MAKE THE CLICK COUNT:

YOUR GUIDE TO BUILDING DEMAND GENERATION EXPERIENCES THAT CONVERT

üüberflip

TABLE OF CONTENTS

WRITING AND CONCEPTUALIZATION
CHRISTINE OTSUKA

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INTRODUCTION

As marketers, it's our job to drive demand for our company's products and services. But that extends far beyond enticing potential buyers to fill out a form. We need to weed out the right people from the wrong, nurture those who are "just looking" to sales-ready status, and shorten the time to close.

While lead nurturing has been a fixture in marketers' demand generation strategies for the past decade, marketers simply aren't seeing the results they used to. Buying cycles last anywhere from three months to over a year, and buying committees are bigger than ever, with an average of seven people involved in the purchasing decision. That's a lot of people to nurture with different needs and different levels of engagement.

That's the likely reason most marketers (90 percent) see their nurture programs as average down to just plain ineffective.

In addition, email has been the channel du jour for as long

as lead nurturing has been in existence. Yet today's inboxes are stuffed and marketers are looking for new ways to engage leads in their nurture programs, creating personalized experiences for each and every prospect.

And why wouldn't we, when we spend anywhere from [$30 to $800 depending on your industry and channel](#) to acquire leads? We need to protect that investment and, when it comes to online efforts, **make the click we work so hard for, count**.

In this guide, we'll walk you through how to create a high-impact nurture program using experience, content, and personalization. We'll look at display ads and paid social as channels that work together with email to provide an immersive nurture experience—one that's optimized for content consumption so prospects can self-nurture and move to a sales-ready stage faster.

Finally, this guide will help you master lead nurturing programs and understand the power of a consistent brand and content experience to the bottom line.

Section One

1

THE WHY

WARMING LEADS UP

Have you ever said hello to a stranger at a networking event who took one look at the title on your name tag and hit you with the hard sell? How about a blind date who started making plans for you to meet their extended family next month? Or maybe you downloaded a sponsored ebook and are now afraid to answer your phone because you're being (seemingly) chased by one of those sponsored vendors' sales development staff?

In all three scenarios, you're experiencing too much too fast. And how does that make a person feel? Two words: *Turned off*.

It's best practice not to send everyone who fills out a form straight to sales. And for good reason.

YOU DON'T KNOW THEM.

If all they've done is fill out a form, chances are you don't know much about them. Are they a fit for your solution? Do they fit the demographic, firmographic, and technographic criteria of your ideal buyer or account? Have they identified a problem yet or are they just looking for some useful tips to do their job better? You need to gather intel through progressive profiling and data mining tools. Uncover their interests, intent, and engagement with your brand, content, and solution. The last thing you want to do is send someone over to sales who is unqualified or not quite ready to buy. If you do, your sales team will pass them right back and you've wasted everyone's time. (Not to mention potentially lost a future sale by simply not being patient enough to do your due diligence).

THEY DON'T KNOW YOU.

At this point, you're a stranger. They may not even re-member giving you their information in the first place. And if they do, a call from your sales department is going to erode any smidgen of trust they had built with your brand the second they make that connection. You haven't yet shown your value; you haven't built up any rapport. You haven't given them a chance to decide if they even want to continue this relationship before you dive right in. That's the quickest way to turn someone off, whether you're at a networking event, on a date, or in a business encounter.

Seems simple enough. Still, according to Marketing Sherpa, 61 percent of B2B marketers send all leads directly to sales, despite only 27 percent of those leads being qualified. That means the seemingly obvious les-son above is not so obvious to more than half of all B2B marketers. No wonder sales and marketing alignment is such a hot topic right now.

So what do we do?

Nurture them. Warm them up. Get to know them, and give them time to get to know you.

Why? Because if they're not ready to buy, if they have not identified their problem yet, or have not prioritized their problem as one that needs solving now, then there's still hope. Marketing can help educate those leads and move them closer to being sales-ready. Nurturing them allows us to formalize and accelerate that education process. Rather than leaving leads to fend for themselves, sending them content in a regular cadence, tailored to their specific interests, funnel stage, and needs will get them there faster. Build that into an engaging, immersive experience, both in and outside the inbox, and they'll be on their way that much faster.
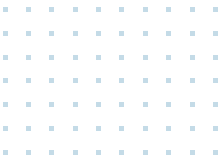
LEADS NURTURED WITH TARGETED CONTENT PRODUCE AN INCREASE IN SALES OPPORTUNITIES OF MORE THAN 20%

Source: HubSpot

Section Two

2

THE WHEN

MUST-HAVE NURTURE SEQUENCES

Before embarking on our top tips for how to create your most effective lead nurturing program yet, let's take stock of when you're currently implementing your lead nurturing programs. A good rule of thumb is anytime you collect information from a lead at the top or an early stage of the funnel, you'll want to nurture them on their path to purchase. The earlier the stage, the longer the nurture.

What's important to note is that not every nurture will have demo request / talk to sales as your end game. You may want them to register for your annual event, or to feed them more and more content until they self-qualify. So your goal may simply be to have them consume more content.

6 NURTURE SEQUENCES EVERY DEMAND MARKETER SHOULD USE

1 Welcome Nurture

This is your staple nurture. It's foundational, meaning you can build it out and drop people into it at any stage depending on how they enter your database. For instance, you might send a lead a welcome nurture if their first action is requesting a demo. Or perhaps after they download a content asset and receive some follow-up content from you, they get dropped back into the latter half of this nurture sequence. Finally, if someone's first action is subscribing to your blog or newsletter, then they might receive a lengthy version of this nurture (think up to 10 emails) because it's a far trek from blog subscribe to chatting with sales, but hey, we're up for the challenge.
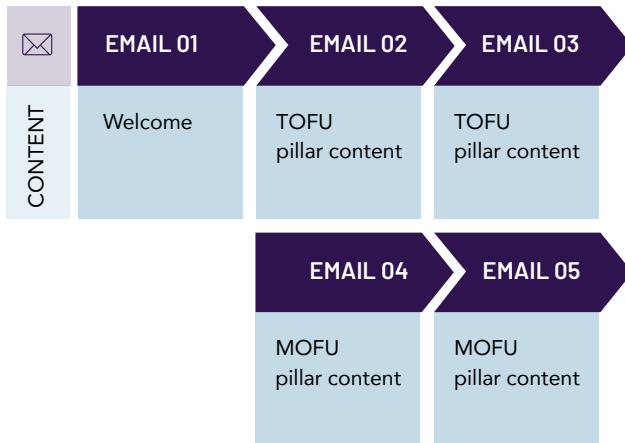
PURPOSE

