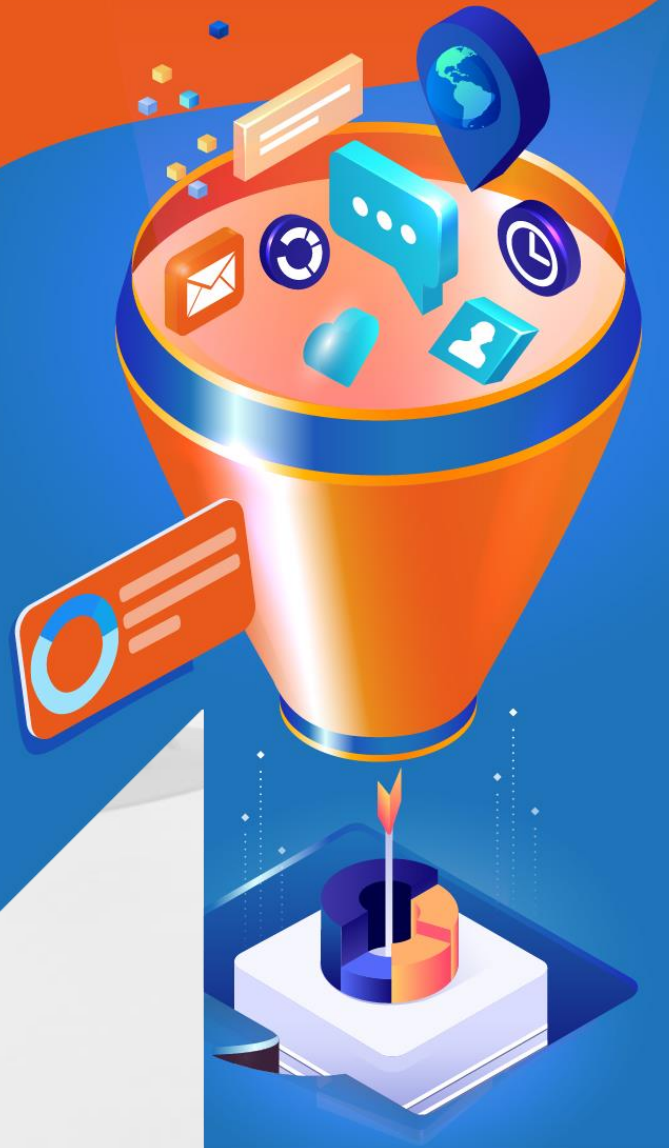




# LEAD NURTURING

Inzicht in de behoeftes en  
potentiële waarde van je klant



# Welkom!



*Kjeld Piek / CEO*

#JOINTHECLEVER  
REVOLUTION



# CLEVERCAMPUS

MAKES YOU SMARTER

**Onze Missie:  
Marketing verspillingen voorkomen  
(tijd & €)**



**Leren**



**Sporten**



**Netwerken**



# Wat gaan we doen?

- Wat is lead nurturing?
- Wat doet lead nurturing?
- Funnel
- Buyers journey
- Hoe start ik met lead nurturing?
- Praktische voorbeelden
- Tips



# Wat is... Lead Nurturing?

**“ Lead nurturing is een marketingtechniek die je helpt om leads en klanten te activeren zodat ze dichterbij het behalen van een specifieke doelstelling komen. ”**

