Nurturing Beyond Your Current Pipeline

TechTarget

Where serious technology buyers decide

Globally consistent trend: purchasing decisions shaped online before sales contact
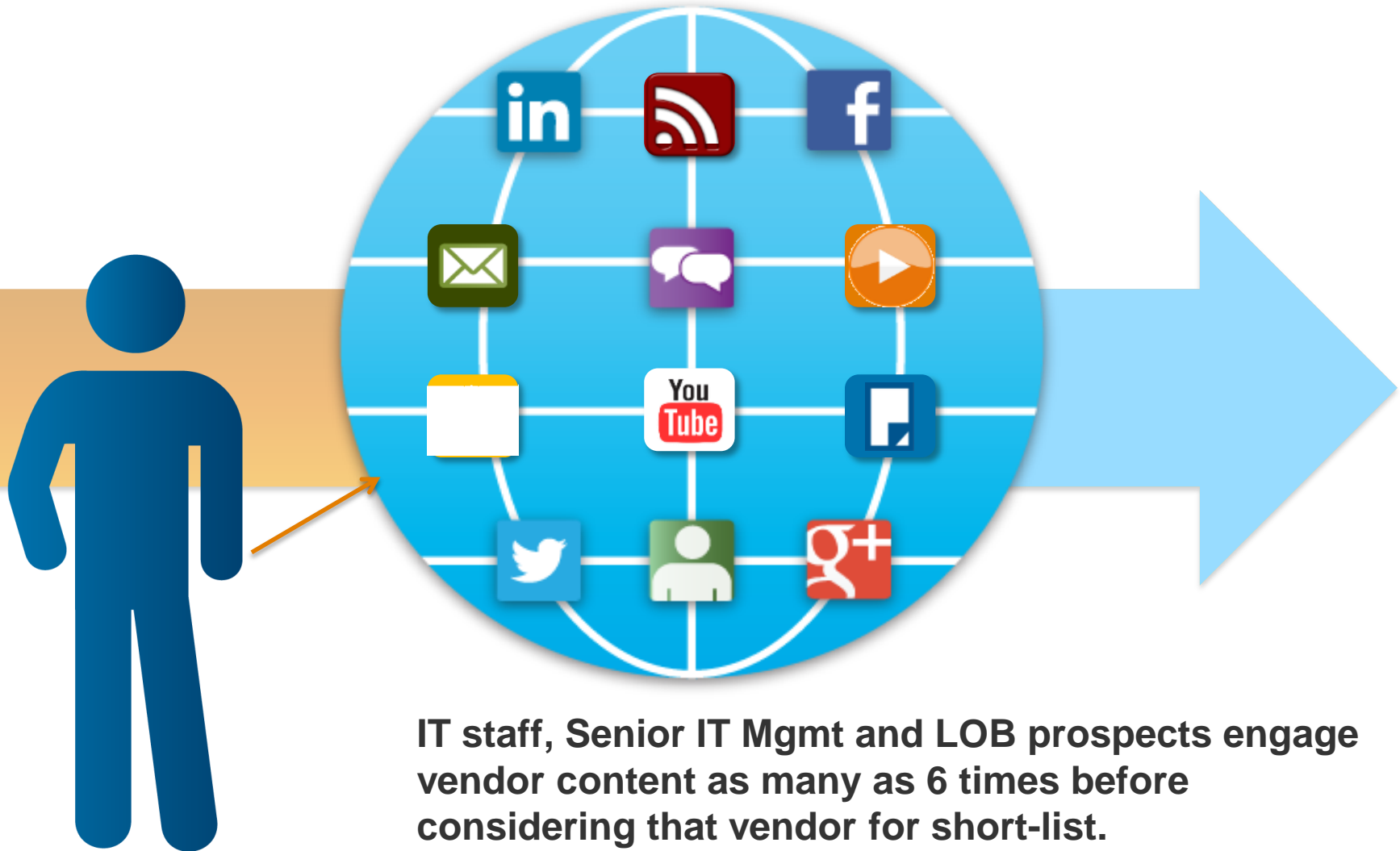
Over 2/3s of the buying process occurs before sales is even contacted
(Sirius Decisions)

The 6 Month
Prospect Buy Cycle

Without you

With you

Vendors must focus while buyers are using diverse array of outlets and content

IT staff, Senior IT Mgmt and LOB prospects engage vendor content as many as 6 times before considering that vendor for short-list.