A welcome nurture is like employee onboarding. It's that first-day buddy, that orientation program, welcoming you into the fold. For them, it's about staying connected, but for you, it's about building rapport, being consistent, and keeping yourself top-of-mind as they get acquainted with your brand.
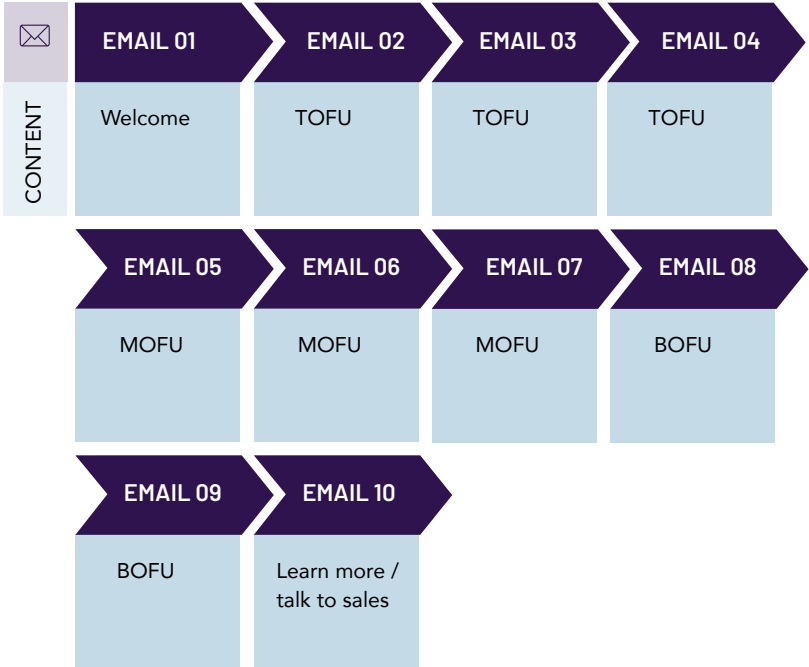
LEAD NEEDS

At this stage, all they're looking for is to learn more about you, and the best way to do it? Through content.

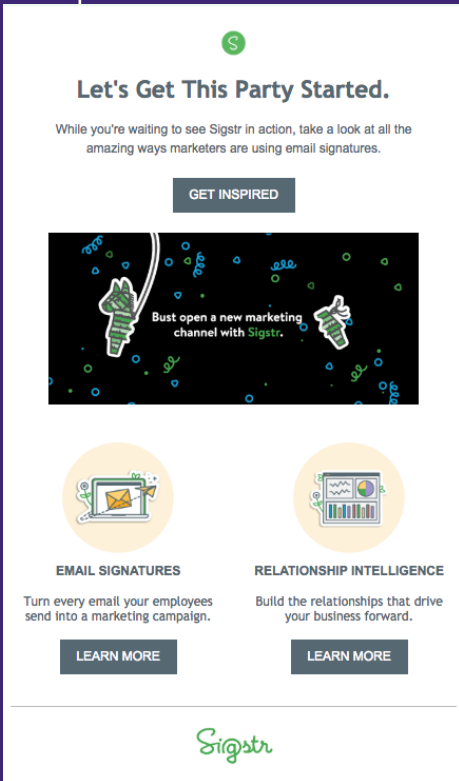## SAMPLE

Short welcome nurture

CONTENT	EMAIL 01	EMAIL 02	EMAIL 03
	Welcome	TOFU pillar content	TOFU pillar content

	EMAIL 04	EMAIL 05
	MOFU pillar content	MOFU pillar content

Long welcome nurture

✉	**EMAIL 01**	**EMAIL 02**	**EMAIL 03**	**EMAIL 04**
CONTENT	Welcome	TOFU	TOFU	TOFU

EMAIL 05	**EMAIL 06**	**EMAIL 07**	**EMAIL 08**
MOFU	MOFU	MOFU	BOFU

EMAIL 09	**EMAIL 10**
BOFU	Learn more / talk to sales

○ REAL–WORLD EXAMPLE

In Sigstr's straight-to-the-point welcome nurture, they use five emails to walk a new lead from curious to informed. All of their calls-to-action are soft, and their branding is strong with oodles of personality. Their welcome nurture aligns their value proposition with content so you're not getting too sales-y right off the bat. Bonus points for offering free swag just for making it through. Why? Because they're getting you to engage further and capturing more info at the same time.

✉ 01

✉ 02

✉ 03

100% Sigstr Certified Organic.

We believe authentic business relationships are the key to success.
Read how Sigstr is bridging the gaps between authentic
engagement, relationships, and revenue.

READ THE EBOOK

✉ 04

Ooh, science stuff!

Love a good experiment? Take a look at our ebook, *The Science of Email Signatures*, to learn how dynamic banners boost the visual impact in every email your team sends.

QUICK. TO THE LAB!
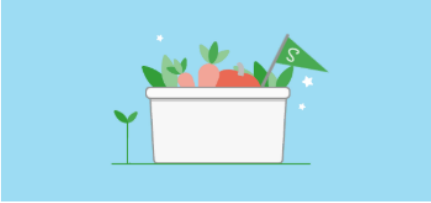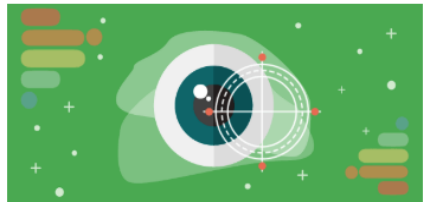
Sent with 🍀 from Sigstr
20 N Meridian St, Indianapolis, IN

✉ 05

Congrats! You did it!

You just made it to our last welcome email and we sincerely hope you enjoyed some quality content along the way. As a special thanks for learning more about Sigstr, how'd you like some free sticker swag?!

YES, I'D LOVE A STICKER!

(no thanks, I don't like adhesive happiness).

Let's Be #Friends

Want to keep this party going as much as we do?
Follow @sigstr on **Twitter**, **Instagram**, and **Facebook**.