**“ 74% of top performing companies  
use automated lead nurturing ”**

HubSpot

# G2 Crowd Grid® for Marketing Automation

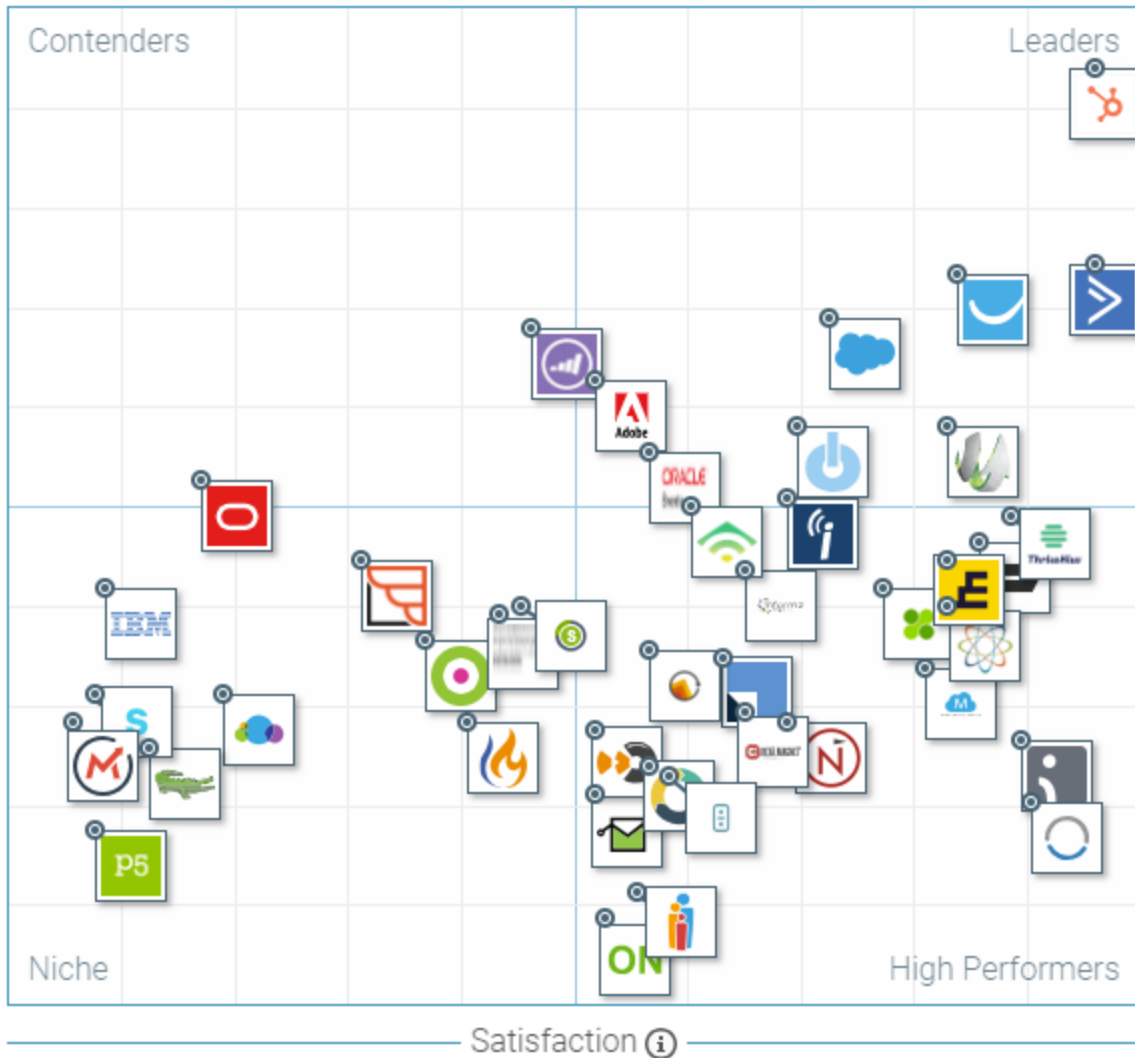


ALL

SMALL-BUSINESS

MID-MARKET

ENTERPRISE

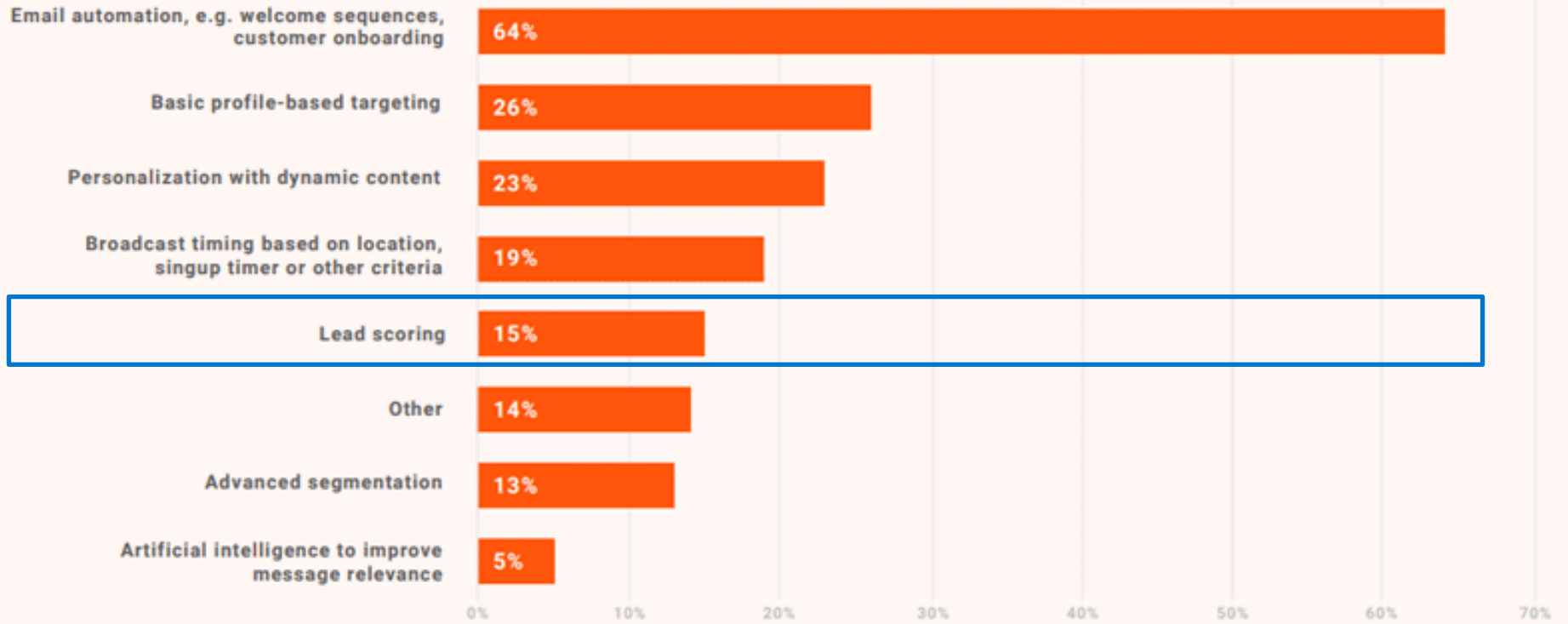


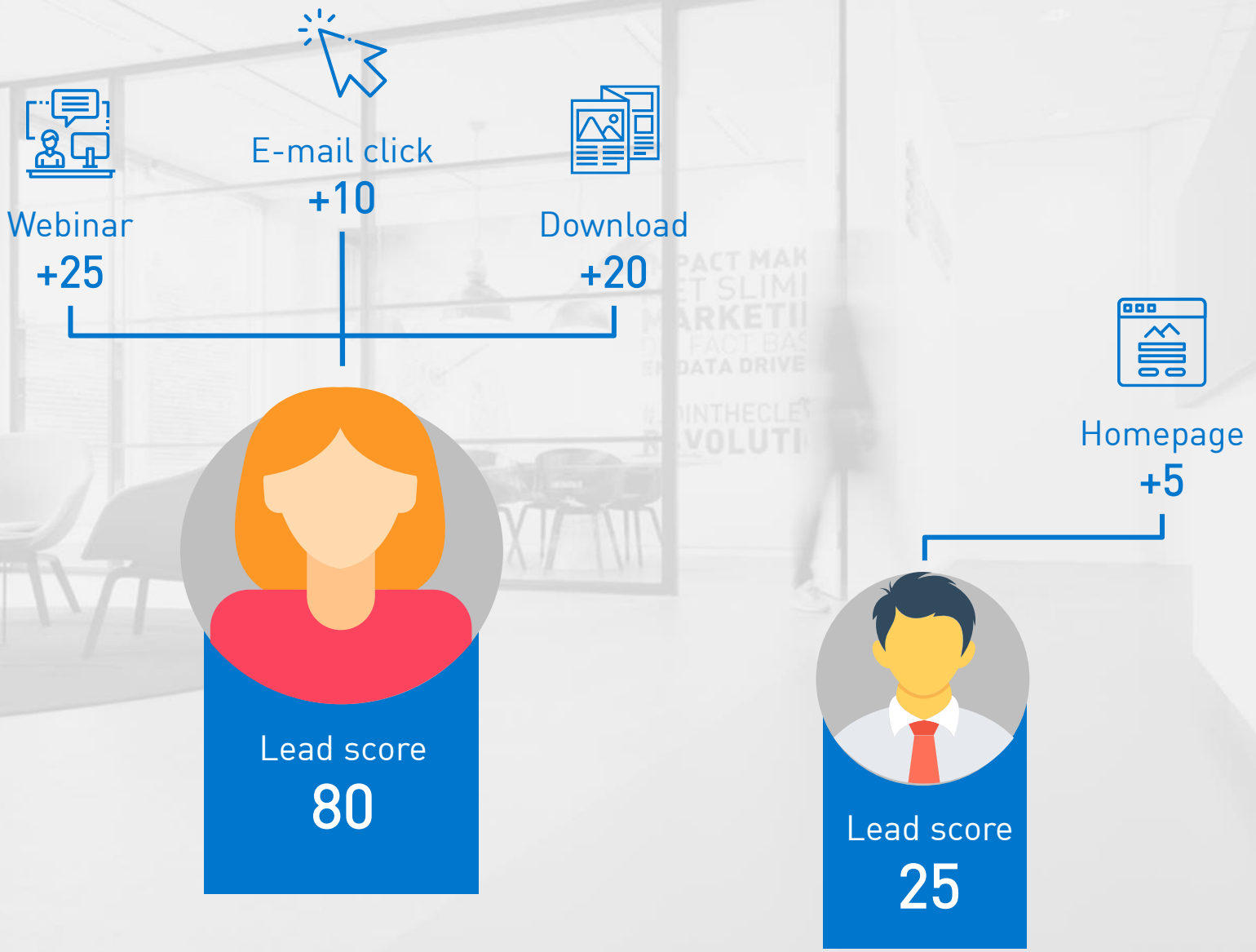
Market Presence ⓘ

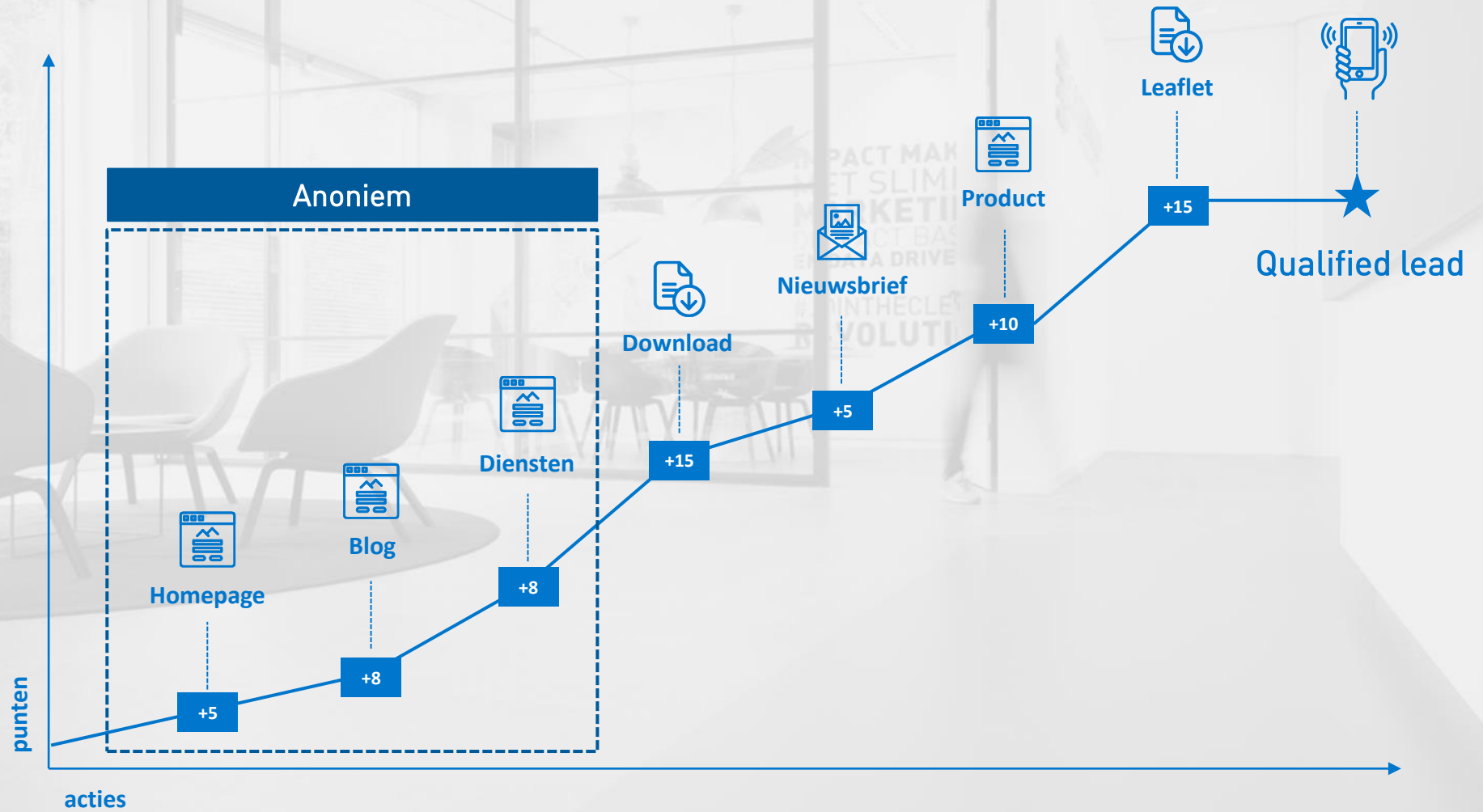
Satisfaction ⓘ



## Automation techniques used







# Voordelen van Lead Nurturing?

- Door marketing automation effectiviteit van campagnes vergroten
- Besparen van tijd door automatische communicatie
- Sales laten groeien, zowel voor nieuwe als terugkerende klanten
- De sales cyclus verkorten
- De sales deal vergroten
- De kosten per lead verlagen
- De samenwerking tussen sales & marketing teams verbeteren



# Wat doet... Lead Nurturing?

Is Sales een **NUMBERS GAME?**  
...of toch niet?



# Is Sales een **NUMBERS GAME?** ...of toch niet?



Right  
**Moment**



Right  
**Time**



Right  
**Touch**



Right  
**Message**





**"The most revolutionary book you will ever read on selling successfully."**  
— Glenna Salisbury, CSP, CPAE, and Author



# SALES CLOSING FOR DUMMIES

From the Author of *Selling For Dummies*!

**A Reference for the Rest of Us!**

**by Tom Hopkins**

World-Renowned Sales Trainer

***Dozens of Time-Tested Tactics and Strategies for Closing Any Sale***

***How to Make Clients Feel at Ease — What to Say and How to Say It***

***Special Techniques for Developing Client Loyalty and Building Add-On Sales***



# Voordelen van Lead Nurturing?

- Door marketing automation effectiviteit van campagnes vergroten
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- Sales laten groeien, zowel voor nieuwe als terugkerende klanten
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- De sales deal vergroten
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- De samenwerking tussen sales & marketing teams verbeteren



Marketing



Sales

# Insights & Rapportages



Marketing



85

punten



Sales



CRM & Lead  
nurturing

- ✓ Landingspagina
- ✓ Call/meeting planner
