NetLine's Lead Nurture Best Practices for Marketing & Sales Teams

Never say goodbye to your leads again.

Define Your Follow-up Policy

Documenting a detailed follow-up plan for your leads, leveraging your content, target audience, and lead scoring insights, ensures alignment across teams—especially with Sales. This can be included within a Service Level Agreement (SLA).

Steps to define your process:

1. Score each attribute of your campaign targets to enable your sales team to prioritize their follow-up process to the leads with the highest scores.
   For example: C-Level = 'A', Director and Manager = 'B'. For accounts with multiple decision-makers, multithreading allows you to reduce dependence on a single contact and improve the likelihood of favorable outcomes.

2. Further prioritize leads based on the content requested and answers to any additional qualifying questions.
   For example: A webinar registrant should be contacted differently than a professional who requested your white paper.

3. Determine how many follow-up 'tracks' are needed based upon lead score/prioritization.
   For example: The greater the lead score, the more frequent messaging can be.

4. Develop a plan for each follow-up track, including: the # of calls, emails, VM's, over 'x' number of days.
   For example: Create a priority track to send top leads directly to an Enterprise Sales Rep; while, another track may start with 3 nurture emails.

DID YOU KNOW?

20% INCREASE IN SALES OPPORTUNITIES when leads are nurtured versus not.
- Demand Gen Report

50% MORE SALES READY LEADS for companies excelling in lead nurturing.
- Marketo

33% LOWER COST for companies excelling in lead nurturing.
- Marketo

47% LARGER PURCHASES made by nurtured leads versus non-nurtured leads.
- The Annuitas Group

THE CONSUMPTION GAP

The Consumption Gap measures the time between when content is requested and the moment it's opened for consumption. On average, NetLine has found that professionals wait 31 hours before opening long-form content. Therefore, NetLine recommends allowing for at least two days before firm contact to ensure the prospect is informed enough to have an intelligent discussion regarding the content. See 'How to Follow-Up'.

How to Follow-Up

Once you identify the types of follow-up tracks needed, hone in on the details:

1. Set a Timeline:
   - Follow-up between 48-72 hours on long-form content leads—or take the 'Light Touch' approach to ensure effective conversations.
   - Alternate between email and phone touches by day.
2. When to Use a Light Touch Email:
   - Based upon NetLine's Consumption Gap, we know that most professionals wait more than 24 hours to open long-form content to sit down and read it. To follow-up before 48 hours, offer a helping hand without diving deep into the content the lead may not have read yet.
3. Make Each Touch Effective:
   - Ask questions and listen to what's on the prospect's mind. Why did they download your content?
   - Set your own goal for each touch.
     For example: "...now let's schedule a demo, in-person meeting, or RFP."
4. Be Knowledgeable:
   - Know what content the lead downloaded and relevant insights from the content.
   - If custom questions/answers were included in your campaign, lead the conversation with their feedback to build immediate trust and recognition.
   - Analyze what your contact is talking about on LinkedIn, X, and Threads and connect/follow.

Don't Prejudge Your Leads

Fact: The lead took the time to submit their professional profile to download your content—this is an important intent signal.

While your focus may be on specific job levels or titles, take the time to work your leads. There are many professionals within the buying committee that you risk ignoring and/or influencers that can facilitate a conversation with the right person.

Questions?

Our strategy team can help advise you on developing an appropriate lead follow-up process for your campaign. NetLine's Second Touch solution is perfect for organizations looking for added bandwidth. Contact your Client Services Manager for details.

Follow-Up Examples

76% of consumers become frustrated when personalization doesn't occur. Leverage your knowledge of your prospect, their company, their consumption data, and their social behaviors to craft personalized messages that will resonate.

Here are two examples.

Light Touch:
Hi [Name], I noticed that you were interested in our [content type], "[title]," regarding [deeper topic of content]. The [content type] features important insights, including:

- Point 1
- Point 2
- Point 3

I'll reach out in a few days to see what you think. In the meantime, please don't hesitate to send over any questions regarding [topic/solution/company]. I'm excited to hear what you're working on at [their company name] and how [my company name] might be able to help.

Firm Touch:
Hi [Name], thanks for your interest in our [content type], "title of content," regarding [deeper topic of content]. Three insights I found noteworthy:

- Point 1
- Point 2
- Point 3

I'd love to hear about what you're working on at [their company name]. In short, we offer [brief solution statement sentence] for [target persona] and I'd be happy to walk through it with you. Can we schedule time to chat?

Note: Crafting personalized messages based upon your knowledge of the prospect and their company found by a quick search on social media, news and corporate websites is the best approach.