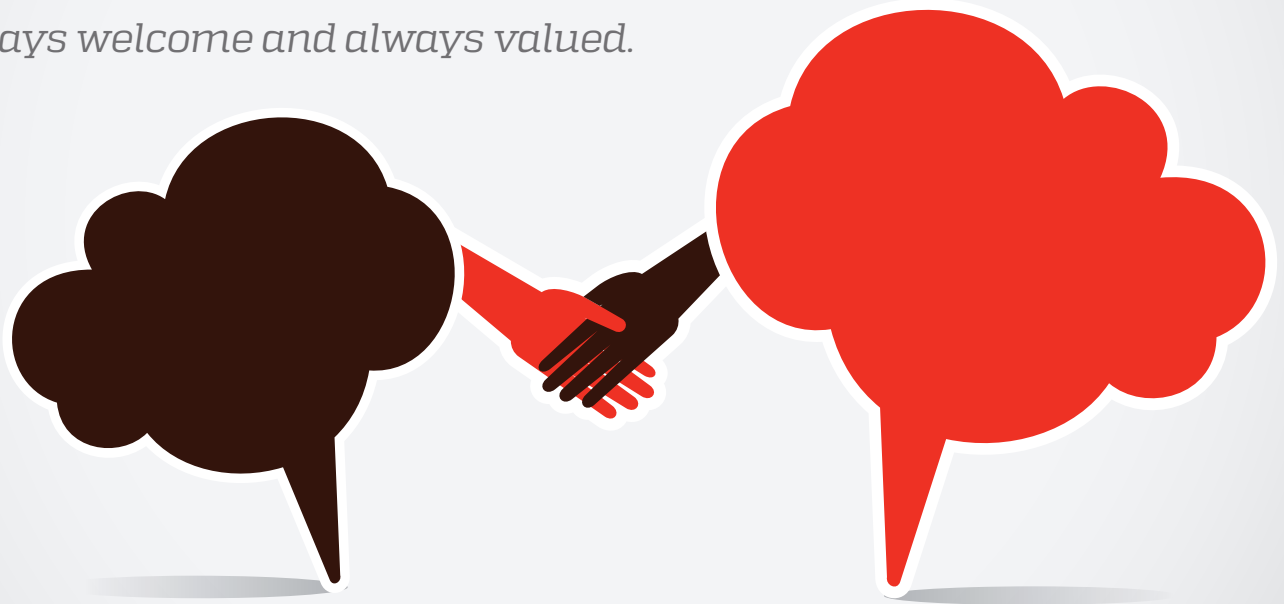


**Show your leads a little love.**  
*How to nurture without being a nuisance.*



## NO ONE LIKES A CREEPER.

*Make sure your nurturing communications are always welcome and always valued.*



### **Here's an apt metaphor: Will there be a second date?**

You had that first romantic evening and it was magical. You're maybe wondering if there really is such a thing as "love at first sight." Now the trick is not seeming too anxious. Should you text them an hour later? Should you call the next morning? Or wait for them to contact you? (Or just stalk them at the local coffee shop, dry cleaners, or laundromat.)

### **No one likes a desperate, clingy potential boyfriend or girlfriend.**

The same can be said of your lead nurturing. A Modern Marketing approach enables you to send "love notes" only when your intended is ready and willing to get them.

### **Make sure your relationships blossom into something special (aka, a sale).**

This guide offers some simple techniques you can consider to offer just the right amount of nurturing and attention. At just the right times. All to get your liaisons to bloom (and buy).



### **The risks of marketing automation and nurturing efforts.**

With great power comes great risks. Don't let the "automation" part of the technology adversely affect the success of your nurturing engagements.

**Don't launch and forget:** Regularly revisit, test, and refresh your nurture email flows.

# HOW NOT TO OVER-NURTURE, BOTHER, HOUND, OR PESTER THE “LEADS OF YOUR DREAMS”

## Of course you have to nurture your leads.

MarketingSherpa reported that more than 80% of potential new buyers who fill out a registration form on your website will not come back unless they are proactively engaged!

## But you have to show leads the same respect due a potential love interest.

Court them. Sweet-talk them. Gently cajole, but do so on their terms, in ways that support your brand value proposition to their success. These tips can show you how.

### **TIP 1: Give them the keys to the relationship** *(and make sure they know it).*

Let your new contacts “Wear the pants,” “Call the shots,” ...however you want to classify it. Make it obvious that even though this is obviously an attempt to continue the conversation, they are in control.

#### **A. Let them pick the plot.**

Marketing automation technology gives you the power to let your newly acquired contacts choose their own paths from the very first nurture email. With some homework, you can have strings of communications loaded and ready no matter what passageway your target wanders down.

