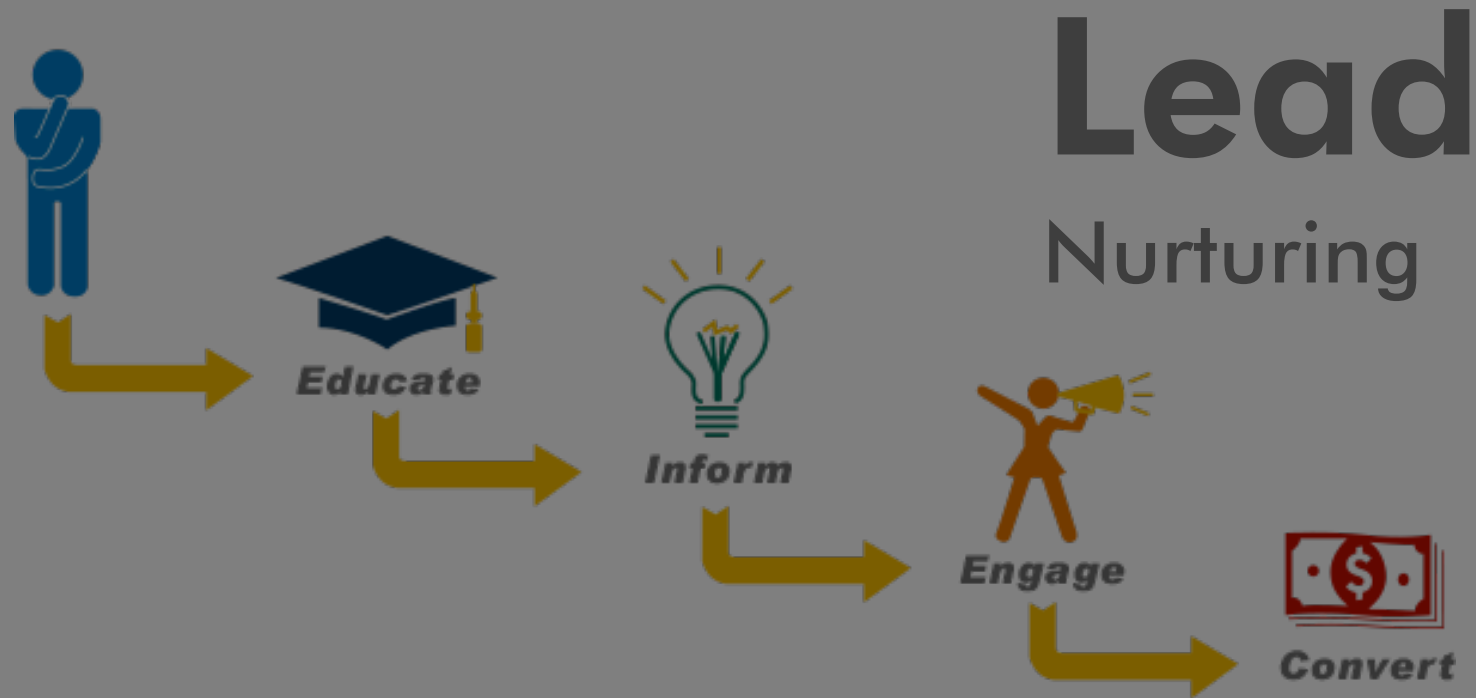




COMPANY Lead Nurturing Concepts, Objectives and Implementation

Converting inbound marketing leads to
revenue

What is Lead Nurturing?



“The process of *engaging prospects* by providing the information and dialogue they need at *each stage* of their buying process to position your company as the best choice to help them *achieve their objectives*.” – DemandGen.com

Objectives



Why do we need Lead Nurturing?




“Achieve a *unified view* and understanding of prospects and customers across platforms, enabling better and *faster ... conversion.*” – Marketo, MarTech Stack Study, 2018.

ZUS Marketing 2019 Mission Statement



Build an *actionable* pipeline of *Sales Qualified* Leads in served and targeted market segments to achieve or exceed \$10M revenue from COMPANY products, solutions, and services.

Avoiding Missed Revenue Opportunities

A photograph of a baseball player in a white uniform with red accents, captured in the middle of a powerful swing. The player is wearing a dark helmet and batting gloves. The background is a blurred stadium with spectators and other players. The lighting suggests an evening game.

“Marketing organizations need to mine internal and external data to understand who their customers are, what they are looking for, and what they value about their relationship with the company.” – Laura Beaudin, Partner at Bain & Company

The background of the slide is a dark blue technical drawing or blueprint. It features various mechanical sketches, including gears, circles, lines, and arrows. Some parts of the drawing are shaded with diagonal lines. The overall appearance is that of a complex engineering or architectural plan.