- ✓ Content (whitepapers, events, etc.)
- ✓ E-mail marketing
- ✓ Social Media
- ✓ Chatbots
- ✓ Blog

- ✓ Sales Boards
- ✓ Pipeline Value
- ✓ Tasks
- ✓ Sales Triggers

- ✓ Database
- ✓ Score model
- ✓ Historie
- ✓ Lead Tracking
- ✓ Automation

# Database



## John Partridge

Director of Marketing, [Zappos](#)

 [Add to Salesforce](#)

Lifetime Value (LTV)

**\$12,386**

Engagement



INFO

Email [partridge@zappos.com](mailto:partridge@zappos.com)

Phone (845) 288-7243

Social [in](#) [f](#)

Age 34

ACTIVITY

First seen Google: "marketing software"








Location  Las Vegas, NV, USA

IP Address 186.402.43.2

Visits 5

Events 23

### All Events

CHANNEL	EVENT	FIRST PAGE	REFERRAL SOURCE	WHEN
 Google	Google Search/Visit	<a href="#">Homepage</a>	 Google: "lifecycle marketing"	Sept 1, 2010
 Zendesk	New Support Ticket	<a href="#">Homepage</a>	(none)	Sept 3, 2010
 Email	Email Campaign	<a href="#">Campaign Landing Page</a>	Email: 10 Tips to Improve your Marketing	Sept 10, 2010
 Twitter	Twitter Mention	(none)	(none)	Sept 11, 2010
 Mobile	Installed Mobile App	(none)	(none)	Sept 12, 2010
 S	Completed Purchase	<a href="#">Dashboard</a>	(none)	Sept 12, 2010

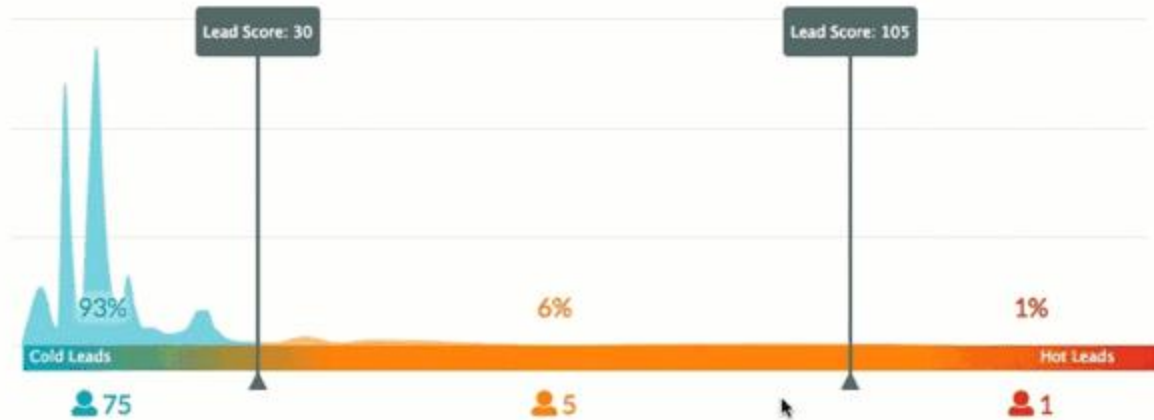
# Score model

## Lead Score Rules

Save

### Lead Score Ranges

Specify the lead score ranges you would like to highlight. Prioritizing leads based on score helps to make the best use of your time when you can only get to a limited set of leads per day.



### Fit Rules

#### Fit: Contact Info

Assign points based on known lead information, such as address, phone number, and email.

Add  if a Company Name is provided.

### Engagement Rules

#### Engagement: General Activity

Assign points for forms, pages, campaigns, emails and media.

Add  if a form is completed.

# Life of the lead



**Bryan** Profile

Marketing



*Added 23 months ago*

Overview

Life of the Lead

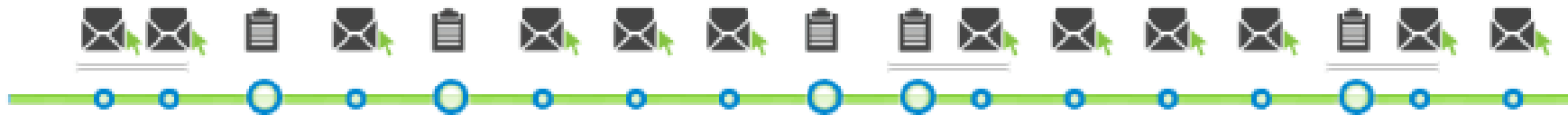
300

Memberships

406

## Timeline

Event Filter ▾



### Nothing Selected

Please select an event on the timeline to learn more about them.