#### **B. “Survey said...”**

Who doesn't like to have their opinion asked? To keep your contacts engaged, conduct a survey or poll of your nurturing horde and publish the results (maybe even show them real-time on a landing page). Automated campaigns can lead with a “You asked for it, here it is” message.

#### **C. Ask them what they like.**

If you have a regular cadence of nurture emails, slip in an extra communication mid-way through asking if they are getting any value from the series. Don't be afraid of their answer. Good or bad, it gives you something more to talk about in the next email or call.



**Crowe Horwath LLP**, one of the largest public accounting and consulting firms in the US, systematically mapped out relevant activity data points – from what content is being viewed and key answers to progressive profiling question to comments pages and sidebar calls-to-action. Then they organized it in a way that allowed sales to be more focused, and ultimately, more successful in building pipeline for their nurture efforts.

[Read the blog about it »](#)

### **Examples of Audience Choice nurtures:**

- 1. CHOOSE YOUR PERSONA** – Ask your contact their title or what best describes their job (example – Sales, Implementation, Technical Buyer, Product User, Team Manager, etc.). Automated communications from then on can be tailored to the profile button they hit.
- 2. CHOOSE YOUR PAIN** – Let your contacts pick or rate their top pains to place them in the proper nurture path. The next email should state, “Sorry you are suffering from....here's how to solve it.”
- 3. CHOOSE YOUR CHANNEL** – What types of interactions do they want? Are they interested in emails, webinars; do they like to know when you will be in their area, etc. The more accurate your determination of what, when, AND how, the more successful your engagements will be.



**Remember:  
Nurturing  
supports your  
Buyer's Journey**

- 1) Awareness
- 2) Interest
- 3) Education
- 4) Evaluation
- 5) Justification
- 6) Purchase

Consider how long your leads stay in each stage. Make sure you have the right number of nurture touches to match. Focus on the stage, and tailor your content appropriately. For example, don't go right at them with feature by feature before you are certain there is an understanding of the topic.

**TIP 2: Only approach them when they are... approachable.**

"Anytime" is not the right time to engage with a new prospect. There are moments in their days and weeks when they are dealing with a problem your products can solve. It's up to you, oh sensitive nurturer, to distinguish those precious moments and offer just the right insights, research, data, or deal.

**How to ascertain your contact's approachability.**

**DIGITAL BODY LANGUAGE™** – Digital Body Language gives you clues as to when your audience is actually thinking about what you do best. Marketing automation allows for communications to be prepped and ready to send out based on key trigger activities like specific web page visits, downloads, webcast registrations, clicks, and the like.

**LEAD SCORING** – Modern marketing technology allows for complex and dependable scoring of lead interest based on both automation and SRM systems.

**CUSTOMER PROFILING** – Advanced modern marketing technology allows you to post real-time activity dashboards and interest charts for every contact in your SRM system. It's a great way to ensure your sales folks are prepped and ready for that all important next date.



*"We have millions of fans that we want to communicate with and they do want to hear from us, but we weren't communicating with them in the right way and in the messages that they wanted," says Elaine Delos Reyes, Director of Fan Marketing and Research for the **Chicago Bears Football Club**. The Chicago Bears sought out a system that would not only allow them to centralize their fan database, but also enable them to create more targeted campaigns.*

[Read their story »](#)

### Types of Nurture Campaigns by Approachability Stage

THE CONTACT IS	TYPE OF NURTURE MESSAGING
1) Open to discover some new and intriguing info.	Solve a problem.
2) Interested in finding out a little more.	Introduce yourself.
3) Looking to educate themselves on all the options.	Details just for you.
4) Ready to justify why they are leaning one way or another.	Why we're the best.
5) Making the purchase.	Welcome to the family.
6) Obsessed over their success.	Best practice uses... (reframe)

#### TIP 3: Don't get gushy. Relax and time out your communications.

A best practice for B2B nurture communications is to send an email about every ten days to two weeks. The only exception is if a contact specifically requests more information from a pre-programmed path or asks to be contacted.

#### TIP 4: Don't drag your heels, either.

Don't wait longer than 14 days to start nurturing. By then, many buyers in the discovery and research stage have already gathered all of the information they need to make a purchase decision. The sweet spot is the first 1-10 days. This is when downloading activity is at its peak, with the first 5 days being particularly important. (Madison Logic)

#### TIP 5: Stop using those same tired ol' pick-up lines. Keep it all fresh!

*"If I could rearrange the alphabet, I'd put U and I together."*

*"Are you from Tennessee? Because you're the only ten I see!"*

*"Am I dead, Angel? Cause this must be heaven!"*

Enough already! It's easy to let an automated nurture flow run on and on and on with outdated and useless content. Just make a note to do these things every quarter.

