

# communications brief: lead nurturing overview

**Title:** Lead nurturing

**Objective:** Developing contacts into sales-ready leads

The basic purpose of a marketing campaign is to generate demand for a company's products or services.

Generally speaking, at the end of a campaign, marketing will forward the resulting campaign responses to sales for a follow-up. Some organisations label these responses as leads. But how many of these individuals who have responded to a campaign can be described as a 'sales-ready' lead? Is someone, who has downloaded a white paper, or participated in a webinar ready to engage with sales?

A growing number of organisations, especially those offering more complex products or solutions, have started to adjust their marketing approach to better fit their prospective customer's buying decision-making processes.

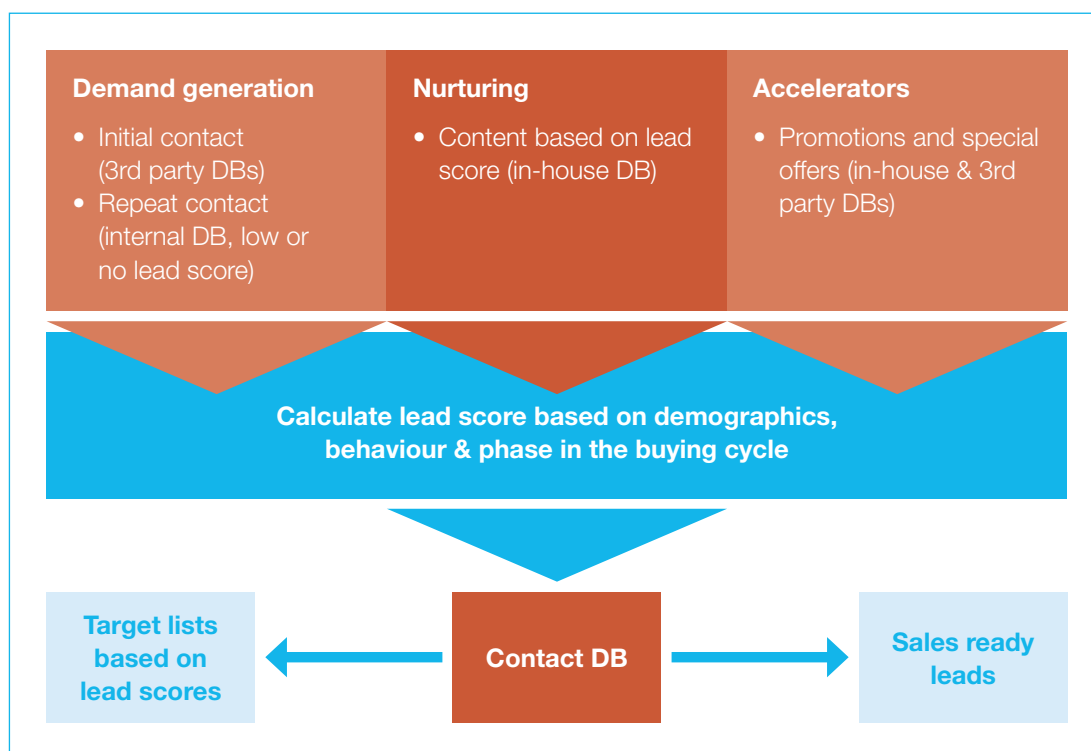
Making **relevant** (relevant to the prospect's stage in the buying cycle, relevant to the prospect's industry and business challenges) and **useful** content available as part of marketing campaigns, enables organisations to establish themselves as trusted business partners, who can solve prospects' business challenges.

The publication of relevant and useful content is however only one part of the changes these organisations make. By implementing processes enabling the **collection** and **evaluation** of campaign responses, organisations can identify qualified, sales-ready leads.

The collected information includes: campaign responses, website visits, information about the content a prospect has accessed or downloaded – through to (company) demographics, and so on.

The result of this information gathering and evaluation process is typically a **lead-score**, which in turn is used to determine whether a prospect has developed into a sales-ready lead and should therefore be passed on to sales – or whether the prospect is to be kept in the 'prospect pool' for further nurturing.

## The lead nurturing process:



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One of the immediate effects of adopting a lead nurturing approach is that marketing campaigns will generate fewer leads. However, by providing fewer but **better qualified** leads, marketing enables sales to spend time on genuine business opportunities rather than lead qualification.

A lead nurturing approach cannot be successfully implemented without input and buy-in from the involved marketing AND sales teams.

The definition of lead scores, as well as at what point a marketing generated lead is ripe and ready to be handed over to the sales team, will require the sales team's input and acceptance. Without it, marketing generated leads run the real risk of not being of the quality expected by sales.

Consequently marketing generated leads will be regarded as bad leads, which will be duly ignored by the sales teams.

Lead nurturing has to be seen, at the outset of any campaign, as a marketing tool that is part of the sales process, designed to make more effective use of the sales person's time and resources.

**Chillifish can provide the building blocks for the successful adoption of a lead nurturing approach:**

- Develop and design useful and relevant content for marketing and PR campaigns
- Identify and segment audiences for targeted campaigns
- Execute on and off-line campaigns
- Provide the resources to collect and evaluate campaign responses, 'contact/prospect' behaviour, demographics to create lead scores
- Manage and facilitate the effective flow of information from marketing to sales