Implementation


Set up

- Marketing content and programs
 - Tracking codes and tools
 - *Predictive Lead Scoring models*

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- *Progressive profiling*
 - Calls To Action
 - Re-targeting

Handover and Conversion

- Marketing handover to Sales
- *Sales understand prospects* based on available data, scores, and activity history
 - Engage proactively and appropriately

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- *Refine data requirements*
 - Update scoring
 - Develop buying personas
 - Measure and Learn

Workflows

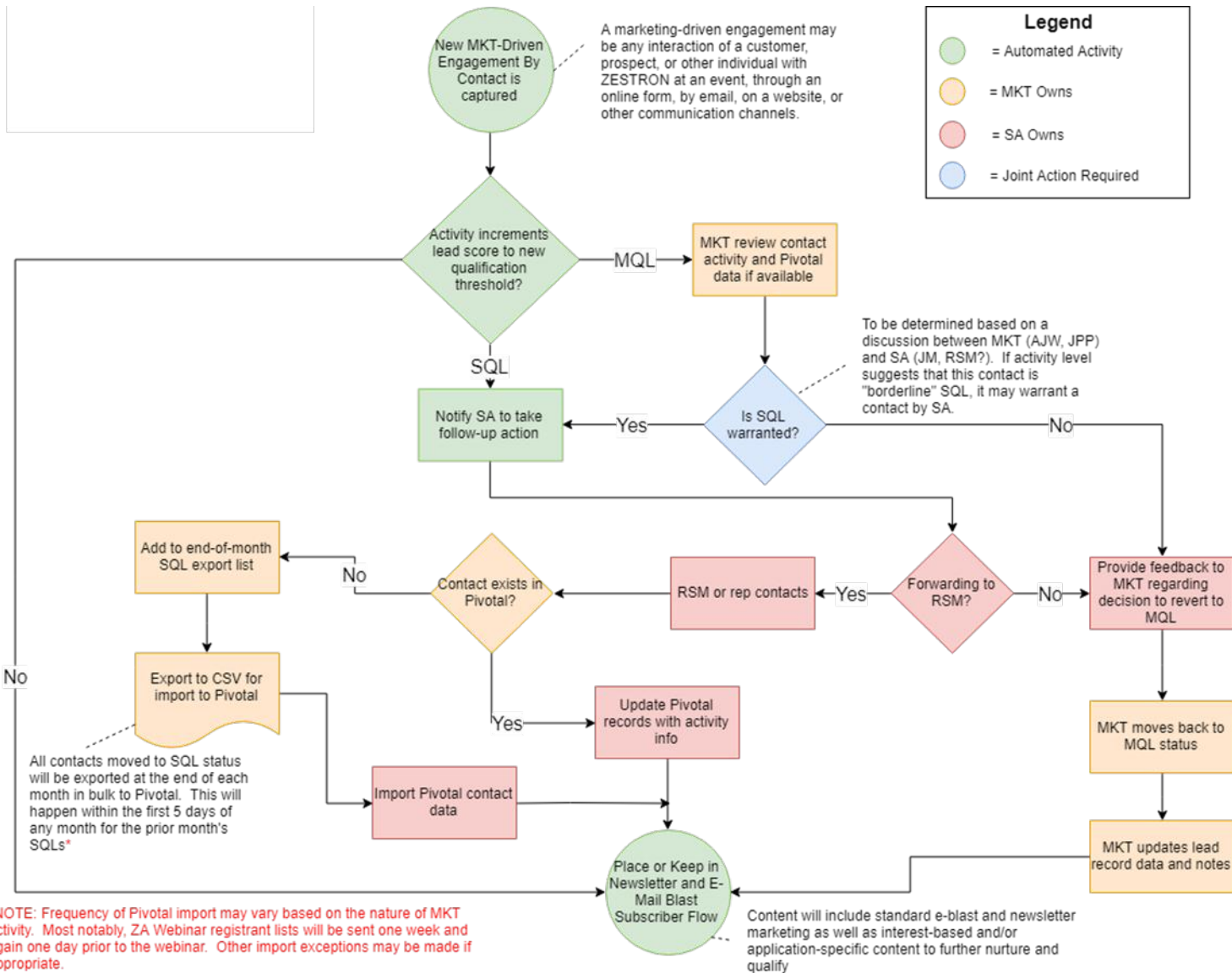


Lead Qualification Workflow (Automated)



Hubspot Demo

Lead Qualification Workflow: Marketing → Sales



Example Metrics

LANDING PAGE	VIEWS	SUBMISSIONS	NEW CONTACTS	VIEW TO SUBMISSION RATE	VIEW TO CONTACT RATE
<input type="checkbox"/> pH Neutral Landing Page (donut)	169	-	-	-	-
<input type="checkbox"/> Should You Clean PCBs? 2019	123	91	14	73.98%	11.38%
<input type="checkbox"/> 2019 Webinar	109	-	-	-	-
<input type="checkbox"/> PCB Defluxing and Cleaning	83	1	1	1.2%	1.2%

APEX Landing Page

Marketing Performance

Date range: In the last 30 days | Frequency: Daily | Compared to previous 30 days

SESSIONS
2,562
▲ 127.73%

NEW CONTACTS
20
▲ 300%

CUSTOMERS
1

Contact Lifecycle Funnel

Date range: This year so far

Lifecycle stage	Count of Contacts	Conversion
Created	9,047	2.19%
Lead	198	19.7%
Marketing qualified lead	39	
Sales qualified lead	-	
Opportunity	-	
Customer	-	

0.78%

5%