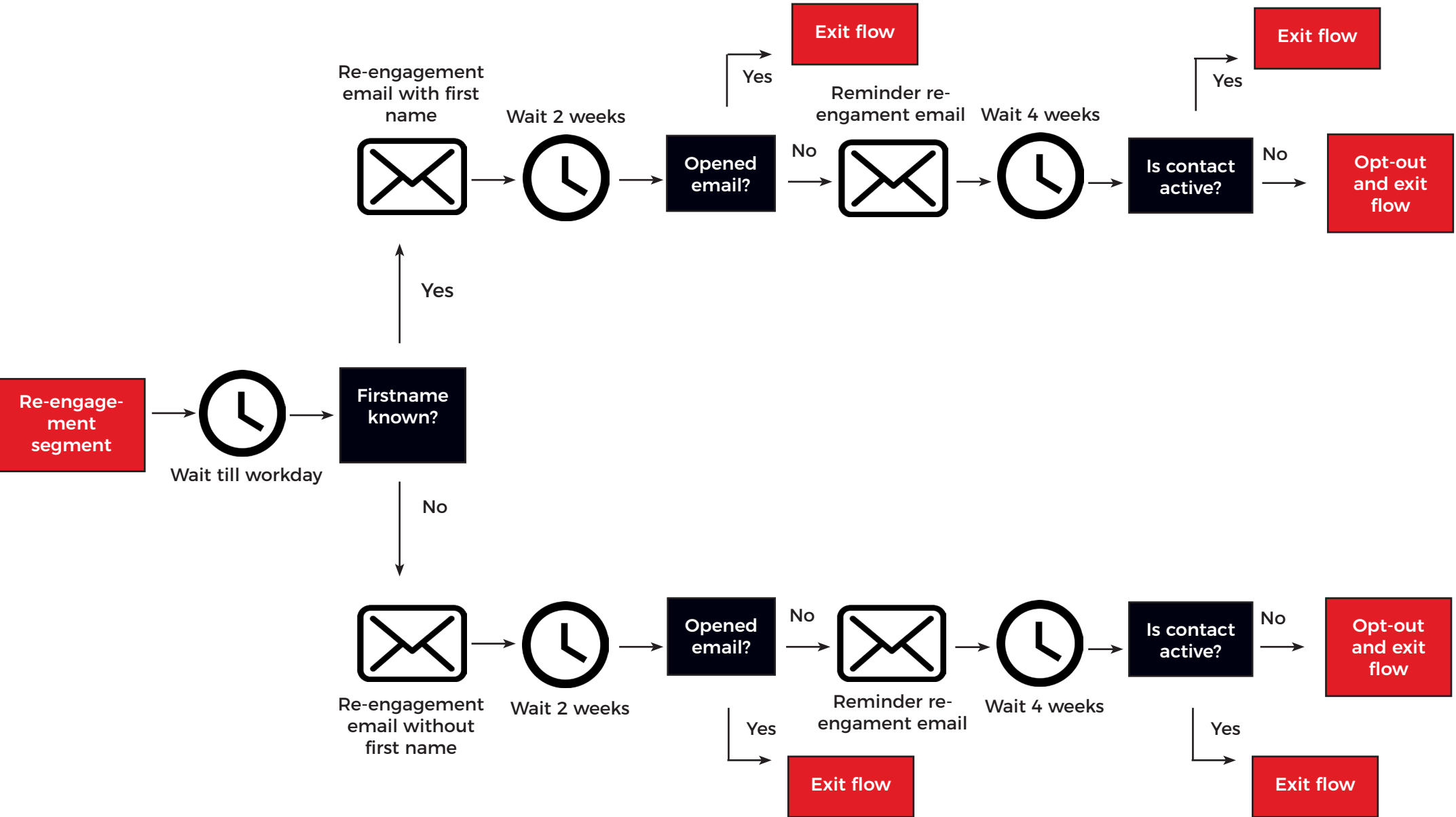
The download flow is a flow you use when a lead fills out a form and download one of your content pieces. We all know that many leads who do this are not ready for a sales call. This flow helps you to nurture those leads. This flow is a short program based on the topic of the downloaded content. Goal is to gain an opt-in and nurture your lead with a thematic program, which is a longer and more advanced one.