Here's a Thought

If your favorite TV show and movie characters had Sigstr email signatures, what might those look like?

LET'S FIND OUT

Sigstr

>>SUBSCRIBE TO THE UBERFLIP HUB TO SEE *OUR* WELCOME NURTURE FOR SOME MORE REAL-LIFE INSPIRATION.

2 POST-DOWNLOAD NURTURE

You know that ebook it took your content marketer forever to write? After someone downloads it, you'll want to follow up with related content, personalized to their persona, funnel stage, and interests. A good place to start is content in the same topic area that goes deeper. These nurtures tend to be shorter than welcome nurtures because if they're downloading an educational asset, they're further down the funnel than subscribing to your blog.

○ PURPOSE

Giving that prospect more of what they've told you (with their actions) they're looking for allows them to go deeper into understanding their problem and provides you with a chance to (eventually) get in front of them with your solution. You're also building trust along the way.

LEAD NEEDS

Supplementary content, further reading, and education.

SAMPLE

✉	EMAIL 01	EMAIL 02	EMAIL 03	EMAIL 04
CONTENT	TOFU	TOFU	MOFU	End goal - demo / webinar sign-up
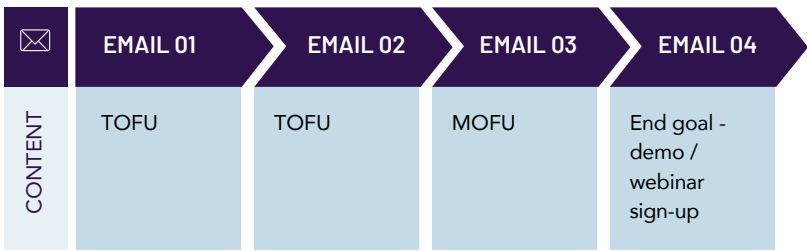
REAL-WORLD EXAMPLE

When LeadMD launched their gated ebook Monsters of Funnel III, their goal wasn't necessarily to get their leads to pick up the phone and call sales. Instead, their goal was webinar registrations. That's why nurturing with related content, getting them to that next sign-up, and bumping up their lead score was the right course of action for LeadMD.

MONSTERS OF FUNNEL III

FUNNEL FREEZES OVER

A Stripped Down Return to Account Based Relationships

Download the eBook

Hey there, Arabi:

Thanks for downloading Monsters of Funnel III: Funnel Freezes Over, a guide to composing your ABM rock ballad, minus the pricey instruments.

This highly actionable framework will enable your smooth transition from Demand Gen to Account Based Marketing...but you already knew that, didn't you?

Thoughts? Comments? New lyrics? Tweet us using #monstersoffunnel!

Rock On,

Justin Gray

CEO, Founder

~~LeadMD~~ Monsters of Funnel

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✉ 01

✉ 02

LeadMD

MONSTERS OF FUNNEL III

FUNNEL FREEZES OVER

The Hidden Track

I'm Ready to Rock

Hey there, Arabi:

You saw an opportunity and you seized it! By taking advantage of our one-time UberFlip #conex17 offer, you've unlocked the Funnel Freezes Over hidden track...the ABM Tactical Frameworks.

Now we promised you all of the sheet music needed to build our own ABM masterpiece, but we figured you wouldn't mind a few extra bars and melodies to help you on your way. Inside our custom framework, you'll find everything you need to easily create your own ABM Pilot Program. So what are you waiting for? All you need to do is press play.

Thoughts? Comments? New lyrics? Tweet us using #monstersoffunnel!

Rock On,

Justin Gray

CEO, Founder

~~LeadMD~~ Monsters of Funnel

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✉ 03

LeadMD

WEBINAR

A MONSTER YEAR:
Preparing for next year's trends, now.

WEDNESDAY, NOVEMBER 1ST 2017 | 11AM PST

SPONSORED BY: LeadMD ⊟Engagio ⒨Terminus

Hi Arabi,

You already know the value of a solid ABM-strategy, heck, chances are good you've been hard at work building one. But are you prepared to adapt to the ever-changing ABM landscape as 2018 ushers in a new host of trends to stay on top of?

Join us for a live webinar featuring Justin Gray, CEO of LeadMD; Jon Miller, CEO of Engagio, and Todd McCormick, CRO of Terminus as we explore the ABM trends that defined 2017, and predict what is on the horizon for 2018. This webinar will arm you with actionable tactics for the upcoming trends in this popular personalization strategy.

Space is limited, reserve your spot now!

SAVE YOUR SPACE

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3 POST-WEBINAR NURTURE

Since most webinars can be categorized as a middle-of-the-funnel asset, the nurture sequence sent to webinar attendees tends to be short and to the point. These leads will likely have a high lead score for simply attending the webinar and will be passed over to sales quicker because of it.
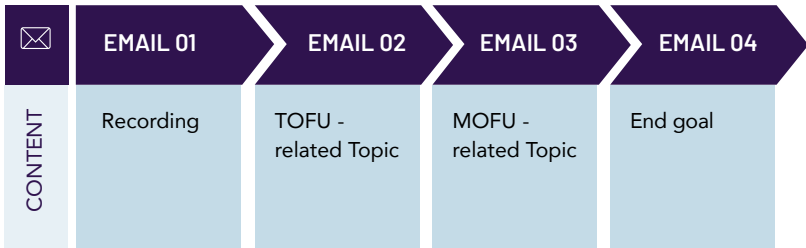
PURPOSE

Webinars are pretty practical in nature, so following up with a recording, slides, or worksheets is expected. Apart from that, providing additional instructional or how-to content that continues to build trust and helps frame your company and solution as best-in-class is the goal here.

○ LEAD NEEDS

At this stage, a lead is pretty familiar with your brand and the type of content you deliver, otherwise, they wouldn't have given you the 30-60 minutes for your webinar. What they're looking for is more how-to help.

○ SAMPLE

✉	EMAIL 01	EMAIL 02	EMAIL 03	EMAIL 04
CONTENT	Recording	TOFU - related Topic	MOFU - related Topic	End goal

○ REAL-WORLD EXAMPLE

In this example from Siteimprove, attendees were sent a follow-up email that included related content. Following that, they received a link to the recording and slides, as well as more content on the same topic. Finally, if the recipient engaged with one of the shared content pieces, they were sent a third email with more content to further their education. Notice the final email is text-based. Site-improve said they chose this route to make it feel more personalized, especially when asking for a demo. To make this nurture *even more* effective, stick to showcasing one or two pieces of content per email.

