



MARKETING  
ENVY

# The Ultimate Guide to B2B Lead Nurturing in 2021

Feb 2021



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Ready to Reach New Heights?

# Why Should You Care About Lead Nurturing?

# WHY YOU SHOULD CARE ABOUT LEAD NURTURING

In B2B tech marketing & sales, **lead nurturing** is a vital piece of the sales cycle. Not all leads will buy from you now. Some never will. Some are only here to kick your tires, and some will cause B2B tech marketers to argue about their potential with sales until the end of time.

Fortunately, many have a strong potential to become your customers one glorious day in the future. How can you tell who fits this description? By making educated guesses. This guide details the methodology for making those guesses, and what you need to do after you've made them.





# WHY NURTURE B2B MARKETING LEADS?

Lead nurturing is an essential part of any B2B tech marketing strategy. Most visitors, even the ones who leave their details, aren't interested in buying the product just yet; they're still researching and comparing prices.

In fact, a visitor may see up to 10 pieces of content before they are ready to talk to a salesperson ([Focus Vision](#)). Below is an example of a Marketing Envy lead that viewed over 10 pieces of content before becoming an SQL:

The screenshot displays a CRM interface with a dark navigation bar at the top containing menus for Contacts, Conversations, Marketing, Sales, Service, Workflows, Reports, Asset Marketplace, and Resources. The main content area is divided into three vertical panels:

- Left Panel (Contact Profile):** Shows a contact card for a "Director, Content Marketing at [redacted] Inc". Below the name are icons for Note, Email, Call, Log, Task, and Meet. The "About this contact" section lists "IP country: united states" and "Country: united states".
- Middle Panel (Session Details):** Titled "Page view" for "17 Jun 2020 at 01:06 GMT+3", it lists a sequence of viewed content items:
  - Viewed **B2B Marketing Pricing** (17 Jun 2020 at 01:06 GMT+3)
  - Viewed **Marketing Envy | B2B marketing agency for tech companies & startups** (17 Jun 2020 at 01:05 GMT+3)
  - Viewed **B2B Marketing Pricing** (17 Jun 2020 at 00:59 GMT+3)
  - Viewed **Marketing Envy | B2B marketing agency for tech companies & startups** (17 Jun 2020 at 00:57 GMT+3)
  - Viewed **Marketing Envy & Converto Merge to Rid the B2B Tech Marketing World of S%#T Marketing** (17 Jun 2020 at 00:56 GMT+3)
  - Viewed **Tech Marketing Blog - Marketing Envy** (17 Jun 2020 at 00:56 GMT+3)
  - Viewed **B2B Tech Marketing Agency** (17 Jun 2020 at 00:56 GMT+3)
- Right Panel (Deal Details):** Shows a "Company (1)" entry with a redacted name and phone number "+1 (92) [redacted]". Below it, a "Deals (1)" entry is shown for "300,000.00 Axio Global Inc - Inbound". The deal stage is "Appointment scheduled" with a close date of "30 June 2020". A blue "Help" button is visible at the bottom right.

# WHY NURTURE B2B MARKETING LEADS?

Failing to nurture leads is often why good leads don't turn into great sales. If a lead isn't nurtured well enough, they aren't prepared for a meeting with sales and often don't convert [\(link\)](#).



# CRUCIAL FACTS AND FIGURES



There's been a significant increase in the percentage of brands that are using content to nurture leads (68 % in 2019 vs. 58 % in 2018) ([MarketingProfs](#))



52% of companies are currently using attribution reporting ([HubSpot](#))



Roughly 80% of marketers have seen an increase in email engagement over the past 12 months ([HubSpot](#))



Lead nurturing is important across all channels as the average user has an average of 8 social media accounts ([omnicore](#))



54% of social browsers use social media to research products ([Global Web Index](#))



Close to 30% of marketers are using audience segmentation when sending out emails ([HubSpot](#))



74% of companies say converting leads is their top priority. ([HubSpot](#))

# QUALITY OVER QUANTITY

It can be appealing (and easy) to send lots of email blasts hoping something will work. While research shows that this is becoming increasingly popular, it negatively impacts deliverability and open rates. Well planned B2B lead nurturing has consistently proven to be more effective. ([Marketo](#))



# WHERE DO B2B MARKETING LEADS GO TO DIE?

There are two main categories of reasons why leads die:





# THE INTERNAL REASONS

## Lead Volume is just too damn high:

Imagine your CRM after a few days of a really successful inbound and outbound campaign. Your SDR (Sales Development Rep) can handle up to 35 follow-up calls and emails per day. What happens if 30 more leads come in? 60? 100? The time between first contact and response has direct impact on further lead quality. [HubSpot](#) says that there should be no more than a 10 minute gap between form submission and follow-up. Too many leads handled inefficiently will eventually lead to losing good leads.

## Lack of lead qualification process:

Your SDR may not know which leads to prioritize. You'd be surprised at how many leads aren't qualified before they enter the funnel.



HUBSPOT SAYS THERE SHOULD BE NO MORE THAN A 10 MINUTE GAP BETWEEN FORM SUBMISSION AND FOLLOW UP.