Online consumer interactions are raising expectations for B2B engagements

McKinsey & Company note 4 key prospect behavior trends that will continue to grow

Today's Buyer

1 …wants to interact anywhere at anytime

2 … expects digital interactions to deliver exceptional experience

3 … desires personalisation and targeting specific to needs

4 …requires easy interaction

Marketing and sales have to be more prepared than ever before!

Biggest disconnect in tech market is how to engage over a sales cycle

	IT buyers who need engagement prior to short-listing	Marketers who believe engagement is needed prior to short-listing
N America	20%	46%
EMEA	24%	44%
APAC	46%	60%

Most IT buyers indicate that they rely heavily on <u>vendor content</u>, and not sales interactions, prior to completing their short list

Next stage of market development: Use intelligence to close marketing & sales gap
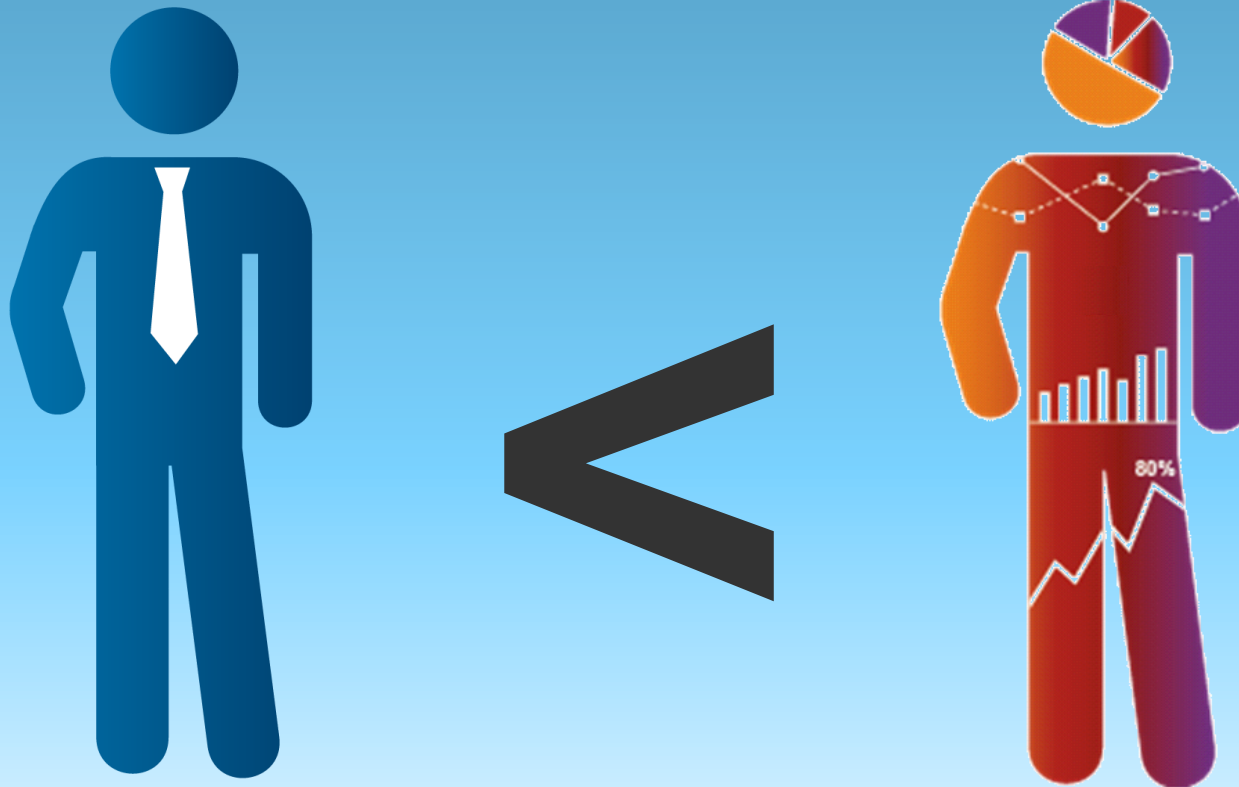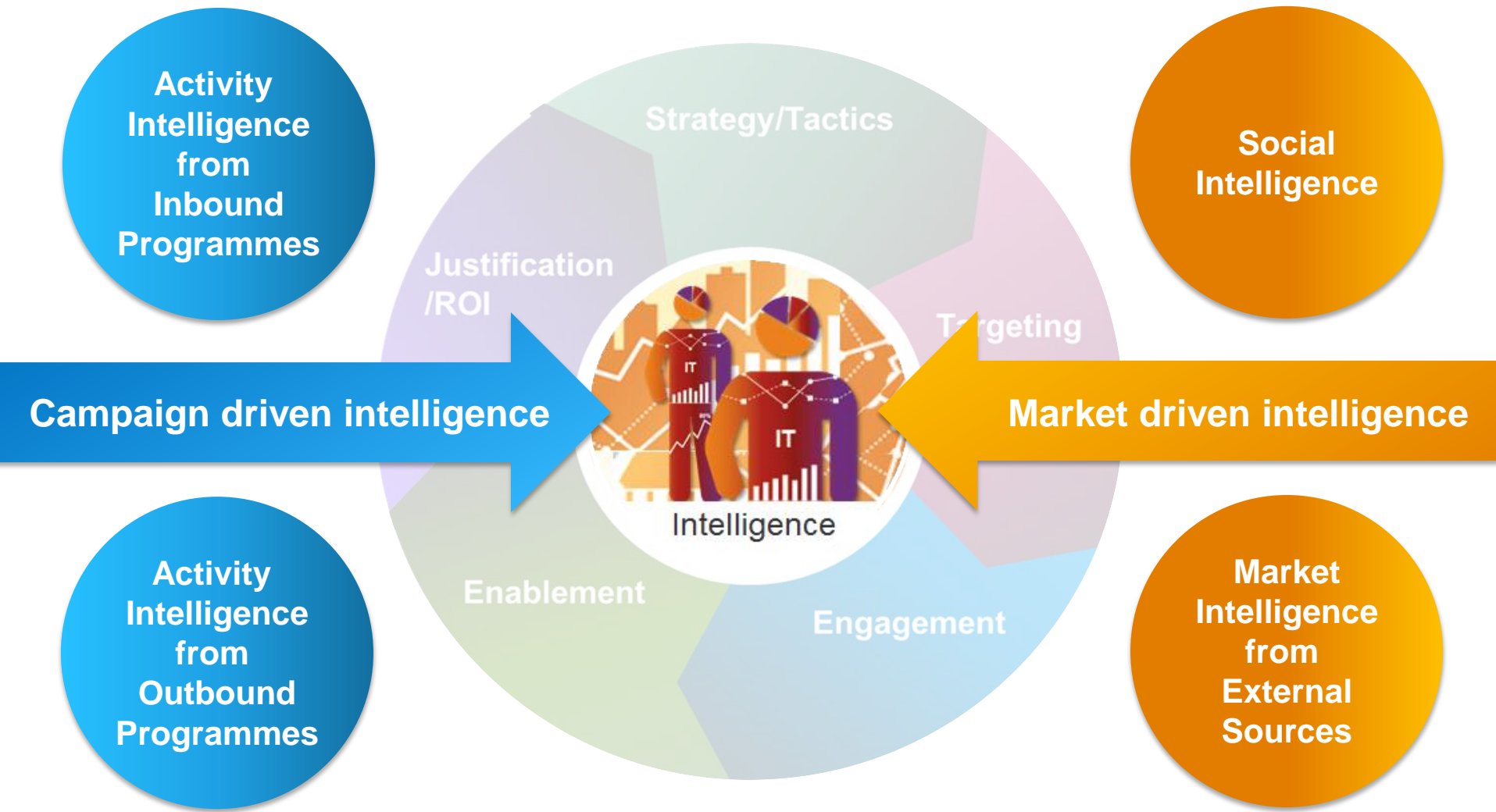