✉ 01

Siteimprove

Hi there,

Thank you for your interest in our first Release Radar webinar! As promised, we will send you the recording and slides over the next few business days.

To continue the conversation around SEO and GDPR, here are a couple pieces of content you might enjoy!

Intro to SEO without the Mumbo Jumbo

Looking to learn more about SEO without all the mumbo jumbo? From SEO-driven content to technical SEO, we've put together the basics in a format you can understand.

Read more

Siteimprove's GDPR Compliance Journey

Just like any organization that handles and processes EU citizen data, we've had to jump through the GPDR compliance hoops, too. Take a look at our GDPR compliance journey.

Read more

If you have any additional questions or would like to schedule a meeting to learn more about SEO, GDPR, or customizable dashboards, feel free to reply to this email and a member of the team will get back to you.

All the best,

Jennifer & The Siteimprove Team

Siteimprove   f 🐦 in

⊙ Siteimprove

Release Radar Webinar

Hi ,

Thanks for your interest in our first **Release Radar** webinar! Here are the links to the webinar recording and slides:

Click here to view the webinar recording

Click here to view the webinar slides

Looking for more SEO and GDPR resources? We've got you covered.

• Webinar Presentation Slides: Download Webinar Slides
• Blog: Intro to SEO without the Mumbo Jumbo
• Blog: 4+ SEO Tips for Improving Your Website Ranking
• Blog: Siteimprove's GDPR Compliance Journey

Cheers,

Siteimprove Customer Success

• • •

Hi ,

I just wanted to check in and send along links to a few more pieces of SEO content I thought you might like.

• 5 Reasons Why Your Content Strategy and SEO Should Align
• SEO Checklist
• [Webinar] How to Unify SEO Efforts in a Single Tool

Interested in scheduling a demo to see the new SEO Pro in action? I'd be happy to set up a time with your Account Manager!

Best regards,

Jennifer

⊙ Siteimprove

Siteimprove Inc | 110 Yonge St., Suite 700 | Toronto Ontario M5C 1T4|
jennifer@siteimprove.com

4 POST-EVENT NURTURE

Attending events and trade shows is one of the single most expensive lines on our marketing budget. So to protect that investment, we need to drop our event leads into a nurture designed just for them.
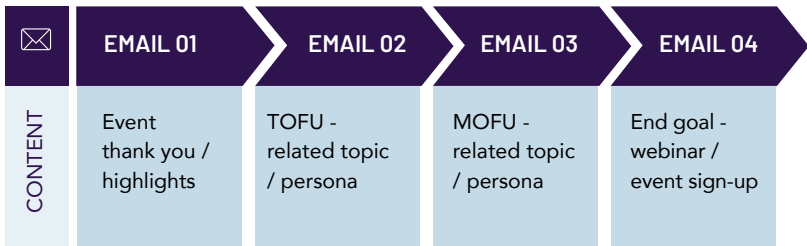
○ PURPOSE

Whether they've attended your session, your event, or stopped by your booth for a quick chat, event leads are a mixed bag. After removing those leads who your on-site team has deemed "hot" and primed for sales follow-up, you'll want to drop the rest into a post-event nurture meant to continue the conversation and restate the pain points and possible solutions.

LEAD NEEDS

Unlike downloadables and webinars, it can be difficult to know the level of engagement leads had with your brand at an event. It's best to keep the nurture high-level and personalized to their persona to ensure you're providing a targeted experience and offering some value.

SAMPLE

✉	EMAIL 01	EMAIL 02	EMAIL 03	EMAIL 04
CONTENT	Event thank you / highlights	TOFU - related topic / persona	MOFU - related topic / persona	End goal - webinar / event sign-up

REAL-WORLD EXAMPLE

Full disclosure: It was difficult to find quality examples of post-event nurture sequences. What I found during my research was a lot of thank you emails and sales follow-up. Since when did attending a party or dropping by your booth mean a lead was ready to talk to sales? Here's an example from Radius that illustrates the way you'd want to nurture a prospective buyer who attended your session. What works is that the company continues to offer value to the prospective buyer and uses what they know about their interests to offer opportunities for them to engage further and become an MQL before sales starts calling.

✉ 01

RADIUS

Hi Heidi,

Thanks for attending my session, *ABM From The Trenches - Building Programs That Scale*, at #B2BMX.

The key takeaway from last week was that ABM has made a splash in most organizations. Whether you're testing the model or building the infrastructure to support it, ABM is here to stay.

But, as I highlighted in my session, ABM success depends on three factors:

1. Building the right target account list
2. Increasing contact coverage across the buying team
3. Hyper-personalizing your sales and marketing efforts

Now how do you actually do this as an ABM practitioner and avoid common pitfalls? We've got some suggestions for you.

Read our latest blog and learn three surefire ways you can find ABM success in 2018.

[READ NOW]

Best,
Vignesh Subramanyan
Senior ABM Manager

✉ 02

RADIUS

Hi Heidi–

According to TOPO, companies implementing ABM reported an average 171% lift in ACV when comparing pre- and post-ABM periods. But, how do you effectively adopt and scale ABM campaigns?

That's why we partnered with Demand Gen Report for their upcoming B2B Campaign Optimization Series.

Join us during this webinar on Thursday, April 26th at 11am PST and hear how we launched successful ABM programs at Radius. In the webinar, I'll share best practices and explain how to:

- Build a templatized campaign framework for 1:1 ABM efforts
- Leverage multi-channel tactics to drive engagement and responses
- Scale programs and build a strong, foundational ABM strategy

Register Now

Sign up and get a behind-the-scenes look at ABM in action.