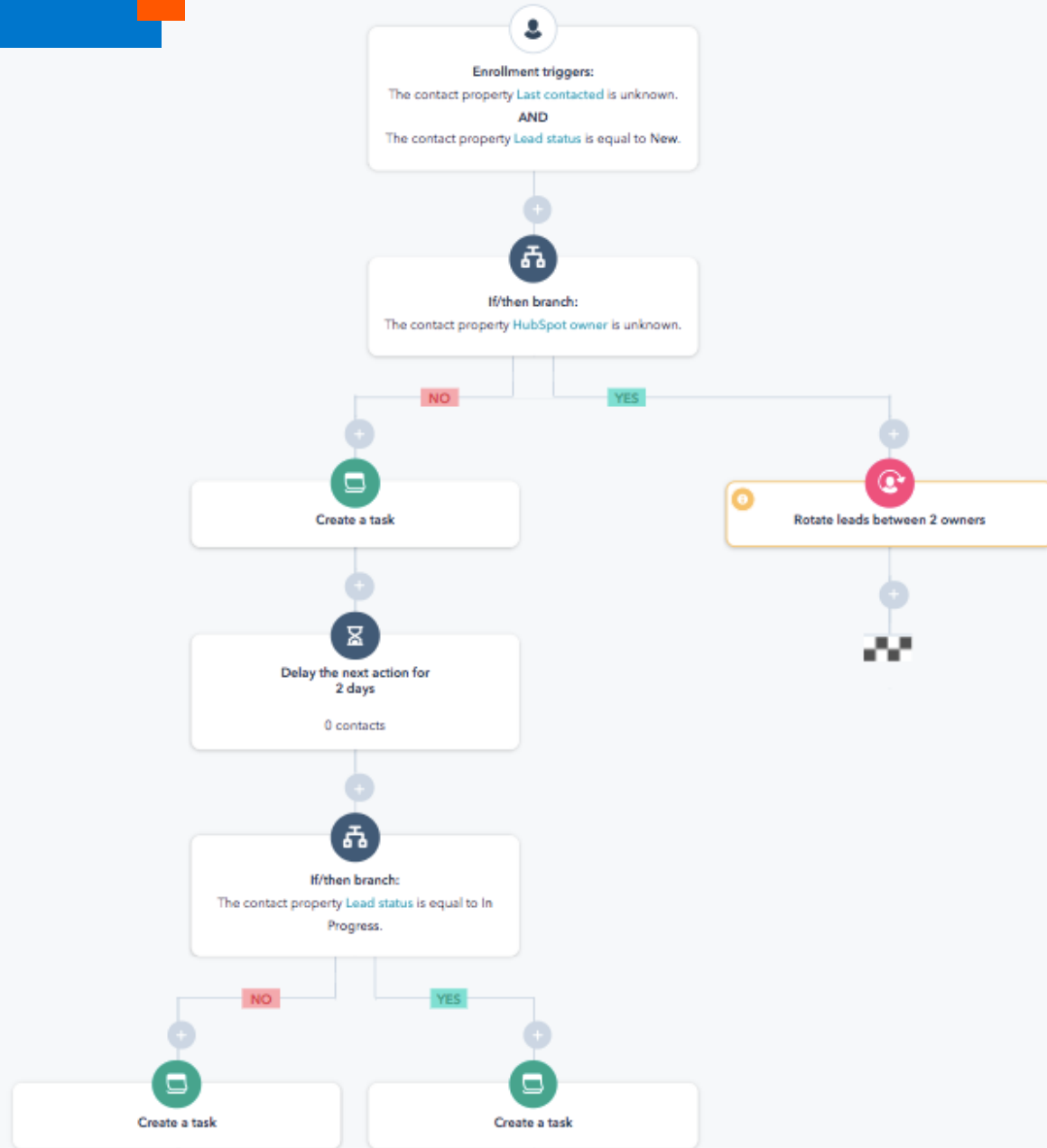
# Automation

Actions

Settings

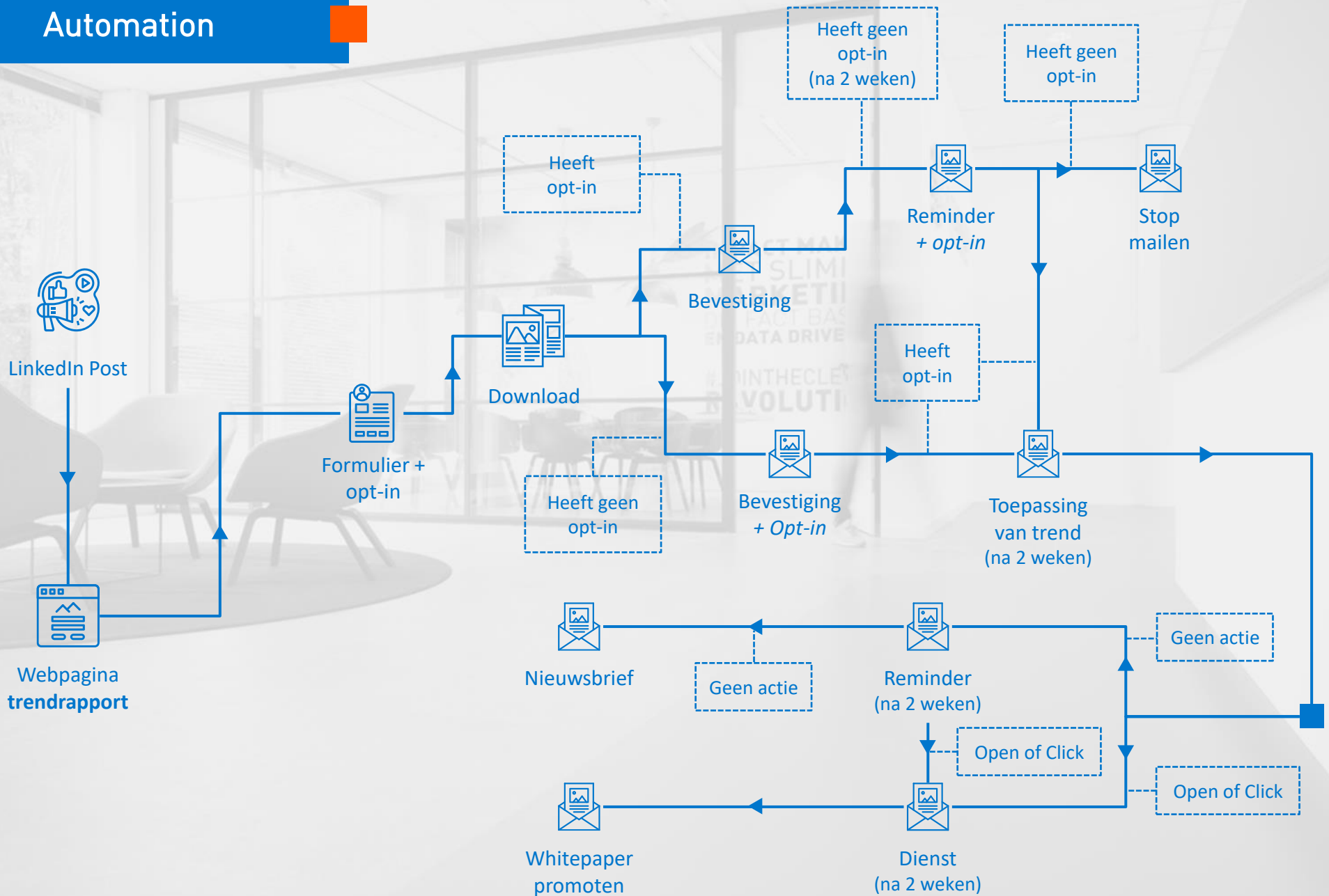
Performance

History





# Automation



# Sales Boards

The screenshot displays a SharpSpring Sales Board interface. The browser address bar shows the URL: <https://sandbox.marketingautomation.services/pipeline/sales/#>. The navigation bar includes 'SharpSpring', 'Analytics', 'Content', 'Pages', 'Automation', 'Contacts', and 'Sales'. The main header shows 'Qualified Leads' and filters for 'Sales Pipeline', 'Nov 1, 2017 - Nov 30, 2017', and 'All Owners'. On the right, there are buttons for 'WIN', 'LOST', and 'FORECAST'. A list of sales reps is on the left, each with a lead count. The main area is a Kanban-style board with four columns: 'NEED ANALYSIS', 'RESCHEDULE', 'DEMO SET', and 'DEMO ATTENDED'. Each column contains cards representing sales opportunities, with details like opportunity name, percentage, dates, and value. Red arrows trace the path of several opportunities from the 'NEED ANALYSIS' column through the subsequent stages.

