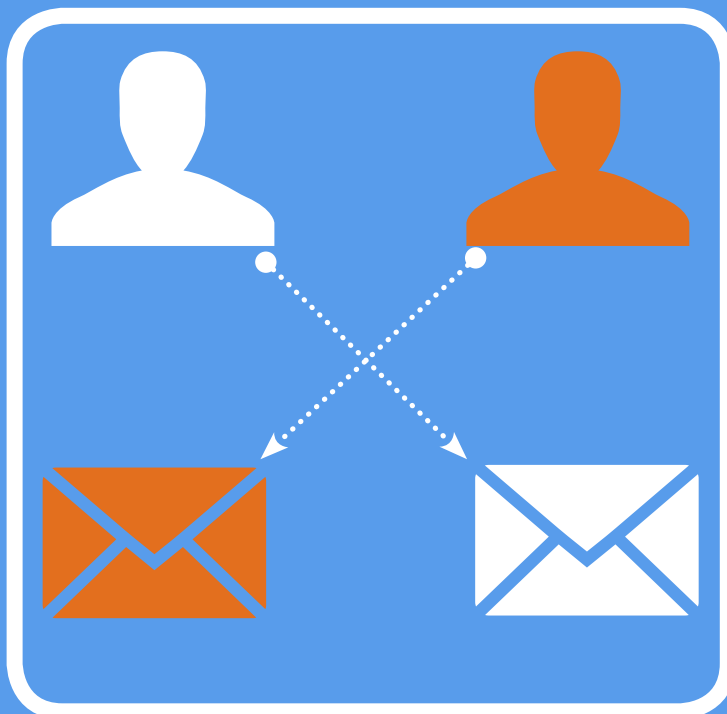OPTIMIZING LEAD NURTURING:

HOW TO SEGMENT & INTEGRATE CAMPAIGNS

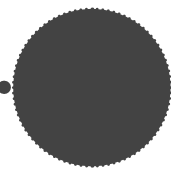Guidelines on Segmenting & Integrating Your Lead Nurturing Emails

A publication of

HubSpot

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Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Read our introductory ebook "An Introduction to Lead Nurturing."

INTERMEDIATE

This ebook!

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

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Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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HOW TO SEGMENT & INTEGRATE LEAD NURTURING

By Kendal Peiguss

Kendal Peiguss is an inbound marketer at HubSpot responsible for managing the company's social media accounts and tracking social analytics. She has also worked in landing page and web page creation and optimization. Kendal is a regular contributor to the HubSpot inbound marketing blog and has also written for BostInno and SocialFresh.

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CONTENTS

Generating leads is only half the battle—you need to find a way to pull them down the sales funnel.

Raising brand awareness, driving traffic to your website, and creating content that will inspire prospects to fill out a lead capture form isn't an easy task. The toughest part for marketers is that generating leads is only half the battle! Once a prospect has become a lead, it's your job to find a way to pull them down the sales funnel. As you may have read in our introductory lead nurturing ebook, lead nurturing is the linchpin in the process of converting leads into customers.

In this ebook you'll gain a deeper understanding of successful lead nurturing and best practices that will inspire leads to become more invested in your company. Understanding workflows, segmentation, marketing automation, and integration with other aspects of your marketing will strengthen your lead nurturing campaigns and, ultimately, generate more customers for your company.
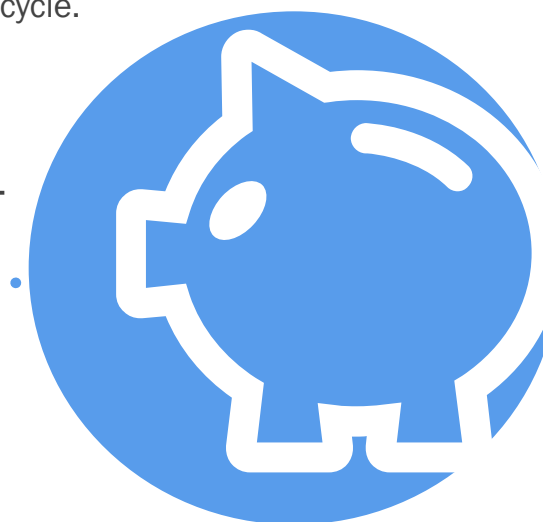
More and more, businesses are finding email strategies are worth their time. According to a recent DMA study, 75% of marketers are using email marketing more than they were three years ago. This is partially because advancements in marketing automation have made the process simpler, but also because targeted email sends are effective in converting leads to customers. Lead nurturing, the automated series of emails sent to an early-stage lead, is a crucial driver of an efficient sales cycle.