Sales remains relationship-driven business, but **power of "who you know"** now trumped by **"what you know about who you know."**

Intelligence driven marketing – making progress and driving enhanced ROI

Core Sources of Intelligence

Activity Intelligence from Inbound Programmes

Social Intelligence

Campaign driven intelligence

Market driven intelligence

Strategy/Tactics

Justification /ROI

Targeting

Intelligence

Enablement

Engagement

Activity Intelligence from Outbound Programmes

Market Intelligence from External Sources

Nurturing is critical to influencing prospects to engage when they're ready to talk

Better Prospect Engagement

Increased Revenue per Prospect

Maximised Marketing Efficiency

14%
Increase in CTRs with personalised emails (Aberdeen Group)

10%
Increase in email conversion rates (Aberdeen Group)

47%
Larger purchases by nurtured leads (Annuitas Group)

9.3%
Bigger sales quote achievement rates from mature lead management (CSO Insights)

46%
Marketers with mature lead processes see sales success with more than 75% of leads (Forrester Research)

Building a strong lead nurturing strategy

1 Personas

2 Content Audit

3 Lead Scoring

4 Lead Nurturing

Start with clear understanding of your targets, and the "personas" you engage

Buyer Persona- picture of type of person who buys or influences your product purchase

Demographics

Pain Points

Goals or Triggers

Media Preferences

Activity
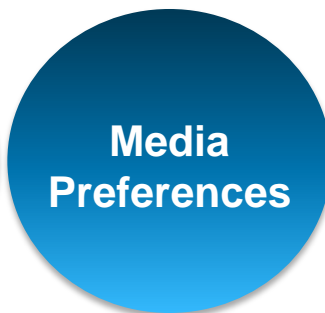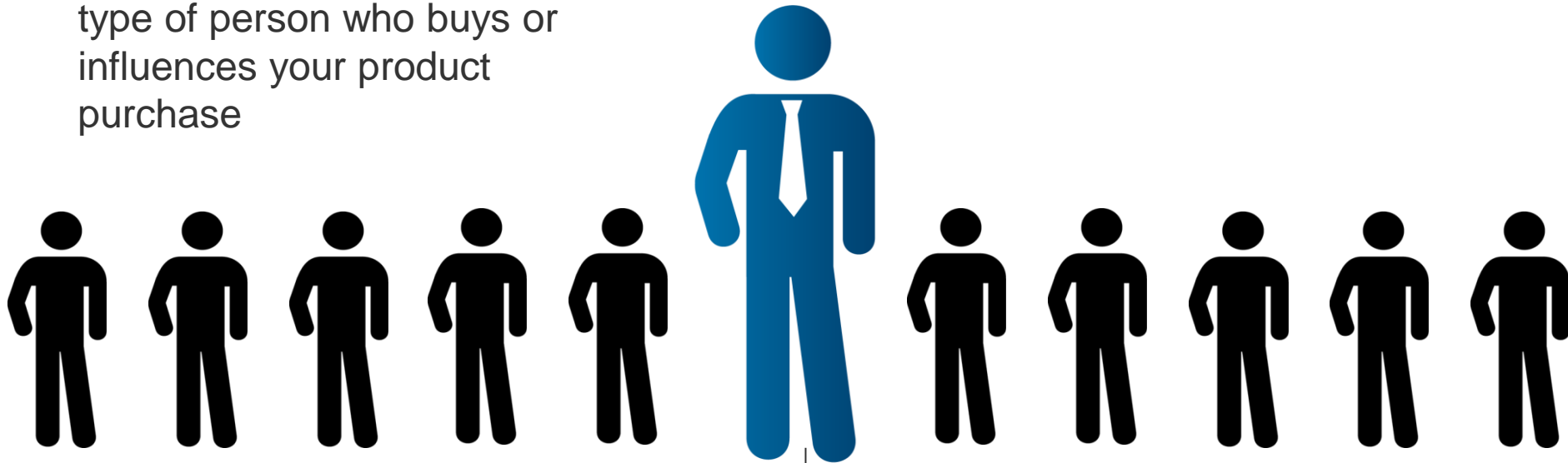
1 Persona examples

IT Staff Persona

- Tone / Topics
  - Speak to technology disciplines
  - Tactics and planning
  - Solution architectures and trade-offs
- Media / Content
  - Pragmatic – what do I need to know to make a decision
  - Heavier reliance on product literature

Senior IT Mgmt / CIO Persona

- Tone / Topics
  - Relationship between technology & business
  - Strategies & frameworks
  - Relationship between business challenges and solutions
- Media / Content
  - Very active consumers of content – 2X of their staff
  - More interested in case studies
  - More active on emerging initiatives and opportunities

Take time to audit, optimise and evolve your content - *your lead nurturing fuel*

Audit current content mix

Identify content Gaps

Budget for content to fill the gaps

Calendar content plan

Produce according to calendar

Catalog content by key attributes

Optimise content for search

Map your content

- ***Take a strategic approach to deploying content***

- Content Map
  - Content asset inventory Assessment
  - Relationship to buying stages
  - Types of media utilized
  - Language

		Buyer's Decision Phase		
		Awareness	Consideration	Decision
Media Type	Product Info	?	?	?
	Streaming media	?	?	?
	EBooks White Papers Case Studies	?	?	?
	An Ideal Content Alignment	25%	45%	30%