Rep	Opportunity	Percentage	Value
Kerr Rife at Fatz	Blogtag Opportunity	5%	\$7,800
	Olco Opportunity	0%	\$7,500
	Brighting Opportunity	5%	\$7,800
	Aghu Opportunity	20%	\$7,500
Broderic Rentall at Edgewise	Gabspot Opportunity	5%	\$7,500
	Photolist Opportunity	15%	\$7,800
Arya Langfield at Oyundu	Eazzy Opportunity	5%	\$7,500
	Devpoint Opportunity	20%	\$7,800
Taney Marcam at Feedbug	Skillth Opportunity	0%	\$7,800
Giacomo Neles at Divage	Toprive Opportunity	85%	\$7,800
	Skillth Opportunity	20%	\$7,800
Rog Kneeland at Ainbu	Youspan Opportunity	20%	\$7,800
Cassandra Rapi at Myrte			
Derek Blenmarhussett at Talane			
Royall Gresham at Elre			
Windred Gavrielly at Kima			
Kamilah Vouls at Yania			

**“71% van de leads worden nooit  
opgevolgd.”**  
Harvard Business Review

# Big Brother is watching you

(in a totally benevolent and helpful way)



# Tasks & Slimme Triggers

The screenshot displays the SharpSpring CRM interface. The top navigation bar includes 'SharpSpring', 'Marketing', 'Contacts', 'Content', 'Social', 'Automation', 'Video ID', and 'Analytics'. Below this, there are tabs for 'Activity Feed' and 'Task Manager'. The 'Activity Feed' is active, showing a list of activities for various leads. A circular callout highlights a specific task: 'Leads owned by: All Activities: All Types'. The task details are as follows:

Lead Name	Activity	Timestamp	Status
Sarah Cooks	Opened the email Flash Sale: Widgets 50% Off	January 14, 2019 2:59pm	Completed
Casey James	Opened the email Flash Sale: Widgets 50% Off	January 14, 2019 2:58pm	Completed
Jonathan Rivers	Filled out the form Start Your Free Trial	January 14, 2019 2:33pm	Completed
Nancy Anderson	Filled out the form Start Your Free Trial	January 14, 2019 2:28pm	Completed
Michelle Swain	Received email 208 Thinking about the Bathroom	January 14, 2019 1:53pm	Not Completed
Kyle Inatt	Received email 208 Thinking about the Bathroom	January 14, 2019 1:53pm	Not Completed
Ron Sampson	Filled out the form Start Your Free Trial	January 14, 2019 2:28pm	Completed
Kathleen Levin	Filled out the form Start Your Free Trial	January 14, 2019 2:28pm	Completed



# Buyers Journey & Funnel techniek

# LEAD NURTURING FUNNEL

**1 THANK**

**MARKETING**

Email your lead after they download a piece of content

BUYER STAGE: **EXPLORER**

**Boost** your content by segmenting to target buyer personas. When leads download, send them an email in less than 24 hours.

**Key Metrics:**

- Views
- Visitors
- Inbound Links

**2 GIVE**

**MARKETING**

Send your lead another educational piece of content

BUYER STAGE: **GATHERER**

**Enlighten and delight** your leads with more, free educational content about their problem or need. They will gather information to make a decision.

**Key Metrics:**

- Click through rates
- Conversion rates

**3 ACT**

**SALES**

Ask if they have any questions about you

BUYER STAGE: **DECIDER**

**Investigate** your lead's situation with a traditional sales call. Ex: "I noticed you downloaded this whitepaper. Do you have any more questions?"

**Key Metrics:**

- Quality conversations
- Interest in product

**4 CONVERT**

**SALES**

Use inbound and outbound

BUYER STAGE: **CUSTOMER**

**Transform** your leads into devoted customers by following up over the course of a week, a month, or a year. Continue to implement both marketing emails and sales calls.

**Key Metrics:**

- Feedback engagement
- Survey responses

**5 IMMERSE**

**BOTH**

Advocate

BUYER STAGE: **CHAMPION**

**Continue to engage** your customers with product offerings and newsletters. Lead nurturing shouldn't stop after a lead becomes a customer. Keep them happy and they could refer you business.

**Key Metrics:**

- Referrals
- Social support





# Buyers Journey

Loyale klant

Klant

Lead



Customer Journey

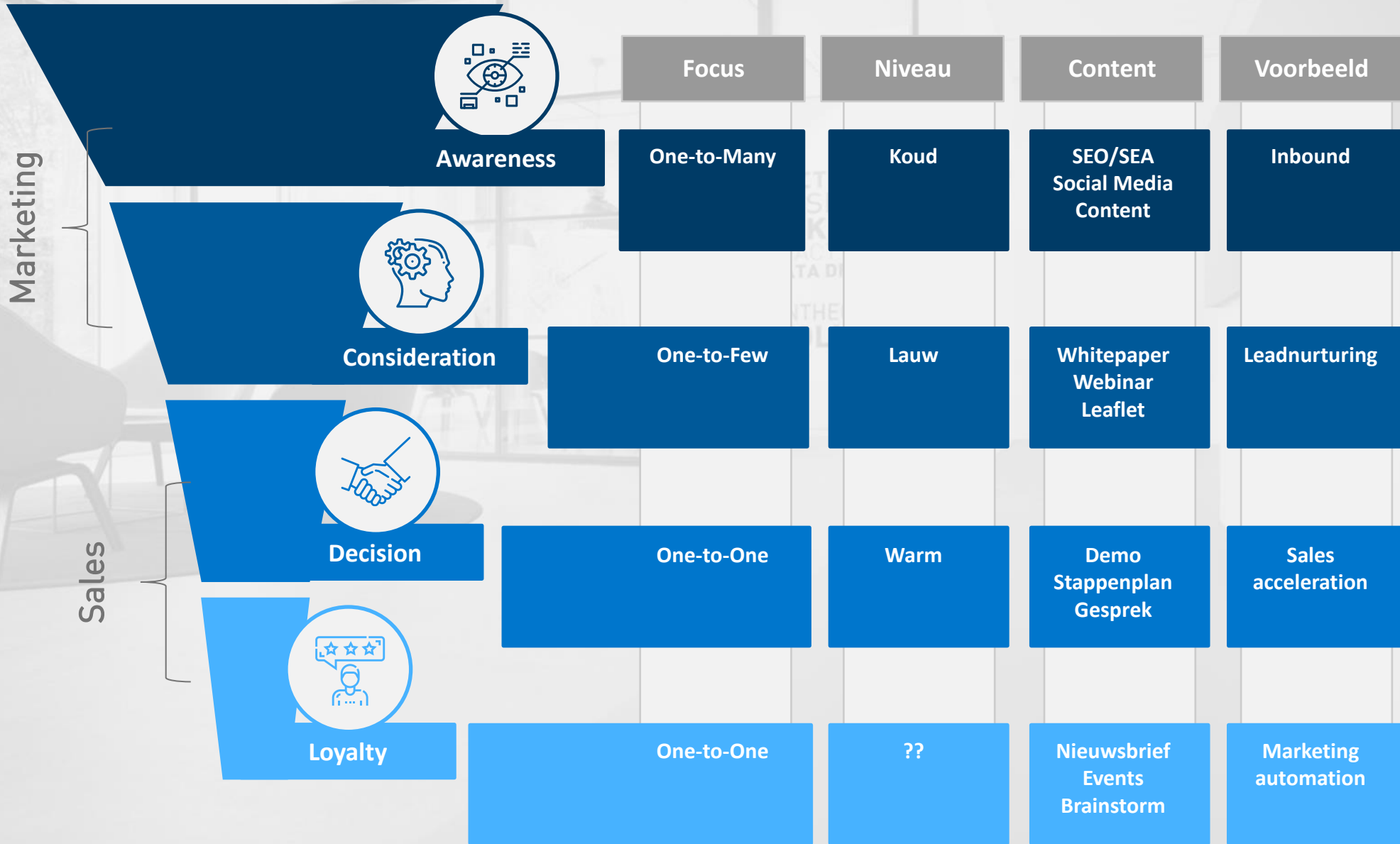
...richt zich op de loyaliteit van bestaande klanten

Buyers Journey

...richt zich op het converteren van een lead naar een klant

Marketing

Sales



	Digital (i.e. Online)	Offline
Awareness	<ul style="list-style-type: none"> <li>• Social media exposure</li> <li>• Search engine interactions</li> <li>• Display and banner ads</li> <li>• Directory Listings</li> <li>• Email Marketing</li> <li>• Blogs</li> <li>• Video</li> <li>• SMS promotions</li> <li>• Mobile Apps</li> <li>• Affiliate Marketing</li> <li>• Loyalty Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Traditional print, radio, tv, and mail advertising</li> <li>• Store locations</li> <li>• Community involvement</li> <li>• Direct sales</li> </ul>
Consideration	<ul style="list-style-type: none"> <li>• Website Content &amp; landing page interactions (e.g. chats, etc.)</li> <li>• Webinars</li> <li>• Free trials</li> <li>• Product/service demos</li> <li>• Reviews &amp; Testimonials</li> <li>• Q&amp;A sessions</li> <li>• Discounts</li> <li>• Digital in-store displays</li> <li>• Influencer Marketing</li> <li>• Geo-targeting</li> </ul>	<ul style="list-style-type: none"> <li>• In-store advertising</li> <li>• In-store events</li> <li>• Word-of-mouth</li> </ul>
Purchase	<ul style="list-style-type: none"> <li>• Website (account creation)</li> <li>• Website (online checkout interactions incl. upsell / cross-sell)</li> <li>• Billing</li> <li>• Reviews &amp; Testimonials</li> <li>• Discounts</li> <li>• Electronic Payment options</li> </ul>	<ul style="list-style-type: none"> <li>• Staff engagement</li> <li>• Showroom design</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Automated fulfillment</li> <li>• Delivery and shipment tracking</li> <li>• Automated returns handling</li> <li>• Online help center</li> <li>• Support Content (e.g. FAQs, How-to-guides)</li> <li>• Support Tools (e.g. reminder tools for medication adherence)</li> <li>• Email follow-ups</li> <li>• Social media interactions</li> </ul>	<ul style="list-style-type: none"> <li>• Order fulfillment</li> <li>• Packaging</li> <li>• Customer Service / Support</li> <li>• Returns</li> </ul>
Loyalty	<ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Social media/email interactions</li> <li>• Loyalty program</li> <li>• Personalized rewards</li> </ul>	<ul style="list-style-type: none"> <li>• Thank-you cards</li> <li>• Invitations to private events</li> </ul>