Vignesh Subramanyan
Sr. ABM & Demand Gen Manager, Radius

5 EMAIL DRIP COURSE

If the above is standard fare, then get excited about this next nurture sequence. An email drip course is a way to go deeper into a topic of the prospect's choosing and accelerate their understanding of their pain that much quicker. Pick a topic that's either hot or specialized, gate the course to collect lead data, and send emails with "lesson" content on a daily or weekly basis for a set number of days.
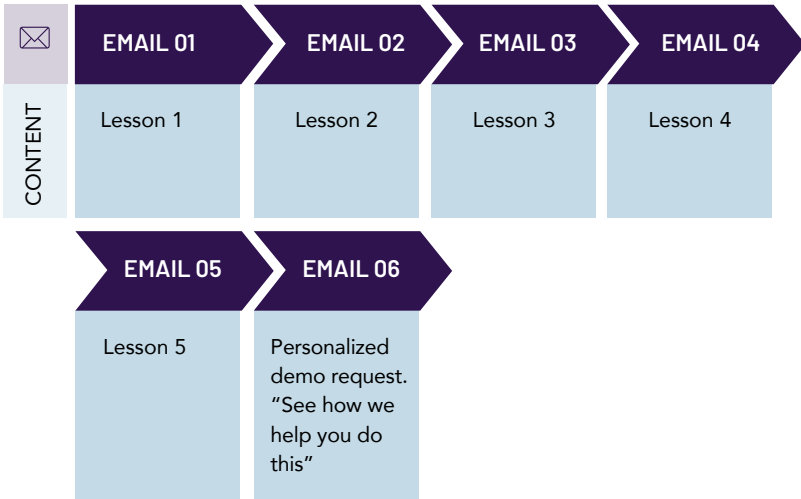
○ PURPOSE

When done sparingly, this is a great way to educate prospects on a given topic at an accelerated pace. Here, the nurture *is* the content. Where the welcome and post-event nurtures are broad, and the post-download and webinar nurtures are more specialized (and sometimes lengthy), an email drip course allows you to go deeper faster.

LEAD NEEDS

Anyone willing to take a drip course on a topic is supremely interested, not simply doing research. After you've supplied them with targeted, deep, and useful content, follow that up with personalized bottom-of-the-funnel content or a tailored demo request.

SAMPLE

✉ CONTENT	EMAIL 01	EMAIL 02	EMAIL 03	EMAIL 04
	Lesson 1	Lesson 2	Lesson 3	Lesson 4

EMAIL 05	EMAIL 06
Lesson 5	Personalized demo request. "See how we help you do this"

REAL-WORLD EXAMPLE

Part event, part course, Wistia used a day-by-day, lesson-by-lesson email course to educate leads and accelerate their readiness to buy during Video Marketing Week. The final email was a recap for us (we're a customer, after all), but could have easily been a call to get in touch or learn more about their product.

✉ 01

Day 1: Strategizing

To kick things off, we're focusing on video strategy. After all, it serves as the foundation for effective marketing. Take a look at what's in store for Day 1!

See the schedule

Monday, May 14

1 p.m. EST - Creating a Channel-Specific Video Strategy (Webinar)
Learn how to create content with the channel in mind in this live session.
Join us →

3 Must-Have Video Worksheets for Every Marketer
To get the video you want, make sure your bases are covered.
Get the worksheets →

Overcoming Common Marketing Challenges with Video
Short on time? No budget? Unsure of what to make? We've got you covered.
Read more →

Setting Your Video Strategy: DIY, Contractor, or In-House?
Save yourself time and money by thinking through your options.
Read more →

Sent with love from Wistia HQ
17 Tudor St, Cambridge, MA 02139

✉ 02

Day 2: Creating

Video strategy? Check. Now what's the best way to go about making those puppies? And where should you begin? We're about to show you the way!

See the schedule

Tuesday, May 15

12 p.m. EST - 10 Tips for Making Your Best Video
Watch our Instagram Story to learn quick tips for making your videos shine.
Go to the 'gram →

3 p.m. EST - Video Production Gear & Tips for Shooting on a Budget
Join video producers Chris & Trevor on Facebook Live to chat production tips.
Tune in →

The Wistia Guide to Being on Camera
What to wear, what not to wear, and what you need to feel comfy on camera.
Read more →

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✉ 03

Day 3: Sharing

Whew, we're halfway through Video Marketing Week! Now that you're a pro in strategy and creation, it's time to tackle sharing—let those views roll in!

See the schedule

Wed, May 16

10 a.m. EST - Customer-Only AMA: Sharing and Repurposing Videos
Hop in the Wistia Slack Community to chat all things sharing. (Not a customer? Create a free account to participate!)
Join the conversation→

1 p.m. EST - Tips for Promoting Your Video on a Budget (Webinar)
Big idea, small budget? Alex will cover new tactics for expanding your reach.
Join us →

Technical Tips for Using Video and Email Together
What's the best way to use video in your email campaigns?
Read more →

Using Videos Across the Entire Awareness Funnel
Looking to reach a new audience but not sure where to start? Camtasia shows you how in this guest post.
Read more →

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✉ 04

Sign in

Day 4: Analyzing

You know what to create, how to create it, and where to share it. But you can't just set your videos and forget them. Enter the wonderful world of video data!

See the schedule

💡 Thursday, May 17

12 p.m. EST - Video Metrics to Keep an Eye On
In our Instagram Story, Trevor will teach you what your metrics mean (and how to improve them).
Go to the 'gram →

12:30 p.m. EST - Wistia AMA on GrowthHackers.com
Chat with Andrew, our Director of Growth, about all things video data.
Join the conversation →

A Quantitative and Qualitative Approach to Video ROI
To measure or not to measure? That is the question. (And we have the answer!)
Read more →

Evaluating Your Video's Performance Across Platforms
Learn what your video data is telling you on Facebook, Twitter, and more.
Read more →

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✉ 05

Sign in

Day 5: Optimizing

Congrats! You've come so far on your video marketing journey. On our last day, we'll wrap up by looking at some tiny tweaks that can have a huge impact on your results. Here's to tinkering!

See the schedule

💡 Friday, May 18

1 p.m. EST - Getting the Most Out of Your Videos (Webinar)
Keara and Fernando will show you how to optimize your videos to get the most juice for the squeeze.
Join us →

Tips and Tricks for Optimizing Your Videos for Success
Make your videos work harder for you with these super actionable tactics.
Read more →

Using Video Throughout the Customer Lifecycle
Where can you add video to make your customer's journey the best it can be?
Read more →

3 Steps to Optimizing Your Marketing Videos for Sales
When marketing and sales are aligned, good things happen.
Read more →

Sent with love from Wistia HQ
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✉ 06

My account

Relive all the video marketing magic

Whether you want to rewatch a webinar or catch up on an article you might have missed, you now have the best video marketing content at your fingertips.

An easily accessible page chock-full of every post from VMW? You're going to want to bookmark this.