Priority content for your goals market by market

	Awareness (1-2 months)	Consideration (3-4 months)	Decision (1 month)

Content Types

⭐ Editorial Content

Custom Content

⭐ Vendor Content

Identify a Problem	Research Solutions	Build a Shortlist

Media Vehicles

Online IT Communities

⭐ E-Books

Editorial Sites

White Papers

⭐ Case Studies

⭐ Streaming Media

Virtual Tradeshows

Product Literature

Trial Software Downloads

Online Vendor Demos

Vendor Comparisons

Banners

Vendor Websites

Content best practices

1 Non-promotional, well-written

2 Relevant to your solution and your target audience & personas

3 Give proof, share experience or solve problems (don't shill)

4 Show, (don't just tell)

5 Start small, think big and adapt quickly

6 Optimise Content and Do Something Unexpected

7 Reorganise, Rewrite, Retire, Reimagine (don't just recycle)

A look at effective lead scoring

Lead Score - Rating on lead that classifies, based on attributes, where lead is in buy cycle, and what engagement should come next

Things to remember

- **High score doesn't always mean sales-ready**

- **Score on implicit and explicit data**

- **Recycle Leads**

- **Set threshold for Sales Handoff and only call on those leads**

- **Integrate CRM when practical**

Leverage explicit and implicit data in factoring scores

EXPLICIT: Demographics

- Title
- Role in Company
- Department
- Buying Role (be skeptical)
- Revenue and Budget
- Employee Size
- Location
- Industry/Vertical

IMPLICIT: Behavioral

- Web Behavior
- Email Open/ Click through
- Content Download
- Time on Site/Pages
- Event Attendance
- View Webinar, Video or Demo
- Negative Actions (unsubscribing)
- Form Fill outs

Building your nurturing strategy & plans

Persona-based content maps → Lead Nurturing Strategy ← **Lead scoring methodology**

* Make it Personal

* Be Short. Be Clear. Be Concise

* Measure. Test. Optimise.

* Follow up the right way at the right time

Marketer driven nurturing- continual brand and content engagement on *your* timeline

Client Ecosystem

6-10%

Prospects who engage with additional content

Pre-defined nurture streams & website tracking

***The challenge:* Prospects want control of their own research process**
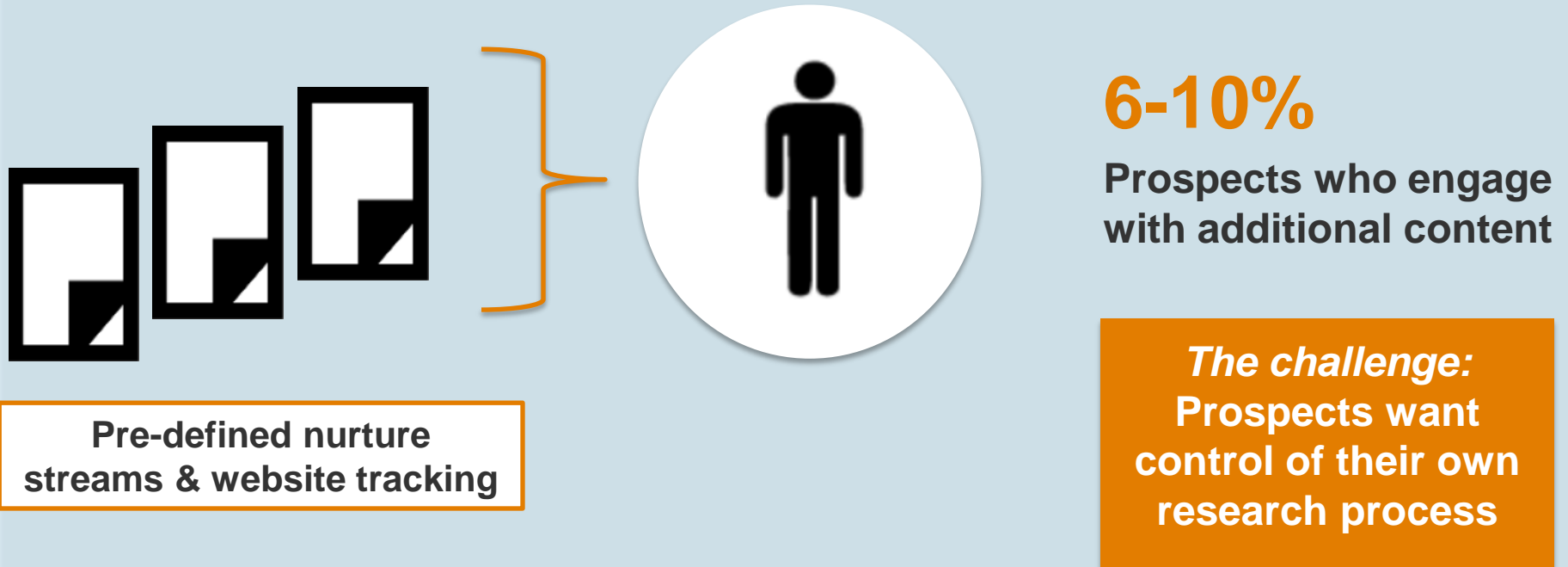
Prospect accelerated nurturing - continual brand and content engagement on *their* timeline