# Marketing qualified leads omzetten naar sales qualified leads





# Praktische Voorbeelden

T MA  
SLIM  
KETI  
T BAS  
DRIVE  
HECLEY  
LUTI



- SharpSpring
- Koppeling met ERP
- Dashboards
- IP tracking
- Email Campaigns







**LEAD FORENSICS**

Welcome back User [SWITCH USER](#) [Make this my default landing page](#) [LOGOUT](#)

### Visitor List

Off Auto Refresh

Off Unique visits only

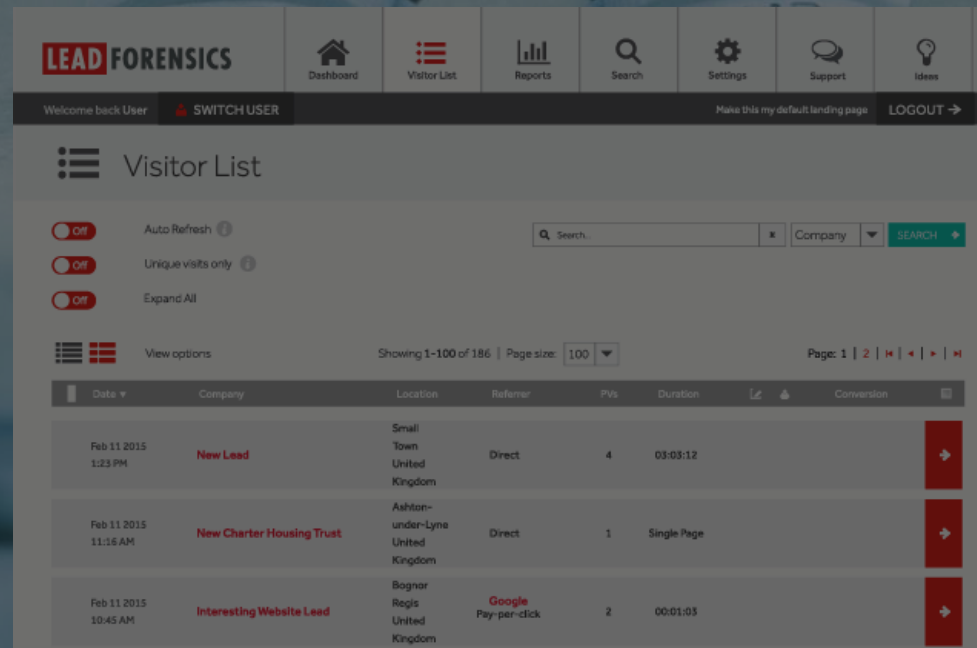
Off Expand All

View options   [SEARCH](#)

Showing 1-100 of 186 | Page size: 100 | Page: 1 | 2 |

Date	Company	Location	Referrer	PVs	Duration	Conversion
Feb 11 2015 1:23 PM	<b>New Lead</b>	Small Town United Kingdom	Direct	4	03:03:12	
Feb 11 2015 11:16 AM	<b>New Charter Housing Trust</b>	Ashton- under-Lyne United Kingdom	Direct	1	Single Page	
Feb 11 2015 10:45 AM	<b>Interesting Website Lead</b>	Bognor Regis United Kingdom	<b>Google</b> Pay-per-Click	2	00:01:03	

# Clever Tender op basis van bezoekersgedrag...



The screenshot displays the LEAD FORENSICS dashboard. The top navigation bar includes icons for Dashboard, Visitor List, Reports, Search, Settings, Support, and Ideas. Below the navigation bar, there is a user greeting "Welcome back User" and a "SWITCH USER" button. The main content area is titled "Visitor List" and features three toggle switches for "Auto Refresh", "Unique visits only", and "Expand All", all currently turned off. A search bar and a "Company" dropdown menu are also present. Below these controls, there is a table with the following columns: Date, Company, Location, Referrer, PVs, Duration, and Conversion. The table contains three rows of data, each with a red arrow icon on the right side.

Date	Company	Location	Referrer	PVs	Duration	Conversion
Feb 11 2015 1:23 PM	New Lead	Small Town United Kingdom	Direct	4	03:03:12	
Feb 11 2015 11:16 AM	New Charter Housing Trust	Ashton-under-Lyne United Kingdom	Direct	1	Single Page	
Feb 11 2015 10:45 AM	Interesting Website Lead	Bognor Regis United Kingdom	Google Pay-per-click	2	00:01:03	

€ 100,- tot  
**€ 150,-  
retour!**





# Tips

# Hello, Sony!

## Let's optimize digital experiences for your customers.

Optimizely makes it easy to test and mobile app.

[LEARN MORE](#)

Your visitors are leaving signals.

Visited Solutions Page  
Visited Homepage

Send



Zorg voor persoonlijke en relevante content



### The benefits of personalised content are clear...

20%

Leads who are nurtured with personalised content produce a 20% increase in sales opportunities.

61%

61% of consumers feel better about a company that delivers custom content, and are more likely to buy

82%

82% of prospects say content targeted to their industry is more valuable.

78%

78% of consumers believe organisations providing custom content are interested in building good relationships.



[Solutions](#)

[Customers](#)

[Partners](#)

[Plans](#)

[Resources](#)

[Careers](#)

[Sign Up](#)

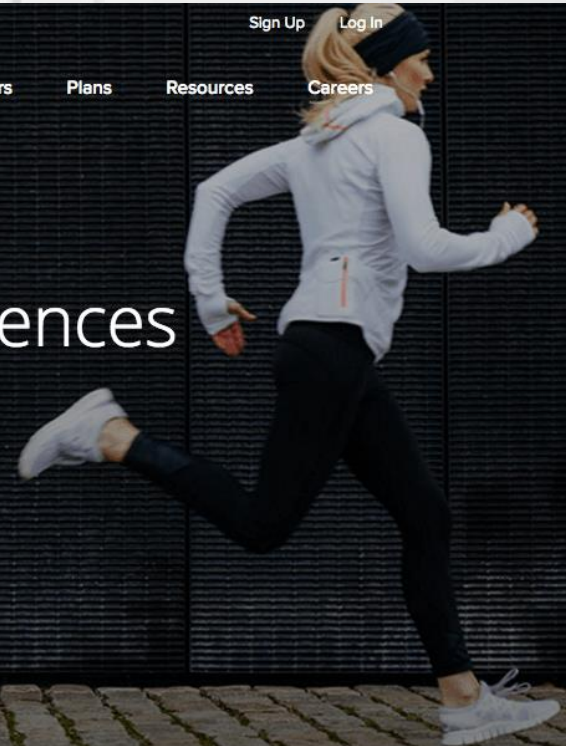
[Log In](#)

# Hello, Adidas! Let's optimize digital experiences for your athletes.

Optimizely makes it easy to test and personalize your website and mobile app.

[LEARN MORE](#)

[TEST IT OUT](#)



# Still awake? Let's optimize digital experiences for your customers.

Optimizely makes it easy to test and personalize your website  
and mobile app.

[LEARN MORE](#)[TEST IT OUT](#)

## Where have you been lately?

- Visited Homepage
- Visited Homepage
- Visited Solutions Page
- Viewed What is A/B Testing Page

## Deliver your best experience



Joseph can help you take  
action on your customer  
data.

Get the most value from your digital  
experiences: Contact Joseph



## Sympathie verkoop het beste!

Bewezen is dat dat mensen in  
typische aankoopfase minder  
gevoelig zijn voor  
beïnvloedingsmethodes van  
sales mensen. Stel je  
servicegericht en vriendelijk  
op, dat werkt het beste.