LEAD NURTURING EMAILS GET

4-10X

THE RESPONSE RATE OF STANDALONE EMAIL BLASTS

Lead nurturing emails get 4 -10 times the response rate of standalone email blasts, according to a Silverpop/DemandGen report. This piece of data demonstrates the power of targeting the right content to the right group and at the right time. Purchase decisions take time. In fact, research from Gleanster suggests that even when it comes to qualified leads, more than 50% of leads aren't ready to buy on the day of first conversion. Your marketing team invests a lot of time into attracting leads, lead nurturing can help prevent them from slipping away.
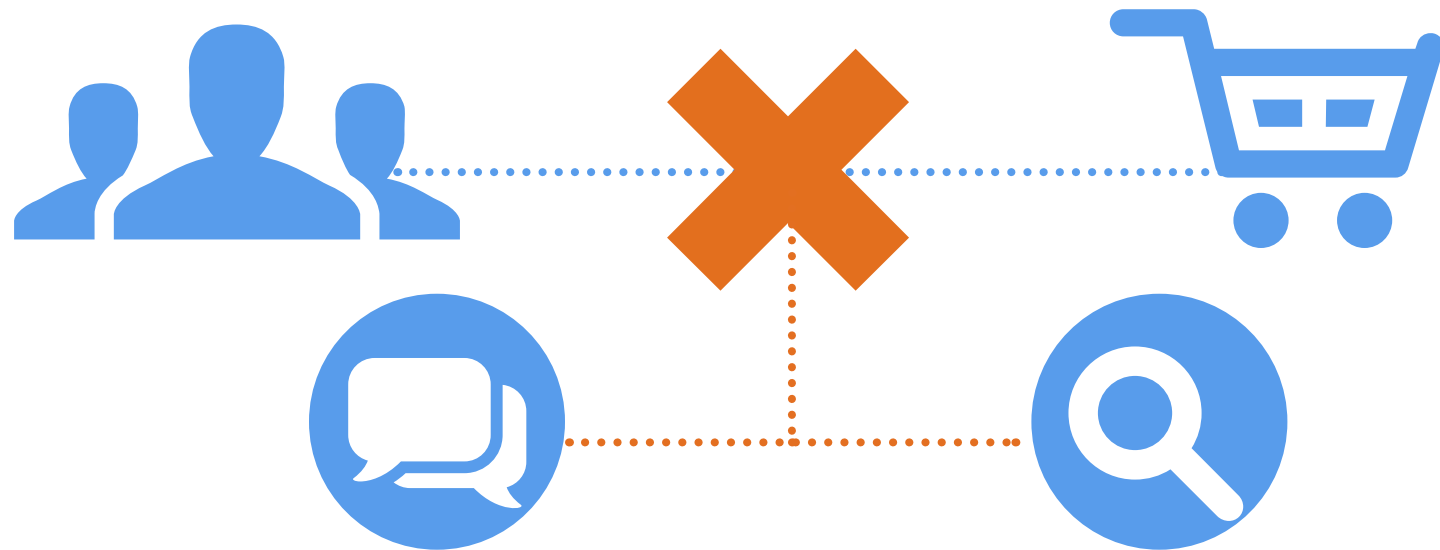
> ❝ *Not all of your leads will become customers—and that's okay.* ❞

Non-purchasing nurtured leads can become ambassadors and evangelists for your brand, increase your search rank, help grow your social reach and build thought leadership. The more followers you have, the more opportunity there is for your content to be shared with potential new leads that will eventually purchase, especially if there are industry influencers in your network.

While these influencers might never purchase your product or service, they can help initiate co-marketing partnerships, put in a good word with investors, and provide introductions to other influencers, bloggers, and experts in your industry. Don't discount nurtured leads that do not buy; they are still a valuable resource for your company's success.

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CHAPTER 1

GUIDELINES ON LEAD NURTURING SEGMENTATION

50% SEGMENTED EMAILS GET MORE CLICKS THAN BLASTS.

According to a study from MarketingSherpa, **segmented emails get 50% more clicks than their untargeted counterparts!** Lead nurturing's biggest strength is that the content can be targeted based on previous behavior. Emails should be sequential in guiding the lead toward purchase. Remember that the email recipient has already interacted with your brand at least once, no need to do too much reintroduction.

The sends should be enticing, encouraging recipients to revisit your website and get in front of more branded content. Depending on how they first converted, a lead could be interested in blog articles, downloadable ebooks and, eventually, a free trial or demo of your product. So...

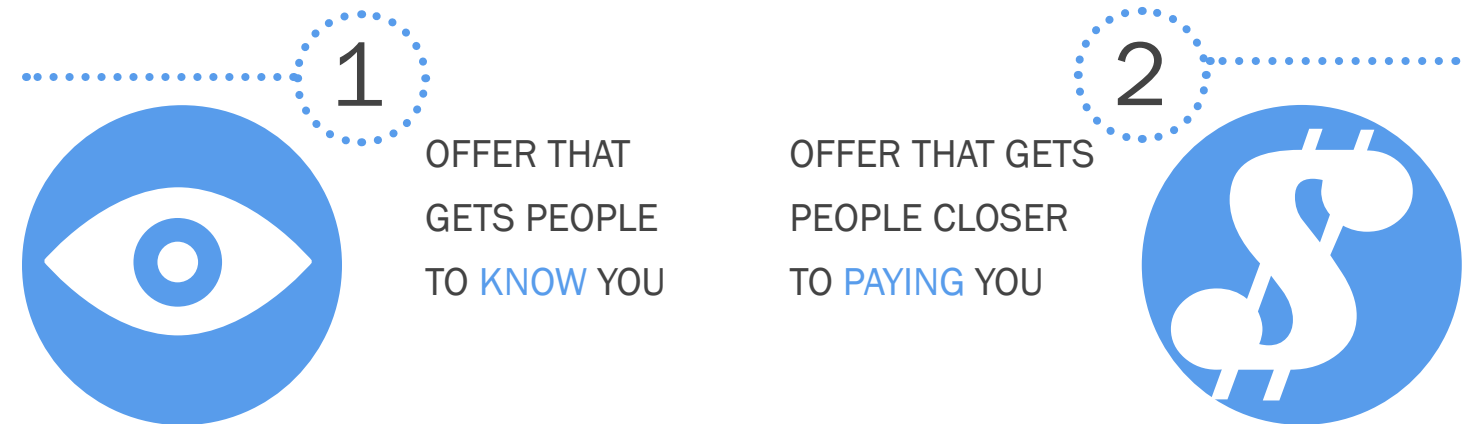## HOW DO DECIDE WHAT CONTENT TO USE FOR YOUR LEAD NURTURING CAMPAIGN?