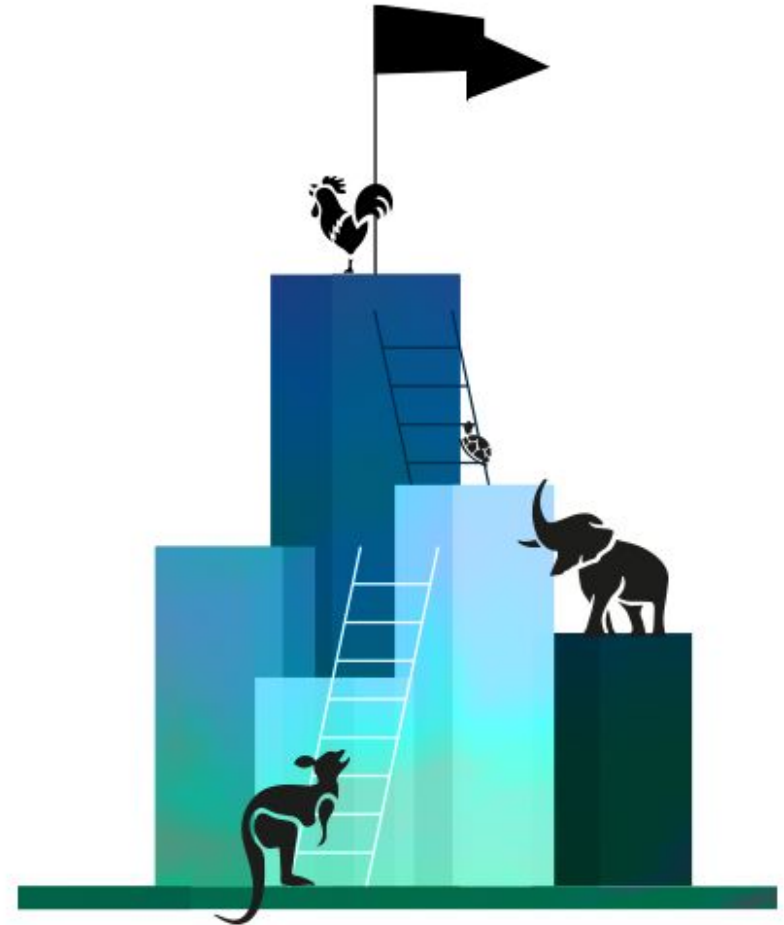
# THE INTERNAL REASONS

## Sales Teams Often Follow Their Own Priorities with:

- Different sales development representatives (SDRs) having different rationales for who they call and when.
- Some SDRs disqualifying leads on a whim.
- SDRs preferring leads they've sourced on their own over marketing leads.

## Lack of Marketing <> Sales :

While marketing may want to gather more information and build a better profile for each lead (what many call persona profiling and lead scoring), sales may want to hurry up and call leads, hoping to close deals quickly.





# FIND OUT AND FIX YOUR MARKETING <> SALES ALIGNMENT PROBLEMS!

Contact us to fix your Marketing Sales alignment

# THE EXTERNAL REASONS

## "It's Not You, It's Me"

Even with the best processes in place, and such a good alignment between sales and marketing that they finish each other's sentences, many prospects will not convert to opportunities.

## Unqualified leads

are common, but why does this mistake occur?

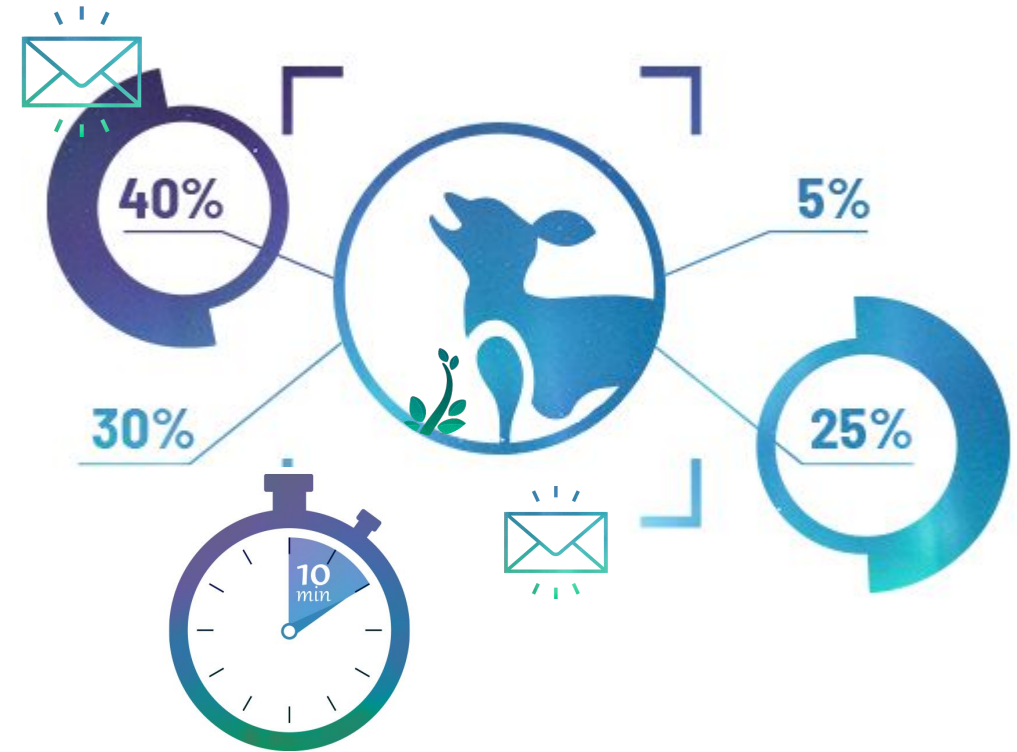
- **The lead is still researching**
- **The lead is not the right person to speak with** and has no visibility to relevant purchase processes in their organization.
- **The lead is from a company that is not in the target market:** Typos in searches and accidental clicks can cause a lead to enter the funnel mistakenly.