Get the recap

≋WISTIA

Interested in more events like Video Marketing Week? We can't reveal too much just yet, but stay tuned for more info in the coming weeks! In the meantime, check out our blog for the latest video marketing content.

To the blog!

Sent with love from **Wistia** HQ
17 Tudor St, Cambridge, MA 02139

6 RE-ENGAGEMENT NURTURE

While it's easy to focus on those who love (or like, or have simply noticed) us, it's a bit more difficult to engage those who have decided we're not their cup of tea. But it's so important that we do. We call these cold leads, and it's our job as marketers to warm them up. The goal here is to get them to re-engage—click an ad, read a piece of content, download an asset, something. And once you do, you're not done. You need to nurture them.
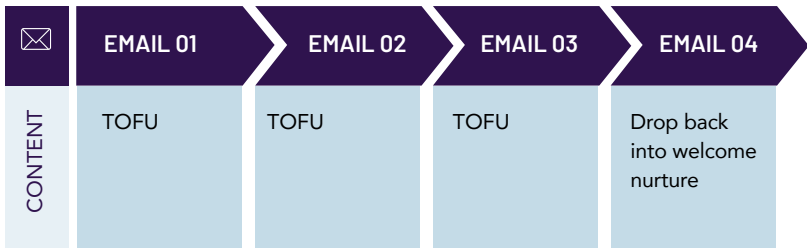
○ PURPOSE

Nurturing a cold lead is an entirely different beast. Remember, they've shut their eyes and plugged their ears once before, so you can't simply serve them up the usual. You need to make them feel extra special.

○ **LEAD NEEDS**

If they've come back, it's not because they miss you, it's because they have a need or you've shown them something of value. Probably both. So continue to deliver on that promise. Send them valuable, relevant content. And go easy on the hard sell. All killer, no filler.

○ **SAMPLE**

✉	EMAIL 01	EMAIL 02	EMAIL 03	EMAIL 04
CONTENT	TOFU	TOFU	TOFU	Drop back into welcome nurture

○ **REAL-WORLD EXAMPLE**

For Uberflip's Wake the Dead re-engagement campaign, our demand generation team used zombie creative to reflect the idea of waking up "dead" or cold leads. By being cheeky, playful, and using eye-catching creative, we caught the attention of cold leads just long enough for them to give us a second look. After all, businesses change; products evolve; pains develop. Just because you weren't a good fit at one point in time doesn't mean you won't be today.

Überflip

DEADication

Christine, you've stopped feasting on our content for the past six months, sucking the life out of our metrics. No email opens, no clicks, no signs of engagement.

Let us breathe life back into your content experience with Uberflip.

What's it going to take for you to crawl out of the ground?

· Bloody hell, you email me too much! Less is more here.
· Send me more personalized content relevant to my role.
· I'm not interested anymore—let me rest in peace. Unsubscribe me.

Frightfully yours,
Uberflip

Personalize Content Experiences at Scale

Uberflip, 370 Dufferin Street Toronto, ON
Unsubscribe :(| Show me Uberflip! | Email Preferences

Überflip

We've tried to breathe life back into your experience with Uberflip, and of corpse you engaged because who wouldn't be fascinated by zombies and dark humor? As a treat, here's a virtual party with blood, guts, and experts from LeadMD and Bizible spewing out how you too can wake your dead subscribers.

Join us for the **Zombie Apocalpyse: Re-Engage the Dead With Killer Content Experiences**. It's a no-brainer event for you, filled with finger-lickin' good content to binge your hearts out. Plus, there'll be hundreds of metric-suckers like you who will grieve the consequences of disengagement.

REGISTER NOW

Frightfully yours,
Uberflip

Personalize Content Experiences at Scale

Uberflip, 370 Dufferin Street Toronto, ON
Unsubscribe :(| Show me Uberflip! | Email Preferences

✉ 03

While we've covered a lot of must-have pre-sale nurtures, let's not forget that nurtures are a great way to onboard customers, encourage product adoption and renewal, and build advocates. The possibilities are endless!

Section Three

3 THE HOW

8 KEYS TO BUILDING ENGAGING DEMAND GENERATION EXPERIENCES THAT CONVERT

Demand generation teams rely on lead nurturing programs to create pipeline for their sales teams, and in order for this to happen, they need engagement in their programs and (surprise, surprise) conversions. And according to Forrester Research, companies that excel at lead nurturing are able to generate 50 percent more sales-ready leads at a 33 percent lower cost per lead. So what can you do to whip your lead nurturing program into shape?

Here are eight key components to building high-engagement, high-converting lead nurturing experiences.

1 Personalize for the individual

Marketers have known for some time that personalization is the secret to getting your target market's attention and keeping them engaged. And your nurture program should be no different. Effective lead nurturing means not simply blasting the same message to everyone in your nurture. It's about delivering the right message to the right person at the right stage—delivering a personalized experience.

Scaling one-to-one personalization across hundreds or thousands of prospects in your nurture is simply not an option, but that doesn't mean it should feel that way. Revisiting your segmentation strategy is the first step in applying that personal touch to your nurture programs. And more than half of B2B marketers are already doing it.
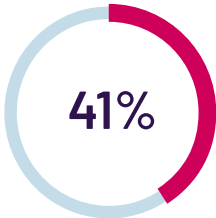
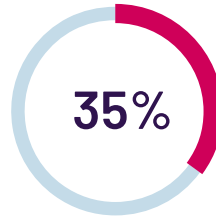## How do you segment your database for lead nurture programs?
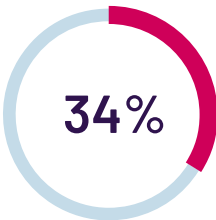
55%
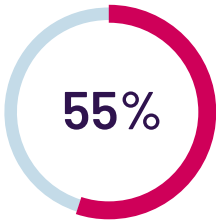
We segment by
title / role