USE LANDING PAGE ANALYTICS

In order to determine what content should go to what segment, you need to be aware of the special powers of your marketing offers. Broader offers, for instance, are great at attracting a lot of visitors to your website and presenting you as an industry thought leader. An example of such an offer would be HubSpot's popular ebook "How to Use Pinterest for Business."

1 OFFER THAT GETS PEOPLE TO KNOW YOU

2 OFFER THAT GETS PEOPLE CLOSER TO PAYING YOU

Offers that are tightly related to your product or service, on the other hand, should do a better job of converting new leads into buying customers. An example of such an offer would be a free demo request of the HubSpot software. So you need to start by identifying a few powerful offers and map them to a lead nurturing campaign based on their strengths.
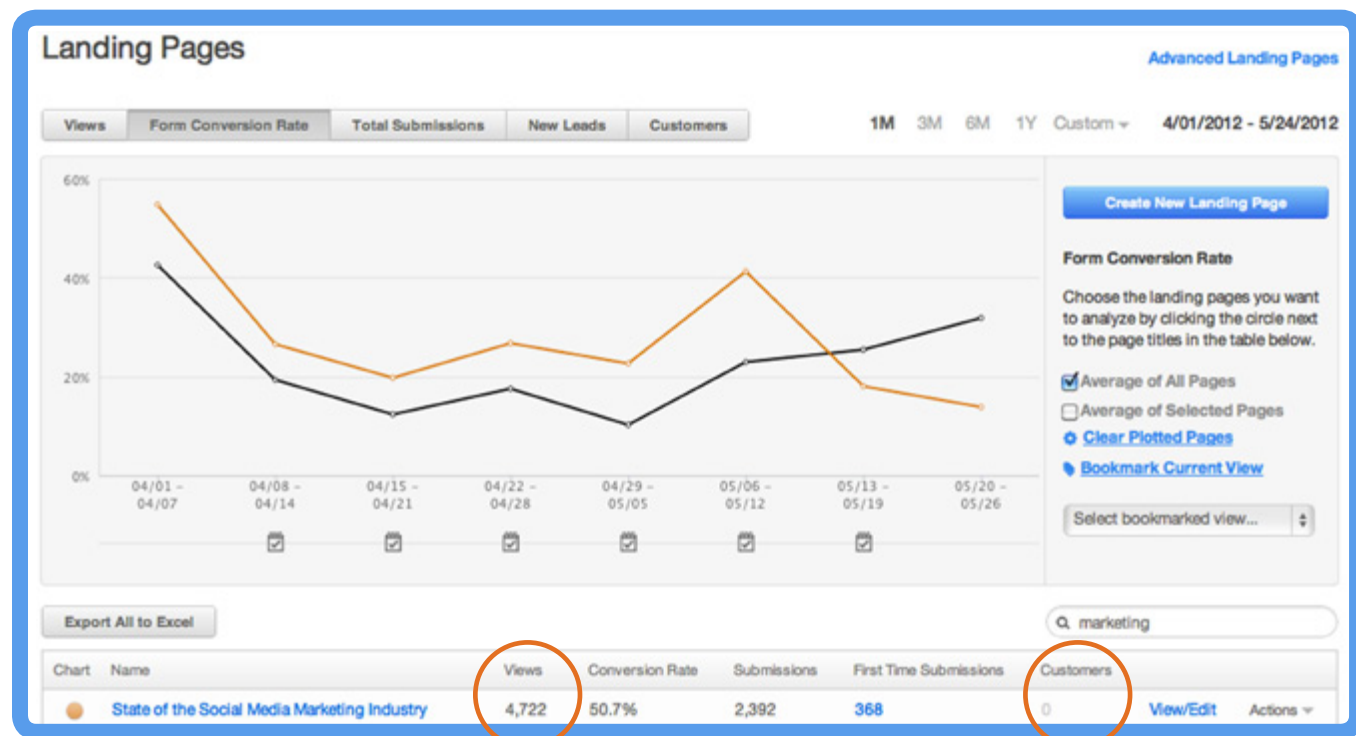
The HubSpot all-in-one marketing software includes landing page analytics that give you access to insights that will help you identify the content for your lead nurturing campaigns. You can not only see which landing pages performed best in terms of visits and submissions, but you can also dig deeper into which landing pages brought in the most customers. In that way you can identify what offers to use for different drip marketing campaigns.

In the screenshot below the gray line indicates the average conversion rate of all landing pages and the orange line indicates the performance of a specific page. So if you ever can't pick one out of a few good offers, you can compare them to one another and make a decision based on real data.