## The Prospect Prefers a "Hands-off" Approach

Many prefer to source information online themselves, without interacting with sales people. Supply potential clients as many ways to collect their information about you as possible. Along the way they'll leave you clues about what they're looking for. It's what inbound marketing is all about.

# WHERE TO BEGIN WITH B2B LEAD NURTURING

So, we've concluded that lead nurturing is integral to successful marketing. Now, how to go about it? Before you jump into the deepest end of the pool, identify your business' needs and your audience.

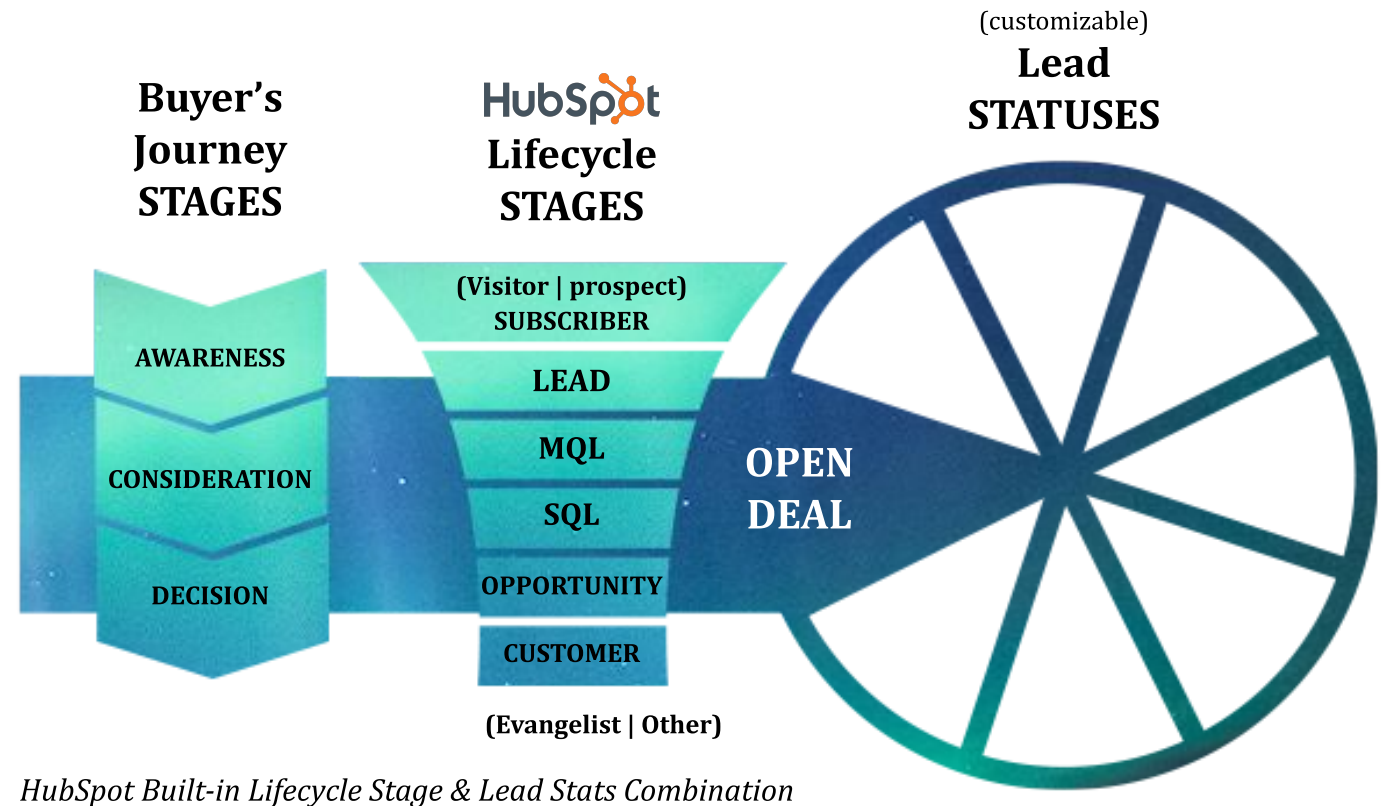




# Knowing Where to Start When Nurturing Leads

# DATABASE INSIGHTS: KNOW YOUR AUDIENCE

(HubSpot) B2B tech marketers need to know their target audience and relevant personas. Identify your 'low hanging fruit', segments that have performed well previously, maturing into SQLs, opportunities, and deals, and then re-apply those same segment rules to contacts in earlier stages of the sales cycle.



