

Setting Up a Lead Nurturing Program

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Introduction

Attracting and engaging with physicians and other healthcare professionals (HCPs) has always been challenging. HCPs, like many, respond well to thoughtful, personalized communications. By determining a process for segmenting your contacts and creating valuable content that resonates with each of your audiences, you can begin to develop a program that drives results.

The following eBook provided to you in partnership with Act-On to help guide your lead nurturing strategy and determine the best ways to build relationships with your target audience.

Executive Summary

Easily 50 percent of the leads that your marketing team unearths are not yet sales-ready—but rather than dumping that half of those prospects in the rubbish bin, nurture them to increase your haul of sales-qualified leads. Building trust and fostering relationships with qualified prospects, regardless of their stage in the buyer's journey, is a key element to surfacing quality leads that can be nurtured through the funnel. But creating a successful lead nurturing program can be overwhelming. Matt Heinz, President of Heinz Marketing, sums it up: "A survey earlier this year indicated that a mere 10 percent of companies were actively using lead-nurture strategies as part of their demand generation and pipeline management marketing. Even for those, implementing a more complex closed-loop system may feel intimidating and out of reach."

In this report, Heinz and his fellow thought leaders demystify lead nurturing, offering best practices that you can follow when developing your own winning program.

Chapter 1: Develop Your Program One Step at a Time

"Going from whatever you're currently doing (likely a variation of treating all leads equally) to executing a complex lead management strategy doesn't have to happen in one giant step. For these organizations, achieving a strong nurture marketing strategy (let alone the next step to closed-loop) should be seen as a multistep process." (Heinz)



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*– Matt Heinz,
Heinz Marketing*

Chapter 2: Identify “Nurture-Able” Leads Carefully

"Identify your nurture-able contacts. What is the population of leads and contacts that you are free to nurture without complicating the efforts of sales, or customer service (if you plan to nurture current accounts)? Add lapsed customers to the mix if it makes sense to do so. Note: The goal here is not to build the biggest database you can. There's probably a segment of people you could nurture that would —fairly or unfairly—regard even a modest nurturing program as a relentless carpet-bombing 'spampaign' from a vendor they hope never to hear from again." (Scearce)



Chapter 2: Identify “Nurture-Able” Leads Carefully (Continued)

“Define an ideal lead and create a relatively simple description of this qualified prospect. For new leads, start with two buckets—do they qualify or do they not? For example, does an ideal prospect need to come from a company of a particular size? From a particularly titled contact? From a particular industry? Set just two to three criteria, and start triaging leads accordingly.” (Heinz)

“I would implement nurture programs that map the sales cycle to the buying cycle. The typical buying cycle flow follows: need, learn, evaluate, negotiate, purchase, implement, advocate.” (Eisenberg)

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*– Meagan Eisenberg,
DocuSign*

Chapter 3: Start With a Single Campaign; Plan to Segment in the Future

"Start a single nurture campaign for all leads. Sure, it would be great to have different nurture segments by industry, expected close date, reason the deal may be delayed, and so forth. But if you're just starting out nurturing leads, start with a single nurture campaign for all leads. A monthly newsletter, or a regular webinar offer, or even an occasional free white paper offer can keep you top of mind with prospects not yet ready to buy. Get complicated later, but get something going to those latent prospects right away." (Heinz)

"There are many ways for you to segment your contacts. You could segment by geography, or create-date, or lead source, etc. But at this point, you should be looking for the Venn diagram overlap of 'known recent interest in a high-value product my company sells' and 'population of significant quantity.' Leads and contacts with these two attributes are very good inputs to your content strategy." (Scearce)

"When you know your audience and have a plan to engage them, you have a good sense of what you need your software to do."

*– Tom Scearce,
Falconry Group*

Chapter 4: Remember that Content is King

"An important area to address related to nurturing is content. A first step would be to take an inventory of what content you have. You likely have more useful content than you realize. This includes whitepapers, videos, blog posts, articles, use cases, guest blogs, etc. Categorize them by the consumer they were designed for (e.g. technical sponsor vs. business sponsor, industry, stage of interest/purchase). You can reuse content in very effective ways by breaking them into series pieces. Also, less is more with delivering content. People will get lost in long emails; better to present content in list form, such as Top 10 lists, 3 Things Your Competitors Are Doing, etc. Videos are easy, and people like watching short 90-second videos with success stories, use cases, industry trends." (Vanella)

"Less is more with delivering content."

*– Mari Anne Vanella,
The Vanella Group*

Chapter 5: Act Locally, Think Globally

"For those with worldwide businesses, I would create nurture programs for various regions, such as Europe, so that you are localizing the communications." (Eisenberg)



Conclusion

There's no time like the present to stop losing valuable prospects and start grooming them into qualified leads. Setting up a lead nurturing program doesn't have to be a daunting task. The most important takeaway here is that you get in the game now, and take one step at a time. Identify your "nurture-able" leads, start with a single campaign, add in some content marketing, and worry about automating (and purchasing the needed software) down the road.

About MedData Group

MedData Group provides demand generation, content marketing and data services to providers of healthcare technology, medical devices, pharmaceuticals, medical education, and others looking to engage with hard-to-reach physicians and other healthcare professionals by using a fundamentally unique approach.

MedData Group publishes Medical Product Guide, the industry's go-to resource that provides clinicians and healthcare professionals with meaningful vendor, product and industry information. By distributing meaningful content to healthcare professionals, we are able to collect more data, glean deeper insights, and reach larger audiences than any other demand generation service. Using behavioral analytics and big-data techniques, our proprietary content and lead management system produces unrivaled insights that we apply to best-in-class marketing practices to achieve unmatched results towards helping our clients reach their business goals.

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About Act-On

Act-On Software delivers cloud-based integrated marketing automation software. Marketers can manage all of their online marketing efforts from a single dashboard that can be seamlessly integrated with CRM so that sales can have access into various marketing functions. Act-On's fresh approach to marketing automation gives its users full functionality without the complexity other systems impose, and makes campaign creation and program execution easier and faster.