- Refresh your gated content.
- If an asset is never downloaded, replace it.
- Make sure that videos and blogs are hosted by current employees.
- Make sure that product and solutions featured are the latest versions.
- Double check that all links are still working.
- Verify that everything matches the latest branding.
- And finally, TEST IT! Put yourself and others on your team in nurture tracks.

Ok, one more, just for fun:

*"Do you have a library card? 'cause I wanna check you out!"*

**TIP 6: Remember to stay social.**

**Be seen where they're seen.**

Keep active in digital spaces where your nurturing targets are active: from blogs and forums to professional organization sites and industry newsletters.

- Have your subject matter experts regularly comment on industry-relevant blogs and tweets.
- Make sure your SEO supports everything you say in nurture (the first thing someone will do when interest is re-sparked is hit the search engines).
- Consider enabling Social Sign-On as another way to get those in a nurture cue to download content.

**TIP 7: Don't be afraid to call on an old flame.**

**Reach out to "Innactives"** – Rekindle the relationship. Cull your database for inactive contacts. There might be relationships in there just waiting to be restarted. Send a polite "Thinking of you" note asking if they'd like to re-engage. Be sure to sweeten the deal with a high-value piece of content.

**Ping your Exes** – Yes, you can communicate with former customers. Just because they dumped you for another in the past doesn't mean they aren't willing to talk now. Send a pleasant communication asking how everything is going. Offer some interesting information about new developments in your product category. Remind them that you are available to discuss more. And always offer calls to action to engage with your content (i.e. your blog, recently released eBook, new video, etc.)

**TIP 8: Always, and we mean always, give them a way out.**

That means providing clear ways to opt-out of your attentions. And if they so elect to remove themselves from your send-list, offer a polite and even light-hearted apology and promise not to bother them again. Who knows, months from now when their minds are wandering to past encounters, they may warmly remember your good manners and give you another chance.

## IN CLOSING, SOME ADVICE FOR THE "LEADLORN."

Sure, you can shout "leave no lead behind." But it is up to you to guarantee you are not chasing leads who are desperately trying to escape your equally desperate rantings.

One last suggestion: a good way to ensure you're not over-communicating. Offer customized email frequency. Let your nurture base choose the right frequency for them – daily, weekly, monthly. Then use automation to dynamically build communications with a summary of content offered during the last time-period. This is a must-do when you sign on a new customer!

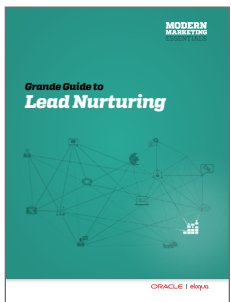




## ADDITIONAL RESOURCES:

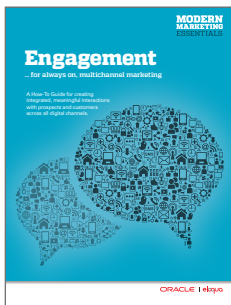
### **Grande Guide to Email Deliverability »**

Bouncebacks. Unsubscribes. The great foggy pit of the unknown. Nothing ruins a good outbound campaign like those discouraging terms. This guide shows you some dependable ways to ensure your hard work is seen by the most eyes as possible. Explore compliance, reputation protection, list cleansing, targeting, and more. Don't hit "send" without reading it first.



### **Grande Guide to Lead Nurturing »**

This guide can help you discover methods that everyone will concur are nurturing must-do's. See how you can successfully help your prospects along their stumbling ways towards a sale; all with the help of the most modern of Modern Marketing technologies for monitoring, reporting, and automating actions and reactions. Read the guide now.



### **Modern Marketing Essentials: Engagement »**

How do you engage your audience when they are otherwise engaged? Modern Marketing tactics not only enable you to understand a person's interests at most any time, but how they like to seek out the data they desire. Then you can serve up that content on the channel of choice. Pronto. Read the steps you can take to engage with prospects and customers in meaningful ways across all digital channels.

Oracle Eloqua is the leading provider of modern marketing automation and revenue performance management software that helps ensure every component of marketing works harder and more efficiently to drive revenue. Eloqua software is now the centerpiece of the Oracle Marketing Cloud. Companies across a wide range of industries rely on Eloqua's cloud-based software, professional services and education programs to help them automate marketing processes across multiple channels, target and nurture prospects, and deliver highly qualified leads at a lower cost to sales teams.

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