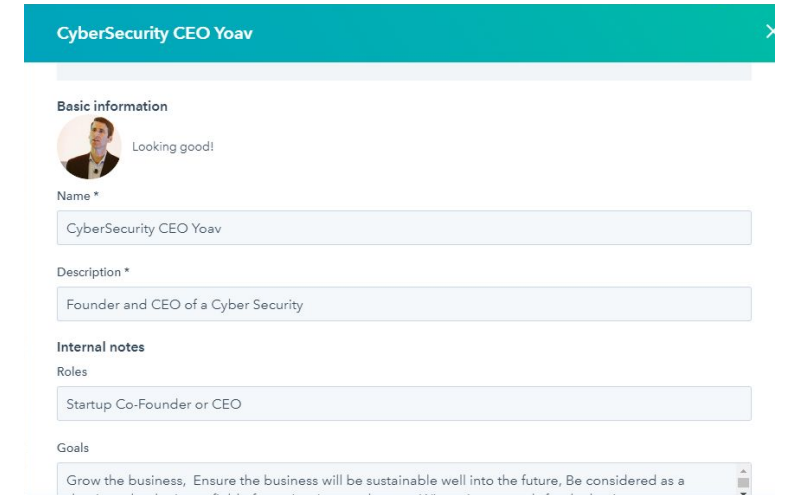
*HubSpot Built-in Lifecycle Stage & Lead Stats Combination*

# DATABASE INSIGHTS: KNOW YOUR AUDIENCE

This is easily done by creating lists in your marketing automation platform, such as:


- Build a **list of job titles** representing key decision makers typically attached to won opportunities.
- Identify **which content offer performed best** in lead-to-opp journeys to focus your efforts on leads that "touch" it during their journey.
- Pinpoint your **best revenue generating product / vertical / line** of business in terms of lead to conversion ratio & velocity.

The more detailed the data, the more specific you can get. Still, **focus on high performing segments first.**



CyberSecurity CEO Yoav

Basic information

 Looking good!

Name \*

CyberSecurity CEO Yoav

Description \*

Founder and CEO of a Cyber Security

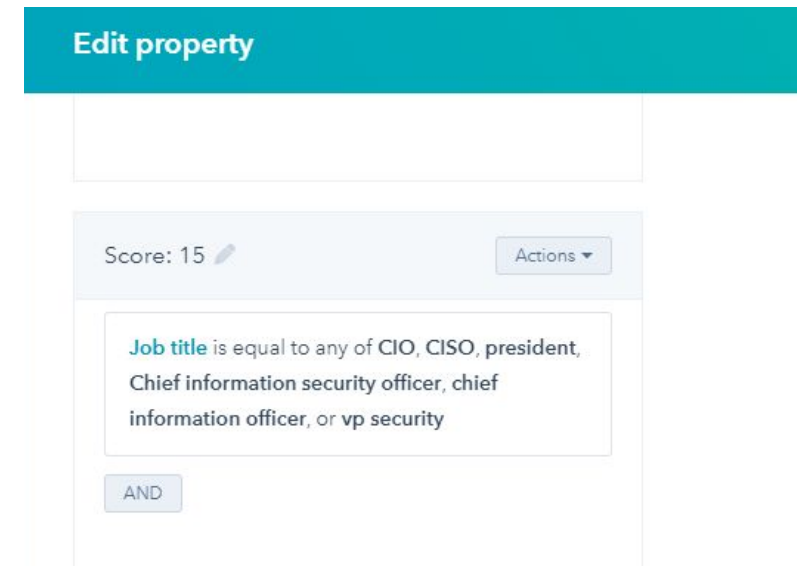
Internal notes

Roles


Startup Co-Founder or CEO

Goals

Grow the business, Ensure the business will be sustainable well into the future, Be considered as a



Edit property

Score: 15 

Actions ▾

**Job title** is equal to any of CIO, CISO, president, Chief information security officer, chief information officer, or vp security

AND

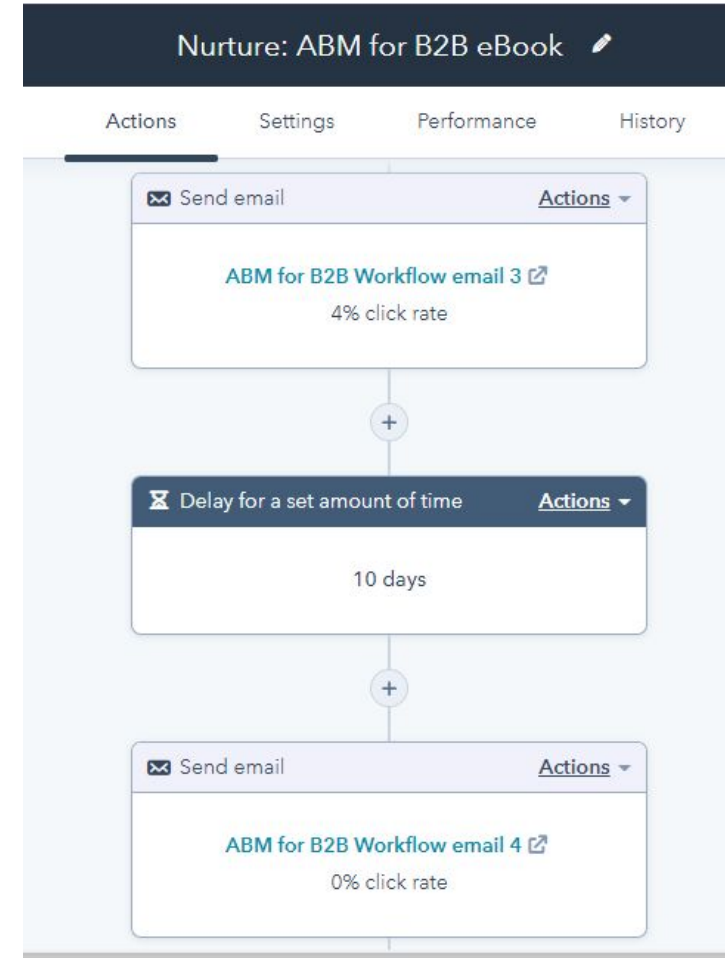
# AUTOMATION, AUTOMATION, AUTOMATION!