TechTarget Ecosystem

49.4%

Nurture and Qualify campaign reengagement rate

Prospect initiated nurturing *during* research

Real-time account targeting to surround buying team
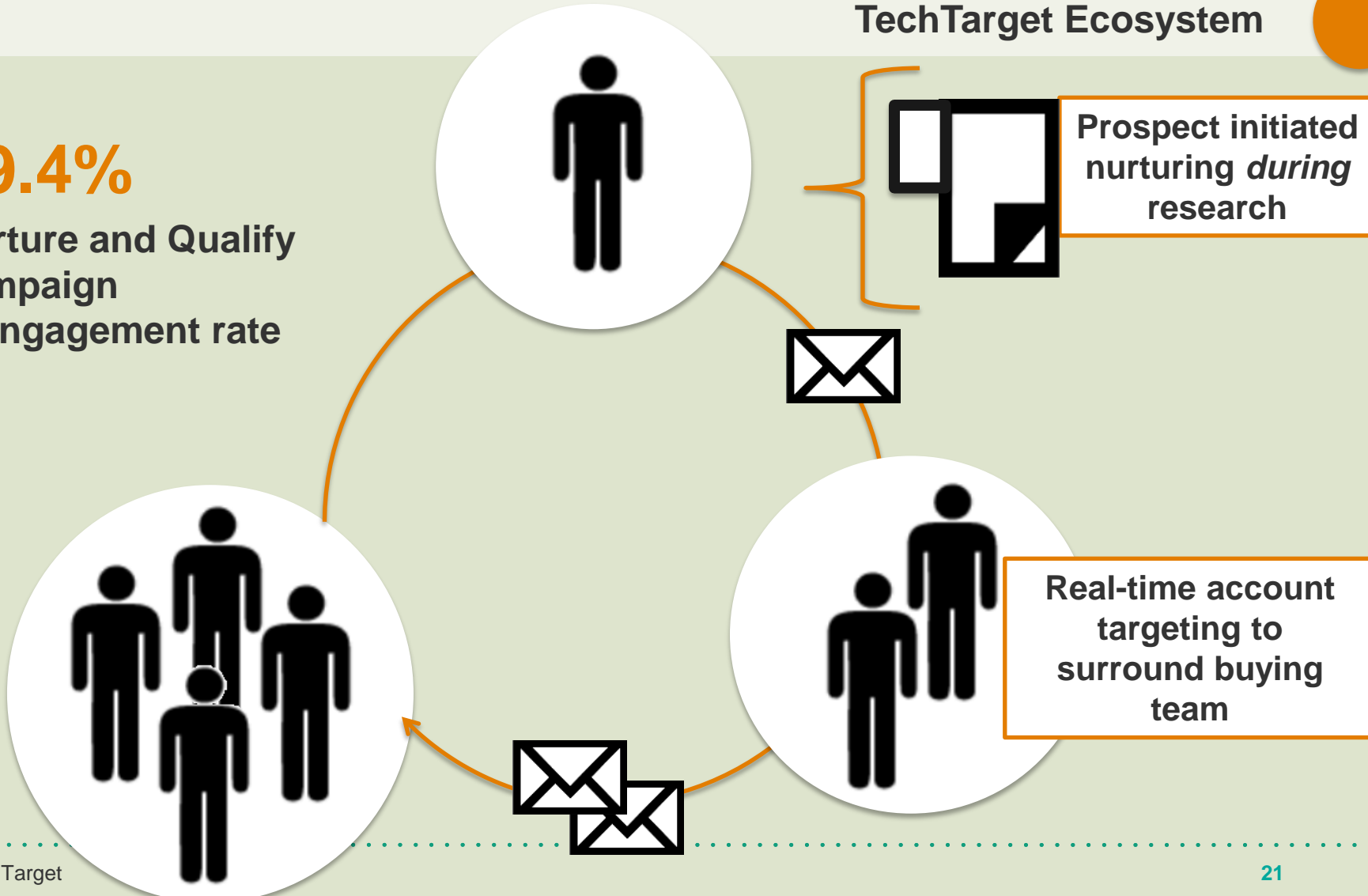
Nurturing at point-of-activity/research