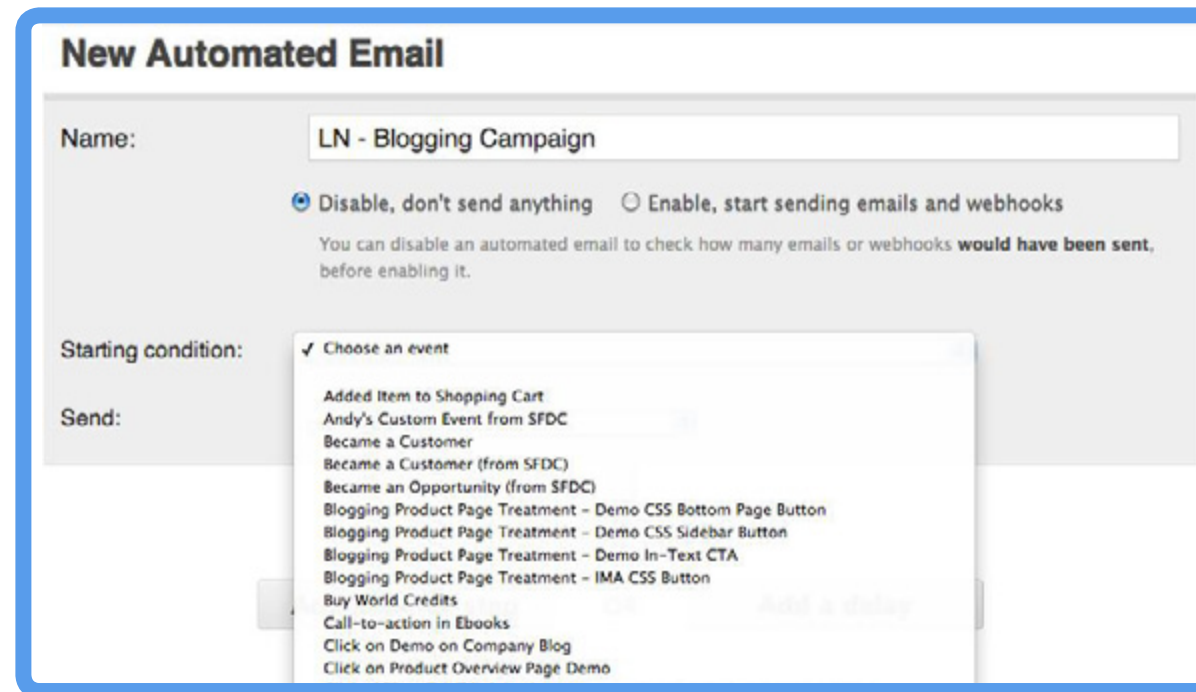*Your landing page analytics should reflect the trajectory of your sales funnel.*

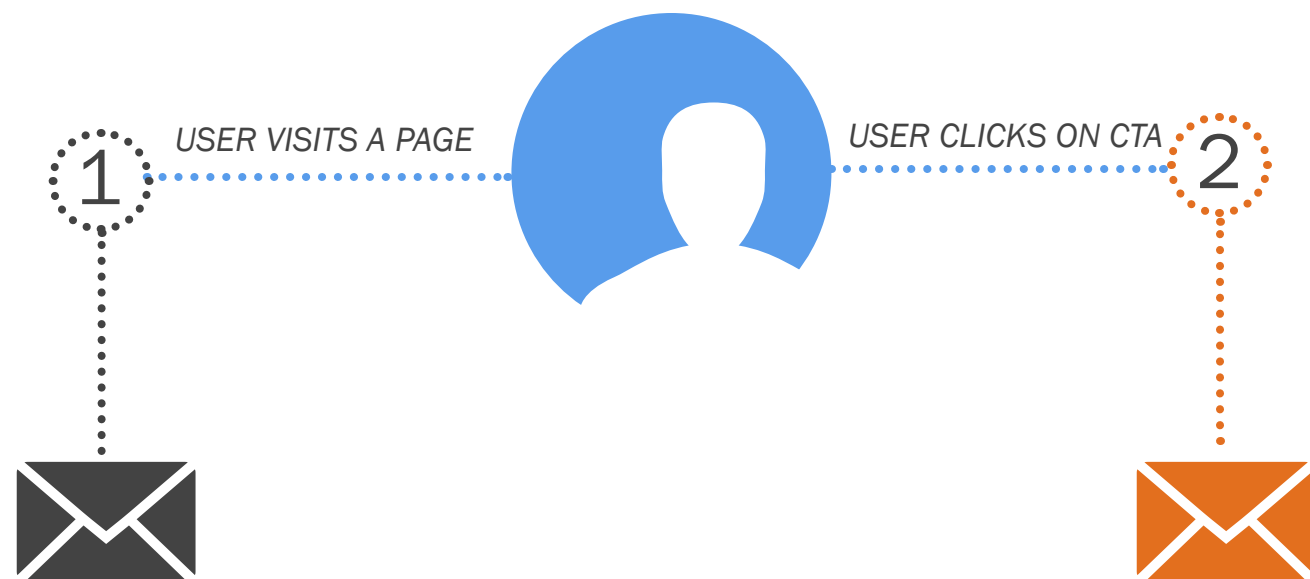# SEGMENT BASED ON OTHER THAN FORM SUBMISSIONS

What if someone visited your website but didn't fill out a landing page? Can another type of action trigger a lead nurturing campaign? Certainly!

This type of lead nurturing, also known as advanced marketing automation, is what many sophisticated marketing professionals seek to implement. It gives companies more flexibility and opportunities to target interested users at the right time. HubSpot's advanced marketing automation, for instance, enable you to send a custom series of emails based on a range of conditions, e.g. when people click a specific call-to-action, visit a specific page on your website or even mention a certain keyword on Twitter.

1 USER VISITS A PAGE

USER CLICKS ON CTA **2**

Based on their behavior, each lead will be allotted a lead nurturing campaign that guides them down different paths aligned with their interests. The path for these segments is pre-arranged in a system called content mapping. Content mapping is the process for lead nurturing by which a marketing team prepares and organizes relevant and valuable content.

Leads need to be guided in a specific way based on their placement in the sales cycle. By understanding where in the buying cycle they are, you can provide them with content they want or need.