Now it's time to automate your emails and MQL/SQL triggers.

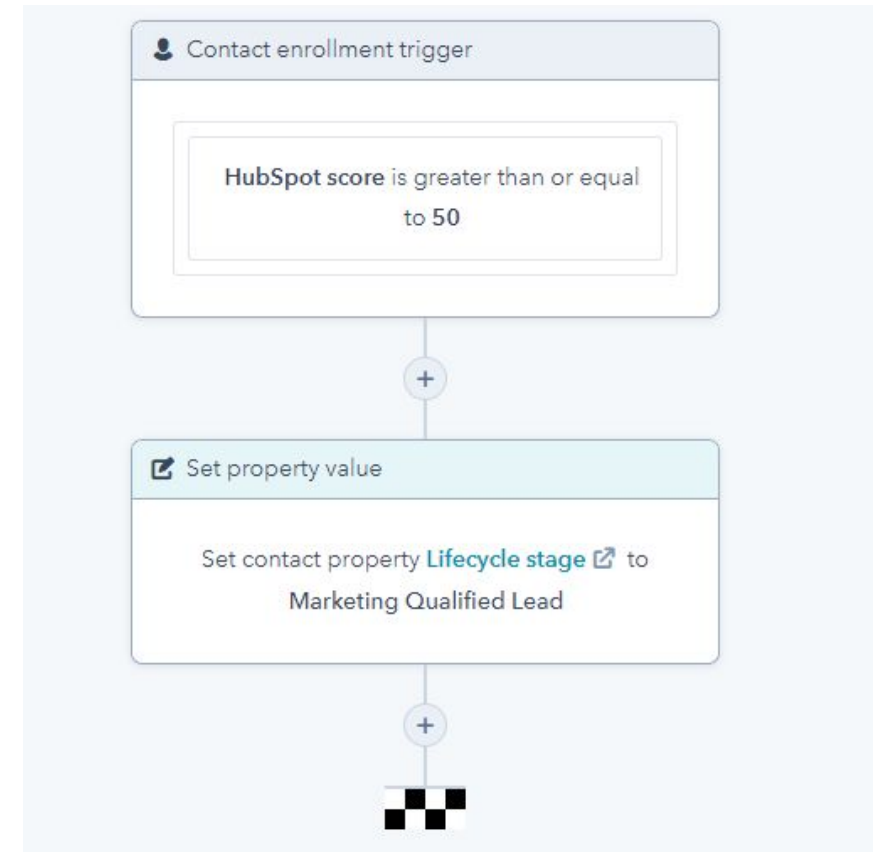
**Marketing Automation saves time and ensures nothing falls through the cracks.**

You can automate a workflow of emails for any visitor who meets qualifiers or triggers a sales response, ensuring no SQL gets lost.

There are many automation platforms out there, [HubSpot](#), [Marketo](#) and [Pardot](#) to name just three; all have different pros and cons.



- Schedule a series of automated nurture emails with clear calls to action to request a call / schedule a meeting. Different activities such as opening an email, or clicking a link will be scored differently, placing a user in a different stage of the sales cycle, leading to different responses, such as sending an email with a customer case study or triggering a call from a sales representative.
- If lead clicks the CTA button, their score is automatically upped to a value that will cause them to be labelled as an MQLS or SAL (Sales Accepted Lead )and an alert is sent to sales.
- If a lead hasn't been responding to the automated emails, but visits the website, a score can be assigned to the activity of visiting the website. For example, if that score causes the overall lead score of the visitor to rise above a certain threshold an alert will be sent to sales alerting that lead 132 has visited the website, please follow up with them?





# LEAKS IN THE B2B MARKETING FUNNEL

Identify leaks in your funnel (leads exiting the sales process, such as leaving a page before submitting contact details), and make no mistake - every funnel leaks. The question is what do you do with the leak once you've identified it. You don't have to be a detective to find your leak. The clues are simple, and in most cases, you'll find at least two of the following:

- **Low Conversion Rate:** Your landing page isn't conveying the right message or isn't visually appealing enough. Check out [this helpful article about improving conversion rates](#).
- **A High Unsubscribe Rate Following Email Send:** More leads are discontinuing their association with your business than expected. Check out [this article](#) for an in-depth look into high churn rates.
- **Too Many Obstacles in the Way:** Your funnel is too complicated and has too many stops along the way, such as too many fields to fill in on a form.



# LEAKS IN THE B2B MARKETING FUNNEL

The tendency is to put more people in the funnel, thinking more leads compensate for lost ones. Statistics show that only 1-5% of top of the funnel leads will eventually buy or sign up for services, so improve the funnel rather than putting more people into it. Attract **the right people** and then work on retaining more of them.

Yet, if you don't have a wide enough net at the top of the funnel, you won't have enough leads to flow through the funnel, so you need to ensure a constant flow of top of the funnel leads.