RE-ENGAGEMENT FLOW

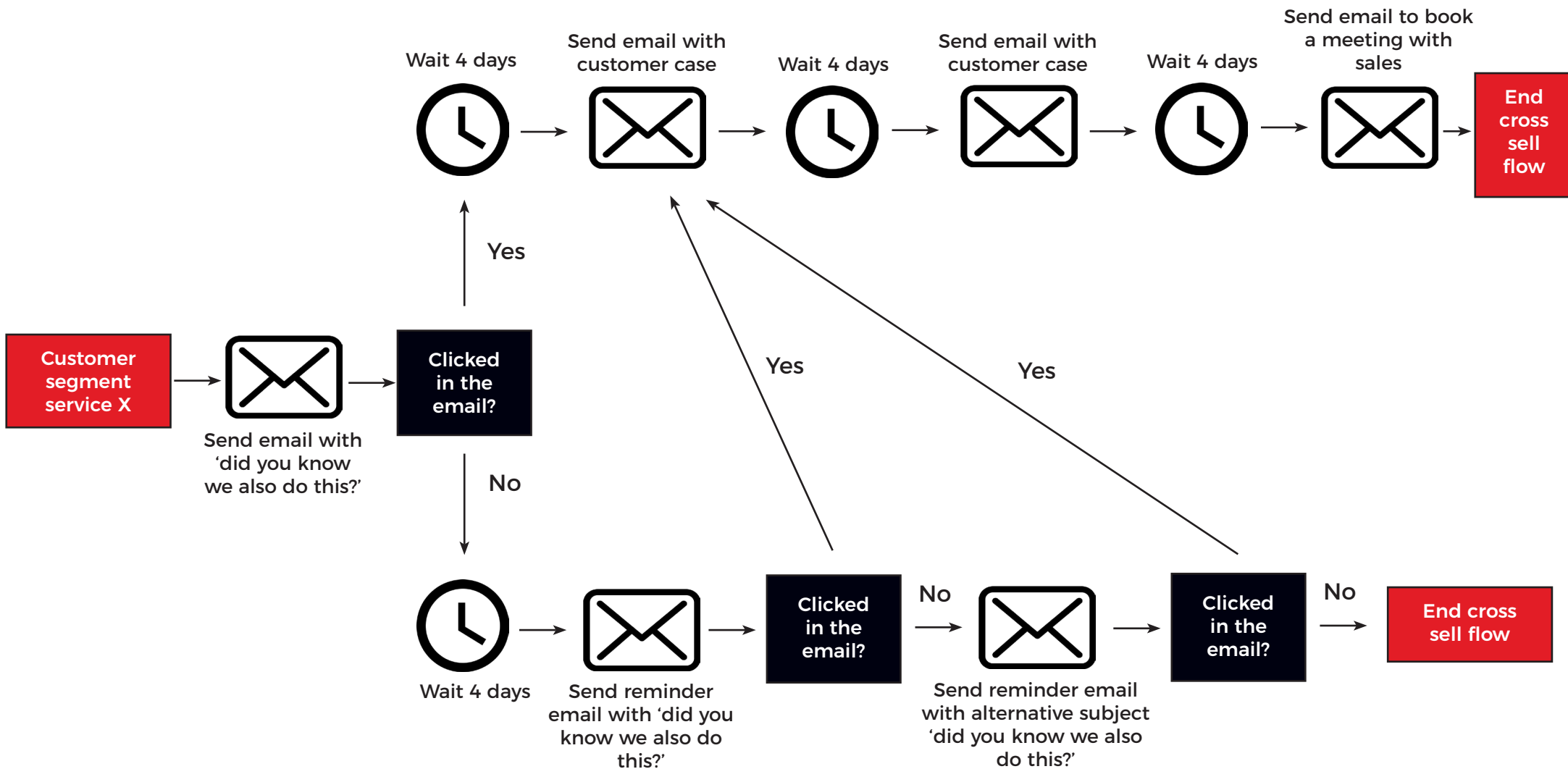
Sometimes there are people in your database who are not engaged. They don't open emails, are not visiting your website and they don't download any content. To make sure you have an up to date database and also make sure your emails are send to people who are interested, you can use this re-engagement flow.





CROSS SELL FLOW

This flow is typically a flow we quickly set-up when we help a customer with the deployment of marketing automation. Generate new leads, is most of the time a goal for marketers. But convincing new people to download your content and buy from you is a lot harder than convincing people who already know you to buy more. Sometimes your customers don't even know what services or products you offer, so you just have to make them aware of that.



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