GUIDELINES FOR MAPPING CONTENT TO 5 LEAD STAGES

To make your lead nurturing campaigns as organic as possible, you'll need to match them to your leads' level of engagement with your company.

CONTENT MAPPING: A PLANNED CONTENT STRUCTURE WITHIN A LEAD NURTURING CAMPAIGN

Use the following stages to identify how far along in the sales cycle your leads are and what type of content should be mapped for them in a lead nurturing campaign.

1   AWARENESS

The stage during which leads are determining if they have a need for your product or service. A lead in this stage should start off with introductory, top-of-the-funnel content to become more familiar with your brand. **This includes blog posts, ebooks, social media CTAs, and other top-of-the-funnel content that doesn't require much commitment.**

INFORMATION SEARCH   2

The stage during which leads want more information on why your product or service is valuable to them. This type of lead is looking for more commitment, so **demos and free trials of your product** will likely perform well in this stage.

3   EVALUATION

The stage during which leads are researching possible alternatives and deciding which product or service is the best fit for them. It's important to boost your ego in this phase, make it clear to the prospective customer that your company is the right choice. Consider mentioning **announcements of awards and recognitions** to further convince them of the value of your company.

PURCHASE   **4**

The stage during which leads have a desire for reassurance on quality. Although they're reaching the end of the sales cycle, they still need to be nurtured and convinced that they made the right decision. **Customer testimonials** are a great way to increase confidence and pride in your product.

5   POST-PURCHASE

Lead nurturing doesn't have to stop with a purchase. Many businesses have the opportunity to **upsell**. Use lead nurturing campaigns to show your customers how they can better utilize your product, be more successful with the purchase they made and potentially upgrade.

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CHAPTER 2

HOW TO RUN BEHAVIOR-BASED MARKETING AUTOMATION

> ❝ *Behavior-based marketing automation gets triggered after a user takes an action that brings them in contact with your company.* ❞

Behavior-based marketing automation enables marketers to nurture leads and send them information when it is most applicable to their point in the buying cycle. The campaigns get triggered after a user takes an action that brings them in contact with your company. As mentioned earlier in this ebook, these interactions can include not only form submissions, but also visits to specific pages, clicks on certain calls-to-action and other conditional rules. By matching a condition to a lead nurturing campaign, you create a workflow.

WORKFLOW: MATCHING A CONDITIONAL RULE TO A SERIES OF AUTOMATED EMAILS

A workflow is the path chosen for a particular type of lead in a lead nurturing campaign. It consists of a series of pre-written emails that guide the lead toward a more invested role in your business.

In HubSpot's marketing automation feature, workflows are easily created from a dropdown menu. The condition of workflows, or the action that initiates the lead nurturing campaign, can be any point of interaction a lead has had with your company, e.g. an ebook download, a free trial request, a click on a *Contact Us* call-to-action or even a Twitter mention. These conditions set off your automated lead nurturing campaign to pull the lead further down the sales funnel.

Once you set the fist workflow condition, you can add more steps to it and make it a multi-action campaign based on your content map. For instance, you can send one email customized to the first action the user took and then, a few days later, follow up with another message that prompts them to get involved in something they haven't previously done. Here is an example scenario:
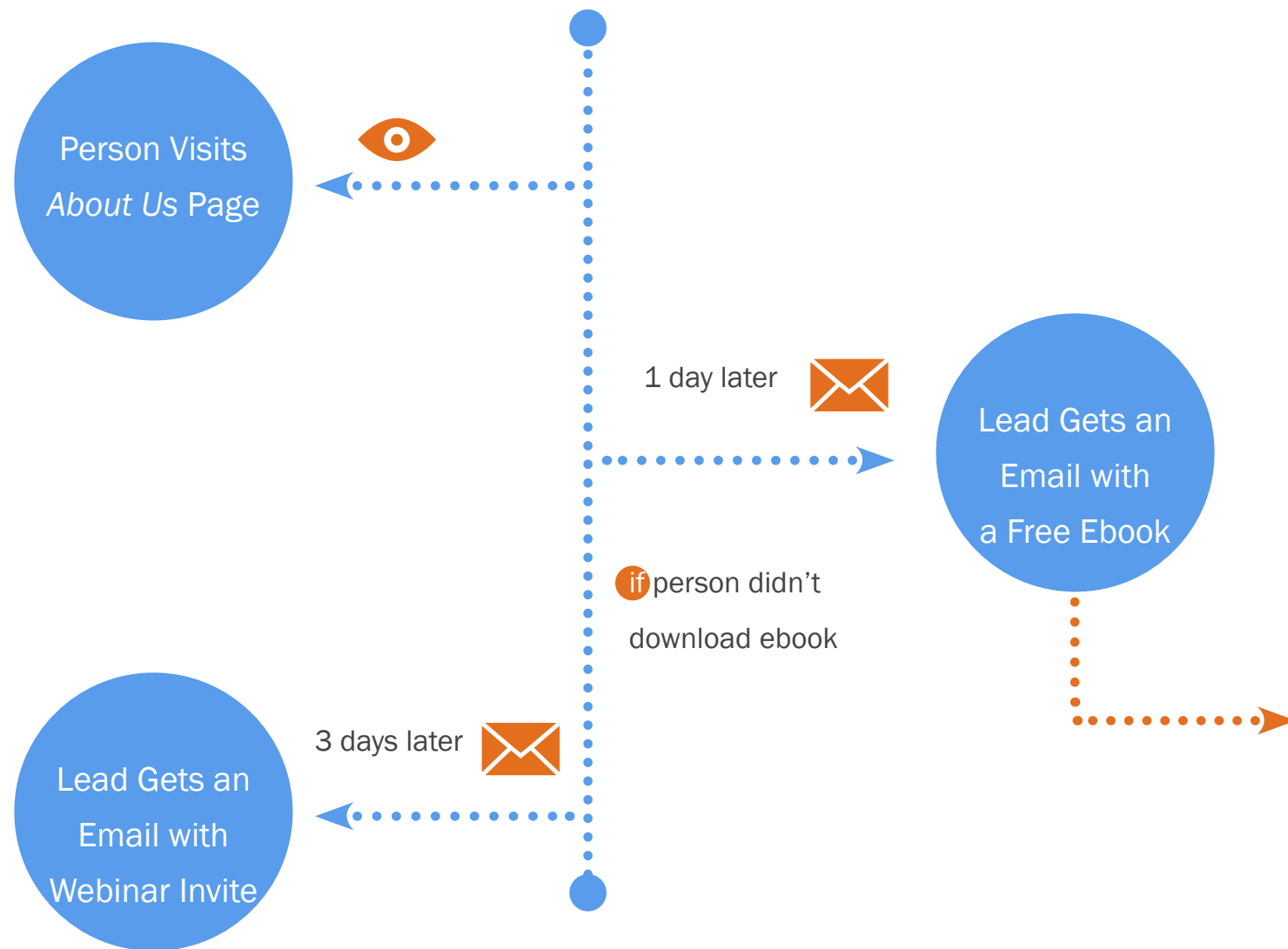