Read more about leaks [here](#)



# 3 REALLY GOOD REASONS TO BUILD A B2B LEAD NURTURE PROGRAM

1

## Streamlining new user onboarding

Implementing an onboarding process saves resources, increases lifetime value and provides those crucial signals of customers at risk of “churn” (never entering the training system or installing software, etc.).

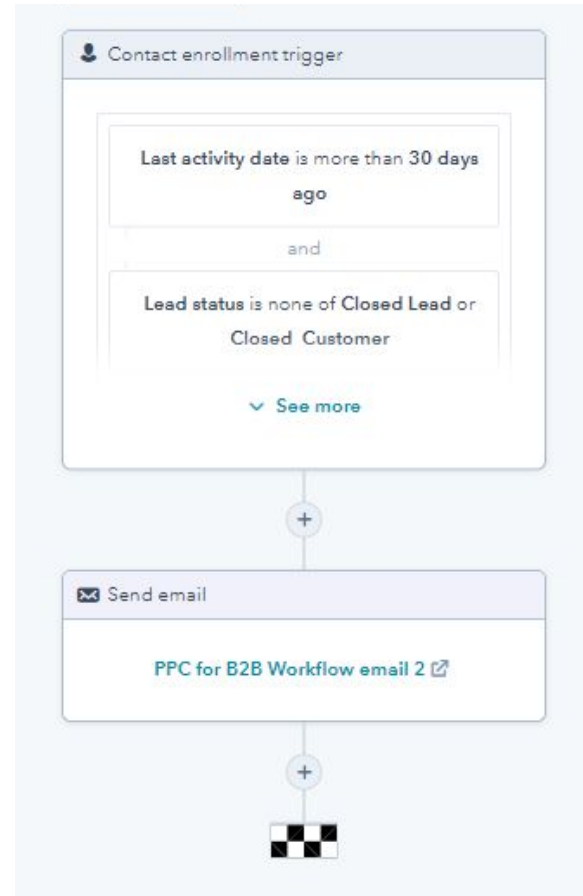


# 3 REALLY GOOD REASONS TO BUILD A B2B LEAD NURTURE PROGRAM

## 2

### Recycling dormant leads

Re-engage leads that haven't been active for a while. Provide new information or exclusive offerings.



# 3 REALLY GOOD REASONS TO BUILD A B2B LEAD NURTURE PROGRAM

3

## Warm leads before sales outreach

Some of our clients, who have long sales cycles, will typically nurture leads for 4 months before the contacts are ready for sale to make contact.





# HOW TO CALCULATE AN EFFECTIVE B2B LEAD NURTURING PROGRAM

Measuring the impact of your lead nurture program is a crucial component of the program. Keep the following in mind:



## Decide what “impact” means:

Explicitly define results you need to achieve e.g. improving conversion rates

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## Decide on the success metrics:

Consider the most important **lagging and leading** metrics

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## Set up the impact tracking system:

Establish tracking & reporting framework before going live!

# LEADING AND LAGGING INDICATORS

First identify the critical leading and lagging indicators. A leading metric is a predictive measurement, for example; social media growth. A lagging indicator is an output measurement e.g. the number of new clients. Identify those tied directly to your initial program goals such as:



## **Important Leading Indicators:**

- Website Traffic
  - Social Media Audience Growth and Engagement
  - Forms Completed
  - Keyword Positioning
- 



## **Important Lagging Indicators:**

- New Clients
- Phone Calls
- Revenue Generated
- Leads Generated



## **NEED HELP WITH YOUR LEAD NURTURING?**

WE'VE HELPED COUNTLESS OTHERS.  
WE'D LOVE TO HELP YOU OUT TOO.

[Get in Touch](#)

# Additional Lead Nurture Considerations

# LEAD SCORING

Once your lead list is ready, identify when and how to address these potential clients. This is called "lead scoring". The premise is that each activity, both positive and negative gets assigned a score or value, for example opening an email might score a 5. Each contact's scores are accumulated and totaled by the automation system until they pass a certain threshold, say 50, which will change them into a MQL and a sales representative will be called in to take the helm. Take a look at some examples here:

The image displays four screenshots of lead scoring rules, arranged in a 2x2 grid. Each screenshot shows a rule configuration interface with a score and an 'Actions' dropdown menu.

- Top Left:** Score: 25. Rule: Form submission. Action: has filled out Pop-up form: [Pop Up Form] Cyber Security Marketing Campaign Benchmarks Report on Any page. AND button.
- Top Right:** Score: -20. Rule: Marketing email activity. Action: unsubscribed from Cyber workflow-email02/Feb18. AND button.
- Bottom Left:** Score: 25. Rule: Form submission. Action: has filled out Cyber Security Marketing Campaign Benchmarks Report on Any page. AND button.
- Bottom Right:** Score: -20. Rule: Marketing email activity. Action: unsubscribed from Cyber workflow-email03/Feb18. AND button.