Demand Engage Unit – displays adjacent to PDF Content Assets

- Custom unit can include additional content assets, video, & social feeds including Twitter, Facebook, Blog, etc.

- Offers prospects the ability to "self-nurture", accelerating their movement through the buy-cycle

Additional Demand Engage examples
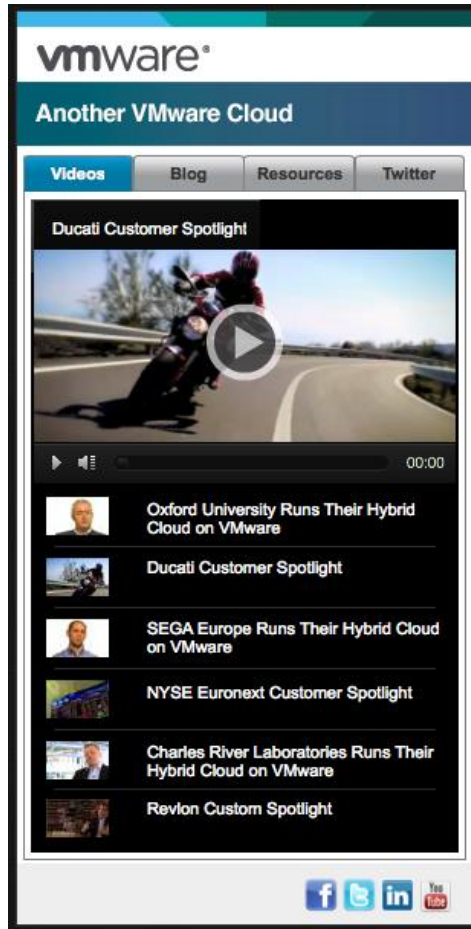
Features video and content assets with tabs for blog, resources, and Twitter feed
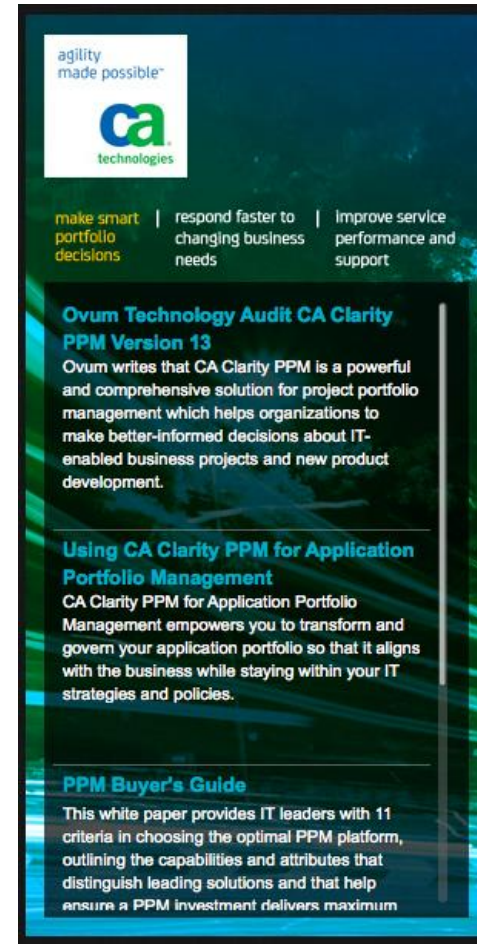
More prominently features blog content