The email content you use should feel natural to the lead. For example, imagine you do marketing for a real estate company and a prospect downloaded your landscaping ebook. You can create a lead nurturing campaign by indicating "landscaping ebook" as the condition of the workflow and add steps to move the lead further down the sales funnel. The second email they receive could discuss your company's listings of houses with beautiful front yards and highlight a call-to-action to contact a realtor. An additional workflow can start if the lead clicks on that *Contact A Realtor* CTA.

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A WORKFLOW EXAMPLE

Depending on the recipient's actions, marketing automation takes the prospect down a different path on the content map you designed. Think of lead nurturing as a flowchart, where every action is a fork in the road. The path will change depending on the prospect's decisions at different intersections. Carefully planning the flow of your emails will help you create well-rounded campaigns that strengthen the company and prospect relationship while pulling your leads through the funnel.
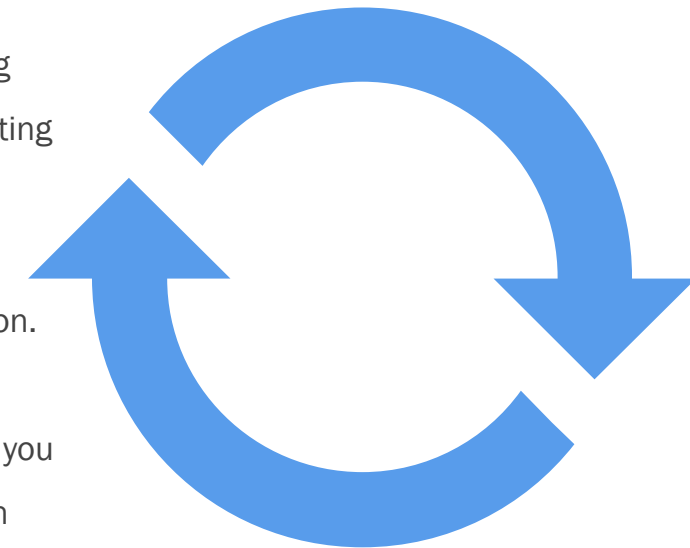
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> ❝ *Integrate your lead nurturing campaigns with other aspects of your marketing to increase the efficiency and reach of your campaigns.* ❞

CHAPTER 3

BOOST LEAD NURTURING THROUGH INTEGRATIONS

It's important to integrate your lead nurturing campaigns with other aspects of your marketing to increase the efficiency and reach of your campaigns. In fact, it's impossible to run effective lead nurturing campaigns in isolation. They are so closely tied to landing page creation, analytics and email marketing that you need to view all these elements as part of an ever-changing ecosystem.

The HubSpot all-in-one marketing software recreates this natural ecosystem in an effort to prevent you from having to visit a number of different tools to launch a sophisticated lead nurturing campaign. In this section we will look at some ways in which lead nurturing relies on and impacts other marketing elements.

INTEGRATION WITH LANDING PAGES

Once someone has become a lead, they should be exposed to content that is most likely to eventually convert them into a customer. There are a few different ways to track your most optimized content. One is analyzing the success of landing pages in generating customers for your business. The landing pages that yield the most customers should be included in lead nurturing emails.

The HubSpot Landing Page Analytics tool can sort your landing pages by number of customers acquired, so you can see which middle-of-the-funnel content results in the most customers. For HubSpot, for instance, live demo requests and free trials yield the most customers and are therefore promoted in lead nurturing campaigns to drive leads down the funnel.

Chart	Name	Views	Conversion Rate	Submissions	First Time Submissions	Customers ▲
○	Demo of HubSpot (Product)	4,936	10.4%	511	256	10
○	Free Trial (Variation 4 - MQL Test)	25,831	10.7%	2,754	1,633	7
○	Contact Sales (Variation 2 - MQL Test)	1,363	14.5%	198	79	7
○	Free Trial (Variation 2 - MQL Test)	27,840	10.6%	2,953	1,805	6
○	Free Workshop: Four Steps to Achieving Business Su	54,162	37.2%	20,167	6,660	3
○	SEO Guide - Learning SEO From The Experts	8,126	32.4%	2,631	1,062	3

This landing page brought 10 customers in the selected time frame.

