BEST PRACTICES for LEAD NURTURING WORKFLOWS

Once you've captured a new contact, how do you continue to engage and qualify them for your sales team? One way to do this is by leveraging lead nurturing workflows, a popular inbound marketing tactic.

First things first—What is lead nurturing?

For our purposes, we'll define lead nurturing as a process in which you engage your leads through a series of automated, targeted messages (usually shared via email).

WHY LEAD NURTURE?

Qualified leads are more likely to convert

Automation streamlines efficiency so you can be in front of your prospects consistently without the extra legwork.

BEST PRACTICES

1. Know when to put your contacts into an automated workflow.

Did they download one of your content offers, or request a demo?

Figure out your enrollment criteria prior to creating your workflow so you'll be able to craft more personalised messages, instead of creating a general automation that you enter all contacts into without a strong reason.

2. Send your messages from a real person.

Your sender name matters—in fact, 64% of people are likely to read your email because of who it's from.

Avoid using sender names like "Sales" or "Marketing at "BUSINESS NAME," and use a person's name instead. It might be your CEO, brand ambassador, head of customer success, or just come up with a name! You'll look more human, and therefore, more relatable (remember, people buy from people).

Follow up with relevant content.

No one likes to be overloaded with information, much less see topics they don't care about.

If someone downloads a content offer about an industry problem, follow up with other similar content that addresses that issue. Avoid promoting your business product or service, and focus on delivering value through your content. Educate, educate, educate. When they are ready for the sale, they will come to you.

People need to be more educated about their problem or your solution, then trust you enough before buying.

You build credibility by sending the right message to the right contact at the right time.

Know when to stop.
Nurture your leads with quality content, but don't overwhelm them. We've found that 3-4 emails in a simple post-content download workflow is sufficient.

Regardless, this is something you should test and tweak to find what works best for your leads and industry.

Test cadence of sends.
Here's another area you'll want to test—do your leads mind receiving a couple of emails from you in a week? Should you send them an email once per week, or will leads cool off by the end of the workflow at that cadence?

When we nurture leads, we send an email about once every 3 days. Try a few different cadences to learn what your leads are responding to.

Keep content fresh.
While you'll definitely benefit from the "set it and forget it" automation of workflows, don't just leave it running in your email marketing platform forever. Industry trends change, behaviours change, your target audience might change too!

So we recommend updating workflow content every 6-8 months to keep it fresh and relevant. Sharing evergreen content is another good way to combat this issue (No newsletters please!)

Measure success.
No surprise here, but effective automations take work — make sure you review click rates to evaluate your lead nurturing success.

Look at email sourced revenue or an increase in pipeline if there's no direct attribution. Many tools even pull those analytics for you, so you can easily identify what isn't working, and replicate what is.