**Focus op repeterende  
patronen, start met  
de basis**



**Maak alles AVG Proof  
en werk met opt-ins**



# Your LinkedIn is more important than ever

Choose your LinkedIn Automation tool wisely, connect with your leads with the world's safest software for LinkedIn Automation

[Join our Family](#)



*I'm so happy that you found us!*

**LinkedIn Automation voor B2B biedt kansen**



## CRO TOOLS



Visual Website Optimizer

hotjar

Optimize

## MARKETING AUTOMATION

selligent  
MARKETING CLOUD

SharpSpring

CanopyDeploy

salesforce marketing cloud

## DATA

Datatrics

Squeezely  
EMBRACING DATA

Leadinfo

LEAD FORENSICS

## DASHBOARDS

Power BI

Google  
Data Studio

Klipfolio

## MEDIA

Online & Offline

Liquid media

Google  
Partners

Praktisch Tool overzicht





Zijn er nog  
vragen?

T MAY  
SLIN  
KETII  
T BAS  
DRIVE  
HECLEY  
LUTI

# Consumer Gedrag Eco Systeem copyright Ronald Voorn



- 1** Wat is het exacte gedrag dat je wilt bereiken en wanneer?
- 2** Hoe automatisch is de aankoop? Bewust of onbewust?
- 3** Hoe wordt het gedrag psychologisch bepaald voor dit type producten en diensten dan wel non-profit doelen?
- 4** Welke invloed heeft de sociale omgeving?
- 5** Welke rol heeft de cultuur op dit soort producten en diensten dan wel non-profit doelen?
- 6** Welke invloed hebben externe factoren op het gedrag?
- 7** Is er ook echt gelegenheid om het gedrag uit te voeren?

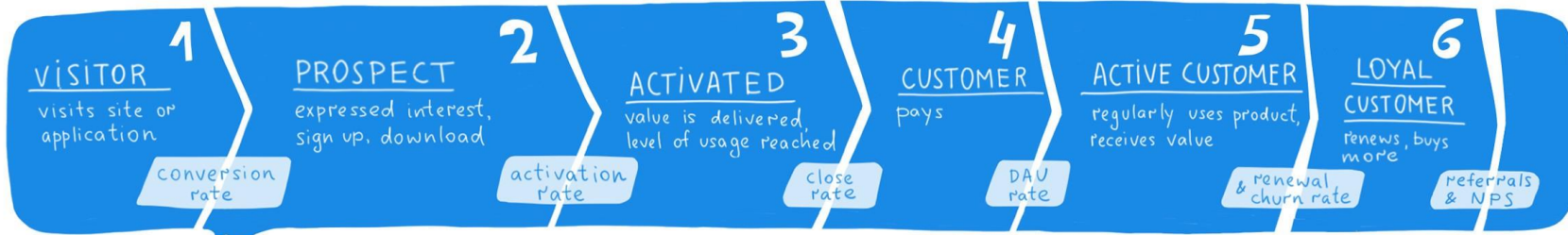
# LEAD NURTURING AND SCORING

HOW TO DESIGN LEAD NURTURING, SCORING & DRIP EMAIL CAMPAIGNS

by Myk Pono @myxys

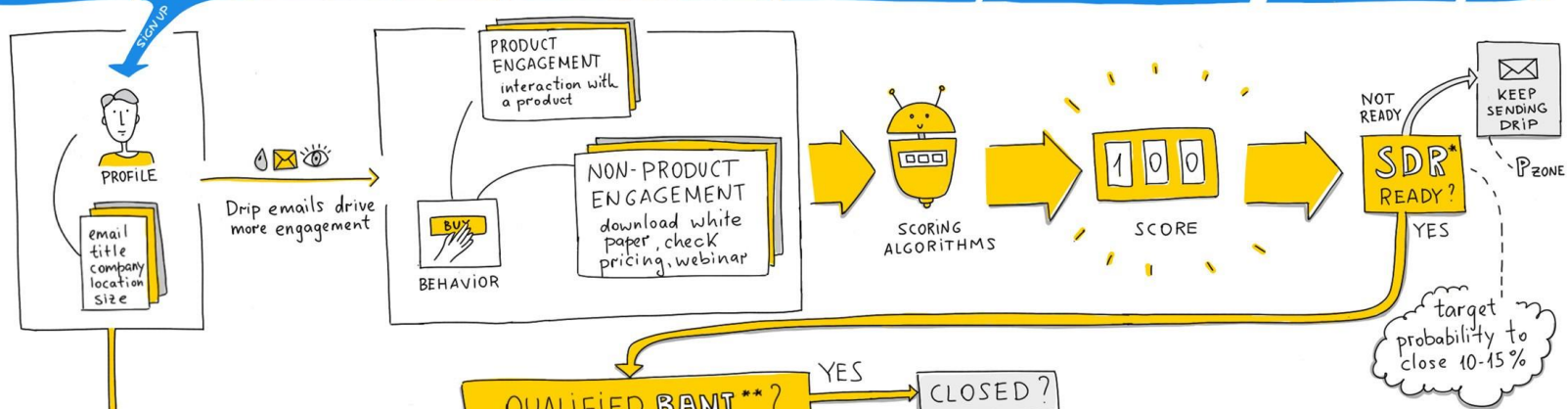
## CUSTOMER LIFE CYCLE

how customers are experiencing a product



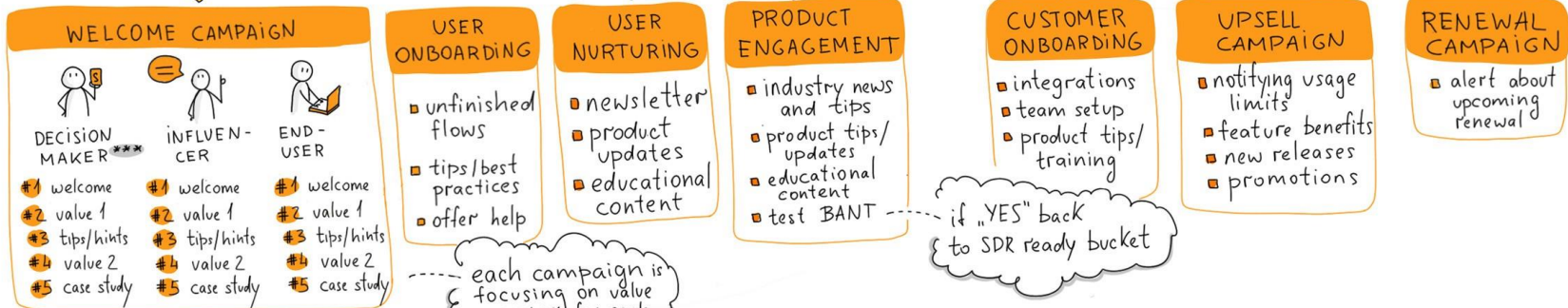
## LEAD SCORING

prioritize leads, improve close rate, decrease the sales cycle



## DRIP EMAILS

constantly re-engage your audience with your product



LEAD/PROSPECT NURTURING

P ZONE

CUSTOMER NURTURING

C ZONE

\* SDR - sales development representative \*\* BANT - budget/authority/need/timeframe \*\*\* if your product can't be broken by buying personas then all users are going into "decision maker" campaign



3.

## THE PROCESS



### CONTACT

Mary interacts with your website (e.g., download a white paper).



### TRACK

Mary automatically enters a nurturing track (emails, voicemails) based on her unique interactions.



### OFFER

Mary enjoys her contact and on the third email, clicks through to download another offer.



### REFINE

Mary's interactions flip triggers which place her on different nurturing tracks specific to her interests.



### ENGAGE

Two emails and one voicemail into the new track, Mary clicks through to watch a video.



### ANALYZE

All prospect data is fully analyzed, acted on, reported to reps and management and integrated into your CRM system for pipeline metrics and new campaign profiles.



### BUILD

Other prospects enter your funnel and are tracked and nurtured in the same way. Your sales reps only engage when a critical event occurs.



### ALERT

We send the associated sales rep an immediate email alert that Mary is at her desk watching your video--great time for a call. Mary becomes a qualified prospect.