INTEGRATION WITH OTHER PAGES

Besides landing pages, your lead nurturing emails can promote other web pages that help you acquire new customers. For instance, your *Case Studies* or *Testimonials* page would be something you might want to include in a drip marketing campaign. In this context, you need access to a report that shows you which of your website pages yield the most customers.

The HubSpot Conversion Assists report serves this goal, telling you which pages impacted the buying process. It indicates which pages help leads to a purchase decision. High-ranking pages in the conversion assist report should be included in your lead nurturing campaign because they have the highest probability of converting a lead into a customer.

Conversion Assists   Tutorial   Tour

All Content Types   1M   3M   6M

Pages Viewed By Leads | **Pages Viewed By Customers**

Page	Customers who viewed this page
HubSpot All-in-One Marketing Software - Start A Free Trial http://www.hubspot.com/	163
Internet Marketing Software Products http://www.hubspot.com/products	98
Internet Marketing Company http://www.hubspot.com/internet-marketing-company	63
Inbound Marketing Software Success Stories	Customer Case S... http://www.hubspot.com/customer-case-studies	60

163 customers in this one-month time frame saw HubSpot's Free trial page.
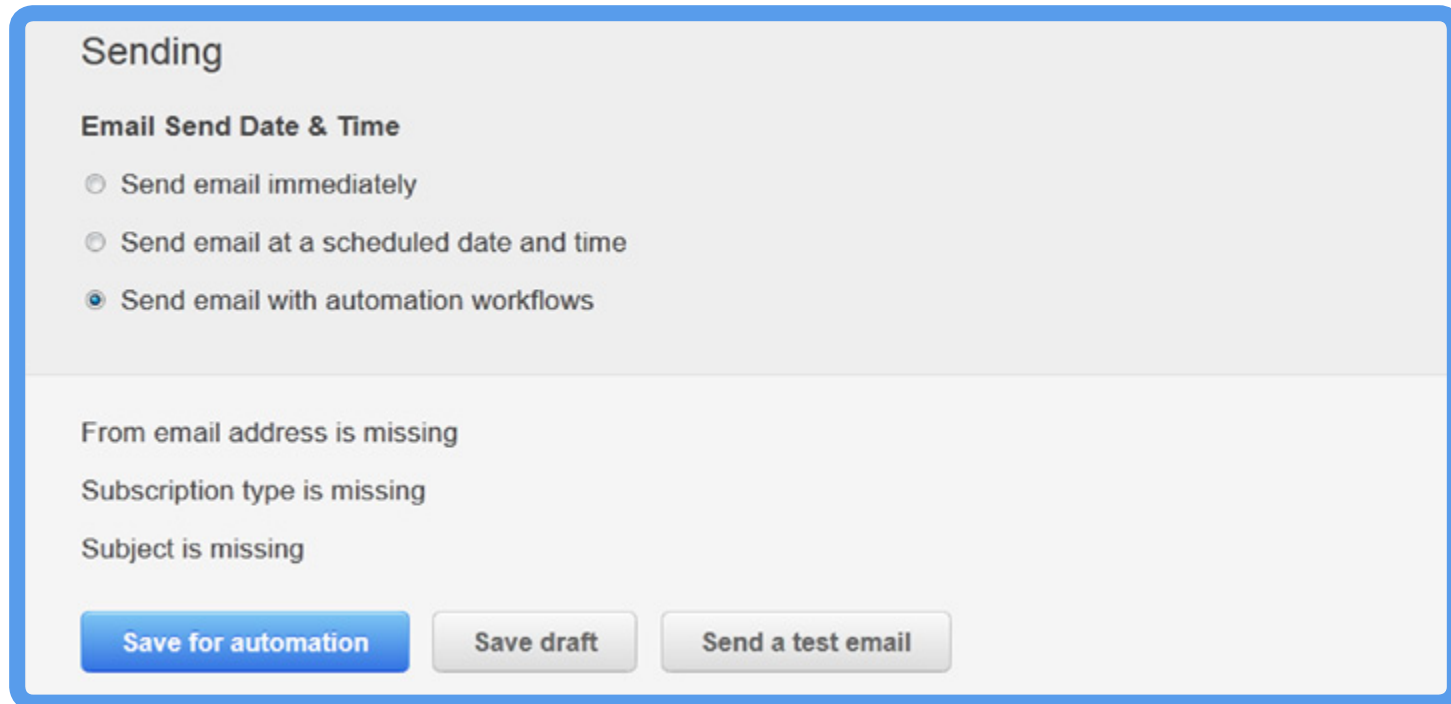
INTEGRATION WITH EMAIL MARKETING

When you set up lead nurturing campaigns, you should be able to reuse content that you have already created for your email marketing program. If you have drafted an email send for an individual email promotion, it's a reasonable expectation to want to use that same copy in a lead nurturing email. So much in marketing has to do with repackaging content, after all!

This is something that we at HubSpot recognize, so we enable you to send an email in a few different ways: sending it instantly, scheduling it for a one-time send or including it in a marketing automation workflow.