54%
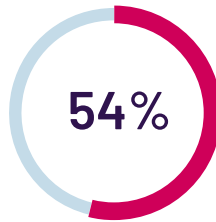
We segment by
industry

41%

We use
personas

35%

We segment by
response / area
of interest

34%

We segment by
account

Source: Demand Gen Report
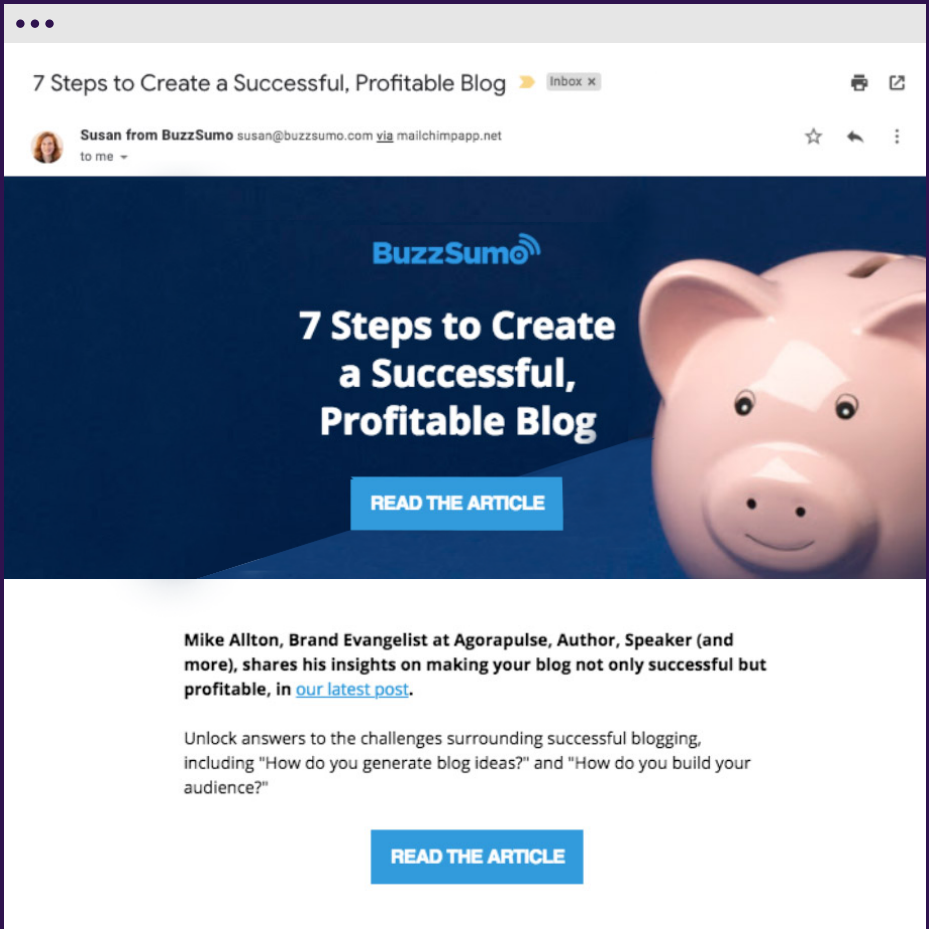
SEGMENTING BY
JOB FUNCTION AND PERSONA

In a 2018 survey of demand generation marketers, more than half said they segment by title / role and industry which allows them to be more targeted in their approach. Once your lists are segmented, you can tailor your messaging, subject lines, and images to specific buyer personas.

Here's an idea of how you can think about personalizing based on persona.

PERSONA: Anxious Annie

EMAIL 01	✉ mary@productivity.com	🕐 Day 1	
PAIN POINT	**SOLUTION**	**OFFER**	**VISUAL TONE**
"There isn't enough time in the day to get things done."	Provide time-saving tips	"Productivity Hacks to Keep You Calm Under Fire"	Stress vs. calm

You might also want to consider who the email is coming from. Sending an email from a person rather than "marketing@ companyABM.com" is a much more one-to-one experience. It also allows you to be more conversational in your messaging. In the example on the next page, you can see the email comes from Susan not just in name but in email address as well. The email is also tailored to me and my interests as a content marketer.

Planning your nurtures out based on what you know about the persona will go a long way in making your prospects feel like they're getting a personalized nurture program created just for them.

SEGMENTING BY
INDUSTRY AND COMPANY SIZE

Beyond job title / role and persona, another way B2B marketers are segmenting their database for nurture programs is by industry and company size. If your product and solution spans across several industries, this can be an effective way to personalize your nurture programs. If you have in-depth research of your persona's unique challenges within each industry then you can personalize even further. But simply understanding if you're looking at an SMB client versus a large enterprise or a financial client versus a non-profit will help you choose the right messaging, images, subject lines, and content to keep them engaged. Really knowing the persona and industry can also help you make decisions around the length of your email nurture program and number of touches required for conversion. As always, be sure to test what works for your personas and industries.
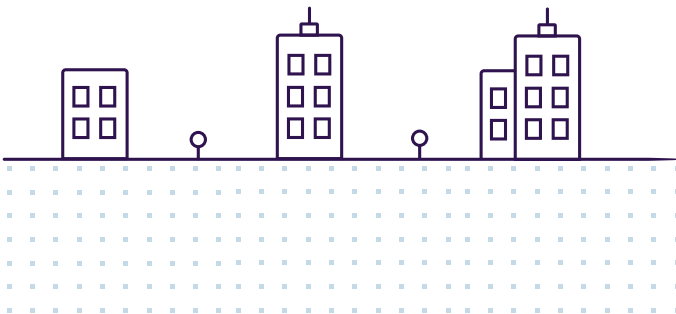
SEGMENTING
BY FUNNEL STAGE

Finally, don't send every lead every email. When you implement your nurture program, be sure to pay special attention to where they are in the funnel. If they're heavily engaged with your content and are further down the pipe, don't send them your first or second top-of-funnel nurture email. At the same time, if a prospect simply does not want to be nurtured and hasn't engaged with your content since that first download or sign-up, remove them. If you don't monitor their engagement, your efforts to personalize can have the opposite effect, turning prospects off if they feel you're "just not getting it."

AWARENESS

INTEREST

CONSIDERATION

PURCHASE
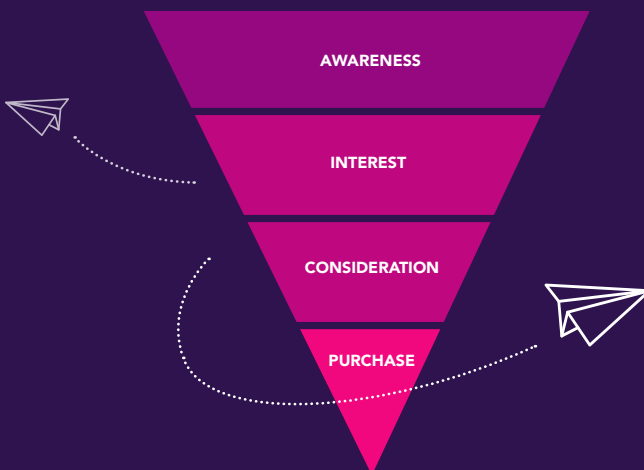
2

Go beyond
the inbox

While most marketers tend to stick to email for their lead nurturing programs, inboxes are getting crowded and simply not producing the results they once were.