# 10 LEAD NURTURING TACTICS

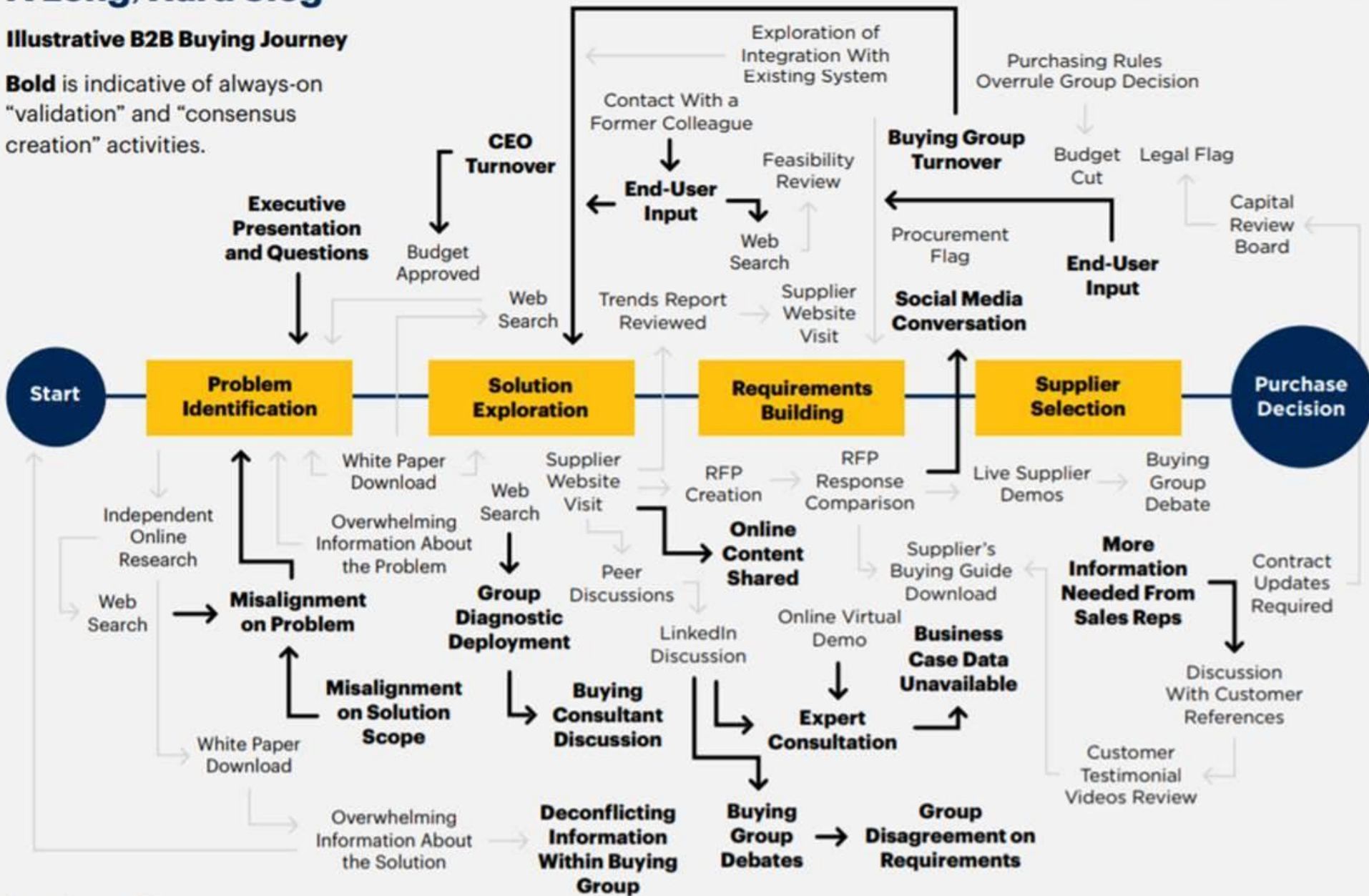
---

- 1 Fully understand your target customer
- 2 Outline your target customer's path to purchase.
- 3 Create a customer database.
- 4 Score each lead.
- 5 Create targeted content for each phase of the buyer's journey.
- 6 Launch automated marketing campaigns.
- 7 Think outside of the inbox.
- 8 Draw prospects back with high-quality content.
- 9 Reach audiences using paid search.
- 10 Leverage retargeting ads.

# A Long, Hard Slog

## Illustrative B2B Buying Journey

**Bold** is indicative of always-on "validation" and "consensus creation" activities.



# Lead Nurturing Is Important To Your Business

You're already a pro at generating leads from your content marketing efforts, but don't forget about one of the most important steps in the process: lead nurture. Build trust, loyalty, and a relationship with your leads to pave the way towards an easy sale.

## THE LEAD NURTURING PROCESS

Key: The lead journey starts here.

### 1 The Handshake

**Goal:** Attract and convert a casual visitor to an interested lead.

**How:** The first point of contact between you and a potential lead can be through a download on your website, a sign-up for your email newsletter, a registration for your webinar, or through a simple message via your contact form.

**How to meet you!**

**Your message:** E-mail Newsletter, Contact Form, Website, Webinar.

**Why hello there content.**

**STAT:** Leads are 57% through the sales process before meeting you.

### 2 Conversation

**Goal:** Build a relationship, inform, educate, and solve a problem.

**How:** Deliver content to your prospects, re-engage them on different platforms and build a foundation of loyalty and trust.

**Let's get to know each other.**

**How:** LinkedIn, Facebook, Email, Instagram, YouTube, Twitter, Pinterest, SlideShare, Periscope, Instagram Live, Facebook Live, YouTube Live, Webinars.

**STAT:** 79% of marketing leads never convert into sales. Lack of lead nurturing is the common cause of this poor performance.

### 3 Contact

**Goal:** Convert a lead into a legitimate prospect.

**How:** As you build content that resonates with your lead, they may directly reach out to you for more information specific to their needs. Offer personalized content and even a proposal to transform them from interested lead into a true business prospect.

**Let me know!**

**Lead** → **Prospect**

**STAT:** 20% of nurtured leads produce an average 40% increase in sales opportunities versus non-nurtured leads.

### 4 Qualification

**Goal:** From your expertise and usefulness specific to a prospect's pain points and convert them into a customer.

**How:** What do they want and need from you and how can you fulfill it? Your content plays a big role, shaping how your relationship will progress, as well as how your business development team handles the prospect's needs.

**Let us know your needs.**

**Let us know your needs.**

**Specific pain points for their needs/needs.**

**STAT:** 50% of leads are qualified but not yet ready to buy.

### 5 Close

**Goal:** Create a strong, happy customer relationship that naturally encourages further business.

**How:** With a sale made, the prospect converts into a client. Now you must deliver on your promise and continue to build trust and confidence so your customer never chooses to start a similar relationship elsewhere.

**Let's get started!**

**Prospect** → **Client**

**STAT:** 88% of consumers begin doing business with a company following a poor customer experience.

## 3. THE PROCESS

**7. BUILD**

Other prospects enter your funnel and are tracked and nurtured in the same way. Your sales reps only engage when a critical event occurs.

**6. ALERT**

We send the associate sales rep an immediate email alert that Mary is at her desk watching your video--great time for a Mary becomes a qualified prospect.

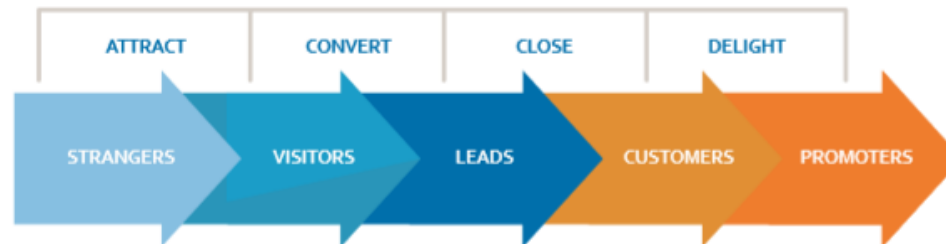
## SharpSpring; marketingautomation en CRM gericht op de buyer's journey

Wat staat er centraal in de buyer's journey:

**Laat een bezoeker via verschillende interacties de juiste informatie en producten/diensten zien in verschillende stadia van het aankoop/keuzeproces.**  
Denk hierbij aan whitepapers – video's – infographics – blogs etc.

**Het is de kunst om niet direct een product of dienst aan te bieden aan je klant, maar ze eerst kennis te laten maken met je bedrijf.**

Dit kan middels relevante content welke aansluit op een specifieke doelgroep in een bepaalde fase van de buyers journey. Naarmate ze je beter leren kennen, zijn ze eerder geneigd om een dienst af te nemen of product aan te schaffen.



SharpSpring bevat alle mogelijkheden om dit proces te implementeren en te monitoren.