# LEAD SCORING

## Edit property

Positive Attributes ⓘ

Add new set

Negative Attributes ⓘ

Add new set

Score: 25 ✎

Actions ▾

Attended Event is any of Yes

AND

Score: -20 ✎

Actions ▾

Marketing email activity  
unsubscribed from Cyber workflow-  
email01/Feb 2018

AND ⓘ

AND

Score: 25 ✎

Actions ▾

Lead Source (Test) contains any of BrightTalk  
MAy 11th 2020

AND

Score: -20 ✎

Actions ▾

Marketing email activity  
unsubscribed from Book a meeting LP thank  
you email

AND ⓘ

AND

# HERE ARE SOME BEST PRACTICES:



## **Spotting him/her in the crowd** = *Subscriber Lifecycle Stage*

Is the lead in your target audience? Are they right for your product? Use these categories:

- **Demographics**  
Job title, years of experience, etc.
  - **Firmographics**  
Company information, size, years active, annual revenue etc.
  - **Affordability**  
Can the lead afford you and are they the right person to talk to?
- 



## **Make eye contact** = *Lead Lifecycle Stage*

Gather information about your lead's activity, do they visit your site? How often?

# HERE ARE SOME BEST PRACTICES:



**Buy him/her a drink = MQL Lifecycle Stage**

Does the lead engage on social networks? Do they use your content and read your blog posts or are they just 'browsing the club and having fun'?

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**I live around here/are you a Taurus? = SQL Lifecycle Stage:**

This is the highest scoring guideline, and you'll use it if the lead is clicking on pricing sheets and product demos. If so, it means the lead is 'into you'.

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**No one is suggesting you actually go and buy your leads drinks, but we're pretty sure you got the idea - lead scoring is important. It puts an end to "hunches" and "gut feelings" that make salespeople disqualify leads, sometimes, without justification.**

# EXAMPLES OF EFFECTIVE (PROVEN!) B2B NURTURE PROGRAMS

- **Different programs designed for a small segmented audience:** Each group receives personalized emails relevant to them.
- **Localization:** Text is translated to different languages based on lead's country.
- **User behavior-based streams:** The nurture program is based upon 3 different user behaviors.
- The first email shared details about the lead's last incomplete action. With the information provided, the lead can return to their last action and complete it.
- The second email portrays the benefits of the lead's look-alike group working with the specific platform or service.
- The third email depicts the platform's or service's advantages and power in the market.

# EXAMPLES OF EFFECTIVE (PROVEN!) B2B NURTURE PROGRAMS

- **Design:** Invest in appealing design with links to relevant blog posts and GIFs.
- **Personalization:** Use tokens, such as (lead first name), email sent from the (lead owner name), and (lead owner email address).
- **Multiple CTAs:** Include multiple CTAs (leading to the same destination) to catch attention.
- **Lead List Cleanup:** Remove leads (a very important step!) if content is no longer relevant to them. E.g. moved to the next stage of the cycle, unsubscribed, etc.
- **A/B Testing:** This can be performed for different subject lines, different designs, different “from names”, etc.
- **KPIs:** Use general KPIs such as open-rate, click-rate, and conversion-rate. In addition, each ABT has its own KPI in order to declare the best email.
- **Maintaining a B2B Nurture Program:** A nurture program should be an ongoing process that’s always maintained and optimized.

# B2B Lead Nurturing Tips & Tricks



# B2B LEAD NURTURING TIPS & TRICKS

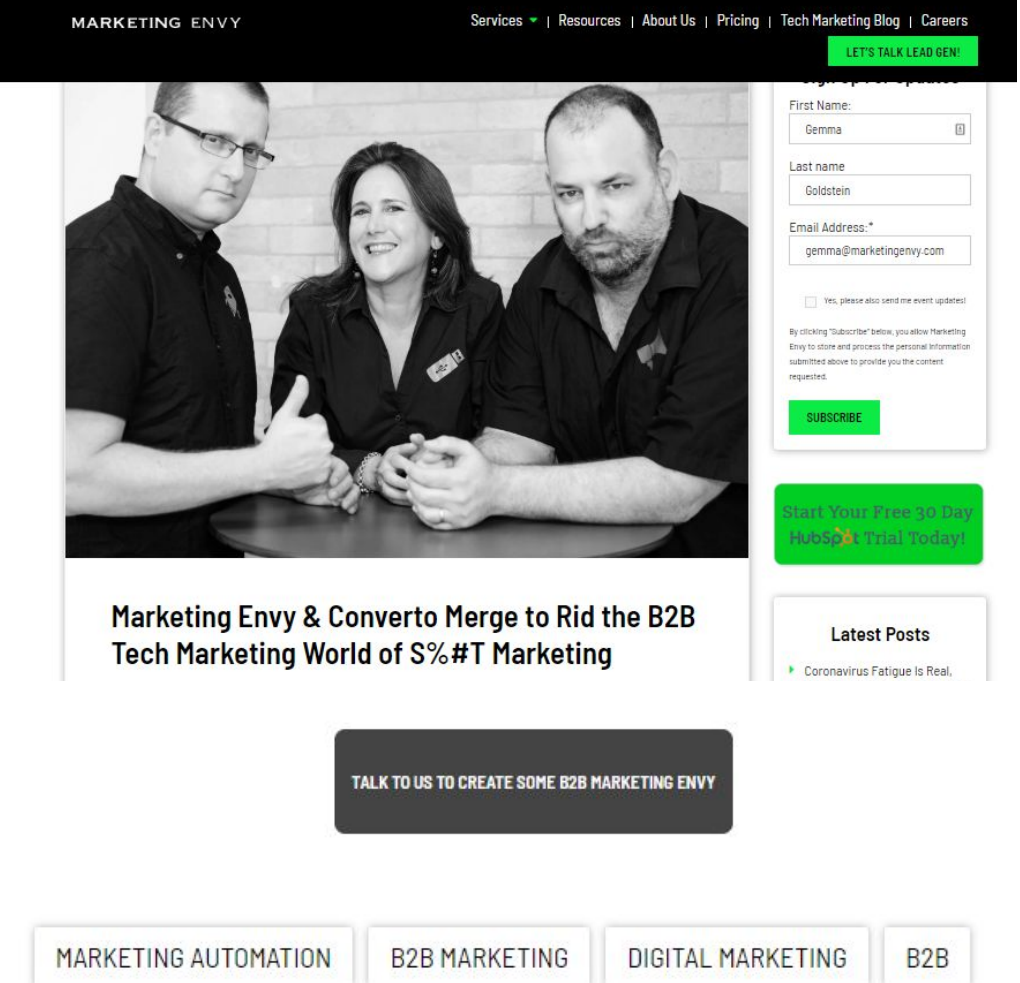
The two aspects of a successful lead nurturing campaign are:

## 1 The Creative Facet:

In the podcast **The Electronic Propaganda Society**, Matthew Sweazy details how people experience a veritable bombardment of promotions and offers everyday.

To break through the noise your message **MUST** stand out. Content needs to be “more educational than promotional” and speak to “specific needs and/or pain points”.

Match early-stage content and late-stage content to the desired outcome, and edit written content to ensure messages and Call to Actions (CTA) are clear - and attractive - to all your target audience.



The screenshot displays the Marketing Envy website interface. At the top, a navigation bar includes the company name 'MARKETING ENVY' and links for 'Services', 'Resources', 'About Us', 'Pricing', 'Tech Marketing Blog', and 'Careers'. A prominent green button in the top right corner reads 'LET'S TALK LEAD GEN!'. The main content area features a black and white photograph of three individuals (two men and one woman) sitting around a table, engaged in conversation. Below the photo, the article title is 'Marketing Envy & Converto Merge to Rid the B2B Tech Marketing World of S%#T Marketing'. To the right of the photo is a lead capture form with fields for 'First Name' (filled with 'Gemma'), 'Last name' (filled with 'Goldstein'), and 'Email Address\*' (filled with 'gemma@marketingenvy.com'). Below the form is a 'SUBSCRIBE' button and a checkbox for 'Yes, please also send me event updates!'. A disclaimer states: 'By clicking "Subscribe" below, you allow Marketing Envy to store and process the personal information submitted above to provide you the content requested.' Below the form is a green button that says 'Start Your Free 30 Day HubSpot Trial Today!'. At the bottom right, there is a 'Latest Posts' section with a link to 'Coronavirus Fatigue Is Real.'. A large dark button at the bottom center of the page says 'TALK TO US TO CREATE SOME B2B MARKETING ENVY'. At the very bottom, there are four white buttons with rounded corners: 'MARKETING AUTOMATION', 'B2B MARKETING', 'DIGITAL MARKETING', and 'B2B'.

# B2B LEAD NURTURING TIPS & TRICKS

## 2 The Operational Facet:

B2B lead nurturing requires a high level of operational efficiency. Determine the best data fields to reference, balancing business needs with sustainable practices. Provide constant feedback to the system, update when you see what is working and what isn't and of course, be there to troubleshoot.



# B2B LEAD NURTURING TIPS & TRICKS



## Tone and Voice

Developing a unique tone of voice is essential to standing out as it expresses the brand's personality and builds trust with customers. Always sound different from your competitors; it sets you apart. If you're unsure how to find your brand's tone of voice, check out this great [article](#).



## Going Beyond the Inbox

Today, consumers are quickly switching from one platform to another, whether it be on a computer, tablet, or a smartphone. Have a multi-channel presence to approach prospects through every platform, so that your brand is seen throughout the browsing experience.



## Authority – Who Is It From?

The person who is receiving the email, must should receive email from someone on a similar corporate hierarchical level. For example, a senior position employee, shouldn't be sending out emails to junior position leads. This holds true for different functional teams as well. When approaching software architects, don't have someone in marketing signing off an email. People are often more open to communicating with others from the same sphere of work.

# B2B LEAD NURTURING TIPS & TRICKS



## Personalization – How Much Is Too Much?

Using first name and company tokens will only get you so far, effective personalization requires deeper data, such as social media usernames, interests, and user behavior. If you lack this data, we strongly advise you to develop your data collecting efforts to create a humanized approach and not a robotic and monotonous tone.



## Design Considerations

No need for a designer, there are countless templates and designs ready for use, just input your content.

# RECYCLE LEADS FOR A BETTER BUSINESS TOMORROW

When a lead is tossed out by sales, it doesn't have to be forever. If handled properly, leads can land right back with sales. They're still in your database and a lead that isn't ready to talk to a salesperson yet is not a "cold" or "dead" lead. On the contrary - it's a lead you can easily score, and you should return to it later, i.e.- recycle it.



## CONCLUSION

Lead nurturing is a crucial piece of the B2B tech marketing and sales cycle. Not all leads will become customers immediately, some may never! Fortunately, many leads have real potential of becoming devout brand supporters. By correctly nurturing your leads, you'll be able to drive omni-channel business growth. Now, what are you waiting for? Get to it!





Marketing can be challenging. We make it simple.

**Ready to Reach New Heights?**

[Get in Touch](#)





**THANK YOU**

**Amit@MarketingEnvy.com**

**[www.marketingenvy.com](http://www.marketingenvy.com)**