Marketer Driven + Prospect Accelerated = maximised prospect & account engagement

Client Ecosystem

TechTarget Ecosystem

Pre-defined nurture streams & website tracking

Prospect initiated nurturing

Influencing the Buying Team

Real time account targeting to surround the buying team
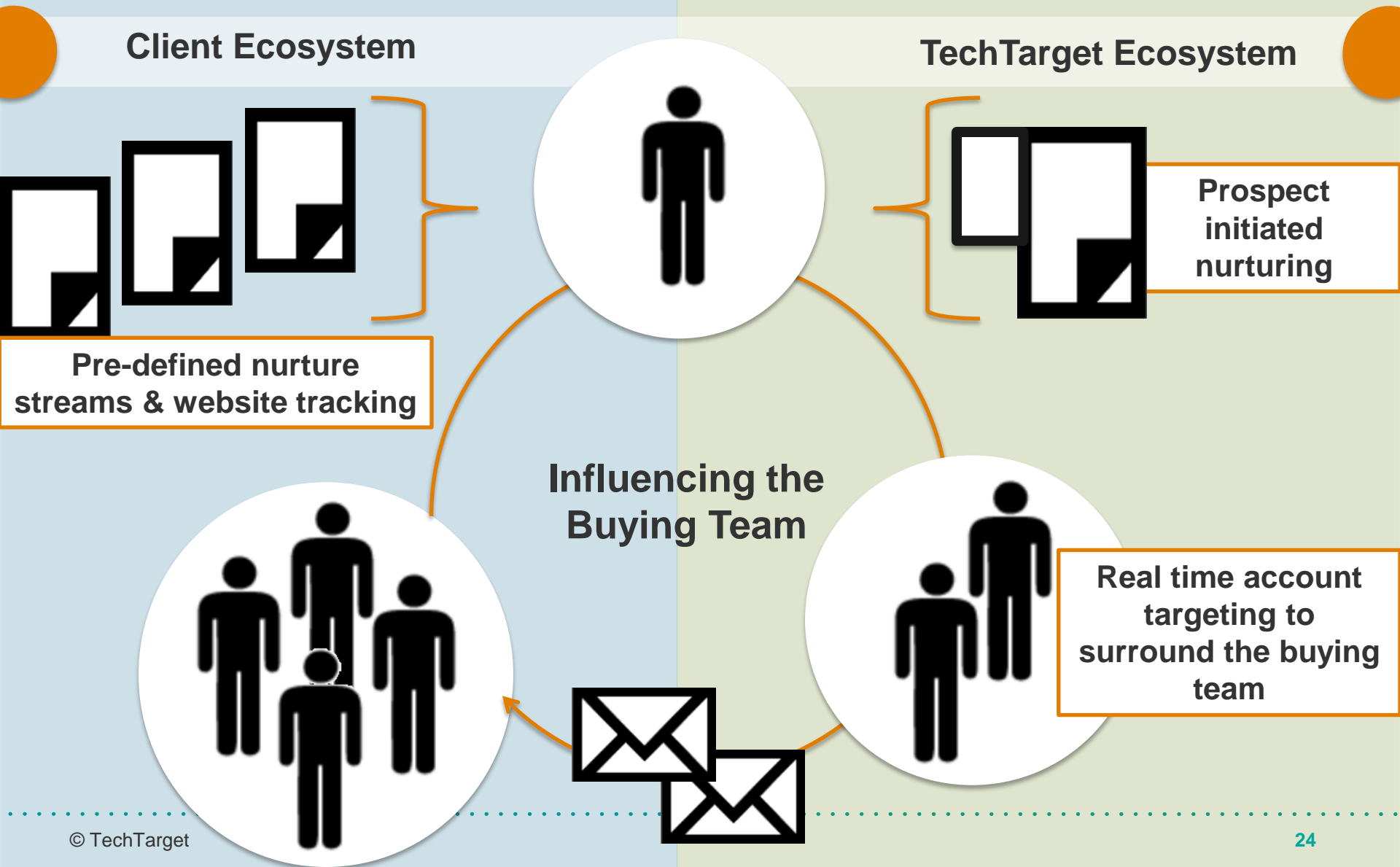
Dashboards, email alerts highlight qualifications and bring sales into the process

Lead Nurturing Recap

Things that work

- Focus on buy-cycle phases as campaigns
- Define Personas and who you want to nurture
- Educate with relevant content
- Personalise & Segment
- Keep it short and clean
- Measure ,Test, and Optimise
- Give prospects options

Things that mislead

- Just Focus on Top of the Funnel
- Send Every Lead Every Email
- Send Emails Every Day
- Leave any lead behind
- Just rely on emails
- Start nurturing without defining a lead management process
- Include sales, give them a voice