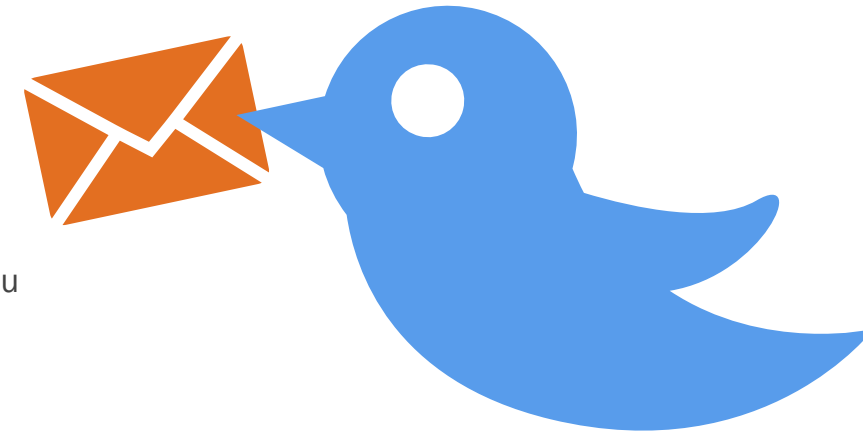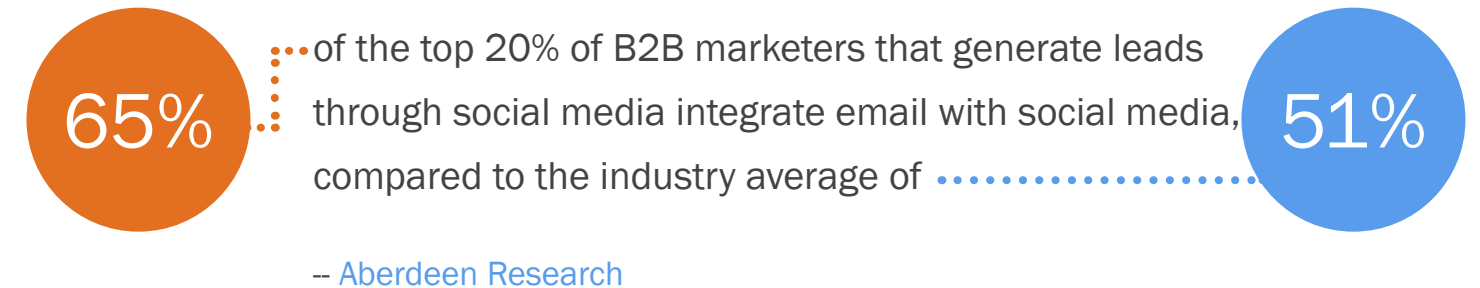# INTEGRATION WITH SOCIAL MEDIA

Social integration promotes sharing of the content and can impact the overall effectiveness of your lead nurturing campaign. People want to share the content that they enjoy reading, so, as a marketer, you should make that sharing process easier for your recipients.

Research continues to show that social isn't just a B2C platform.

65% of the top 20% of B2B marketers that generate leads through social media integrate email with social media, compared to the industry average of **51%**

-- Aberdeen Research

So what are the ways in which you can integrate social media into your lead nurturing campaigns? There are two key ways—adding social media sharing links and social media follow links in your email copy.

Adding social sharing and follow buttons to your emails is easy and can have a huge impact on your reach and click-through-rate.

SOCIAL MEDIA FOLLOW

Different than social sharing buttons, "follow me" links enable email recipients to connect with you via social with one click. This is a way to not only grow social reach, but also to create more touch points for you leads to interact with your company. The more points of contact a lead has with your company, the more solidified your brand and messaging will be.

SOCIAL MEDIA SHARING

A GetResponse analysis reported that email newsletters with social sharing buttons had 115% higher CTR than those that didn't. When nurtured leads share your content with their networks, it extends the reach of your content and brand. Social sharing can create new leads while nurturing the existing ones.
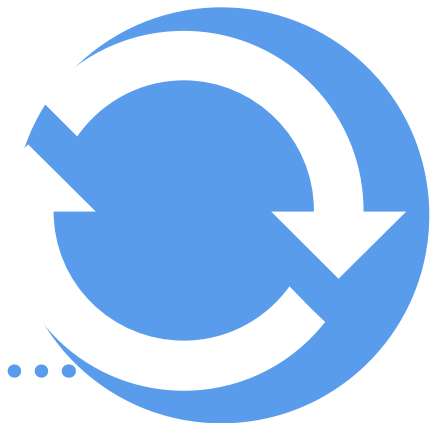

INTEGRATION WITH CLOSED-LOOP ANALYTICS

In order to understand the true impact of your lead nurturing campaign, you need to have an integration with closed-loop marketing and track the number of customers resulting from your efforts.

Closed-loop analytics allows you to closely track a lead's journey through the sales funnel, from being a first-time visitor into becoming a customer. Closed-loop marketing gives you full insight into the paths through which your leads travel, pointing out areas in your sales funnel you should invest in specifically. It's essential to integrate closed-loop reporting into your lead nurturing system because you can fully understand the process a nurtured lead took to purchase and tailor future efforts accordingly.

CONCLUSION & ADDITIONAL RESOURCES

"*Remember: in lead nurturing, your goal is not to generate leads; it's to generate customers.*"

Remember, your end goal as a marketer engaged in lead nurturing is not to generate leads; it's to generate customers. Lead nurturing enables you to control the journey that a person takes from lead conversion to customer conversion, so be confident in the direction you are taking them.

Now that you understand how and why lead segmentation works and how to optimize their journey through the sales cycle, it's time to start nurturing! With the right marketing automation, an expertly segmented campaign, and cross-platform integration, you'll be able to generate more qualified leads for your sales team and more customers for your company. Now get out there are start nurturing your future customers!

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