Consider this: 79 percent of marketers say their lead nurturing emails never receive higher than a 20 percent open rate. And 45 percent of marketers say that less than 4 percent are converting into marketing-qualified leads.

In order to boost those numbers, marketers are turning to a multi-touch approach. What that means is your standard email nurture program is being souped up with additional touches on even more channels.

RETARGETING

Retargeting your nurtured leads based on where they are in the nurture is one way to get a prospect's attention. And it doesn't have to be difficult. Simply add a retargeting code into the HTML or signature of your emails and those who open your emails will begin seeing your ads online. Consistent messaging or a supplementary content offer will help move them along their journey.

SOCIAL MEDIA

Engage your social team to monitor top prospects who are presently being nurtured on social channels such as LinkedIn or Twitter. If a nurtured lead interacts with your brand on social or posts about their unique job-specific challenges, don't be afraid to engage with the lead via likes, shares, and responses. This is especially helpful if the lead asks questions on LinkedIn or Twitter, in which case it's best to bring in customer advocates to provide answers rather than toot your own horn from your brand account. But stay away from liking photos of their dog, or other non-business-related interactions. Connect with your social team on the right content to share with leads they interact with on social.

DYNAMIC WEBSITE CONTENT

To help move leads through the funnel, try display-
ing personalized web content based on their vertical,
organization, or buyer persona. Say, for instance,
the lead was nearing the end of the email nurture.
What if when they visited your company website,
the copy and images reflected their role and stage
of the funnel? In this way, your lead's experience
is personalized to where they are in the journey
and there's alignment between their needs and
the nurture.

CHATBOTS

In the same way you want your website to be per-
sonalized to where your nurtured lead is in their
journey, you'll want the chatbot on your site to
also have access to that information and provide
a similar experience. There's no point in going
through all the steps to create a tailored experience
for this nurtured lead if you're going to treat them
like a relative stranger with your chatbot. Set up
flows to welcome leads to your site and serve up
a contextual greeting based on where they are in
their journey.
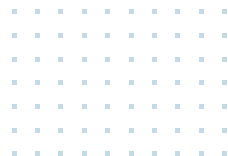
CONTENT RECOMMENDATIONS

Is the nurtured lead visiting your blog or resource center? Ensure your content recommendation engine is serving up the right content for their persona, interests, and funnel stage. How to be sure? Use intent data, artificial intelligence, or manually create a collection of content for each nurture group from which to pull recommendations.

DIRECT MAIL

You may want to reserve this next one for your high-value accounts. But one way to continue to nurture leads outside the inbox is to hit them in the real world. Direct mail plays throughout the nurture process can be a nice tactile reminder that you can help with the challenges they're looking to solve—think a postcard sending them to a digital experience with a well-thought-out gift. It can be especially helpful preceding any kind of sales outreach and is a staple in most marketers' account-based marketing strategies.

Multi-channel is all about providing a well-rounded experience and using every tool available to guide your leads along the path to purchase.

3 Content selection is key

Choosing the right content is critical to a successful lead nurturing program. And this will be made so much easier by having proper buyer personas created, and a clean database from which to segment your lead list. The more personalized you are in your segmentation, the more effective you can be in your content selection.

Say your persona is Anxious Annie and you know what her pains are, what she's interested in, and how to appeal to her.

Then all you need to do is select a few content assets geared to what you know about her and where she's at in her journey. Use the table on the next page to guide you.

Mapping Content to the Buyer Journey

AWARENESS

Content should be: Topic-based
Goal: Identify the problem
Content format: Blogs, ebooks, videos
Suggested titles for Anxious Annie:
Can't sleep? Anxiety might be your problem

CONSIDERATION

Content should be: Topic- and solution-based
Goal: Seek a solution to the problem
Content format: Ebooks, white papers, webinars
Suggested titles for Anxious Annie:
Self-care: a 10-step guide to calm

DECISION

Content should be: Product-based
Goal: Decide on our specific solution to the problem
Content format: Testimonials, buyers' guides, ROI calculators, late-stage assessments
Suggested titles for Anxious Annie: Free trial: Meditation App

While most marketers look at the content they currently have and try to make it work for their nurture programs, that's often not the most effective approach. However, how many of us can say we actually have the time or resources to create net new content for every nurture program we execute? Not many. Usually, a combination of using already created related content and requesting or tailoring some net new pieces to fill in the gaps is our best-case scenario.

So where do you start? Map out the content you think would be most effective, then fill in what you have and highlight what you need. Content selection is easy if your content is tagged by buyer or funnel stage, topic, and persona. But if not, now is a good time to get organized!

Throughout the above stages, you're going to want to remove obstacles by answering questions and eliminating any fear, uncertainty, or doubt in your prospect's mind before they get to sales. That's how we, as marketers, shorten sales cycles and speed up funnel velocity.

The key here is to get your leads to take the next action based on the content you've selected for them. While it's important to set up a cadence, you'll need to decide if it's best to do so based on time, activity, or both. Timed cadences are easy to set up, but there's no need to wait weeks to send a lead through a nurture program if you can see they're ready to buy sooner based on their actions.

As marketers, we want to do all that we can to allow them to tell us where they are in their journey. Setting up the right conditions for leads to self-nurture faster is something we'll explore in the next section.

4 Create the right experience

You've done the hard work of selecting the perfect pieces of content to move your leads to that next step in the journey, but have you given any thought to the destination? Where exactly are you sending them?

If your auto-answer is to an article on your blog, then we have some work to do. While this approach can work for short-and-sweet nurtures, it leaves much to be desired.

Let's break it down:
When you send your nurtured leads to a single static piece of content, you risk losing them. Why?

- If you didn't hit the mark with your selection, they're gone. 👋

- If the tab opens up in a new window, you could lose them to any number of distractions. Email notification! Slack! IM! 👋

- If you're serving up an article or webinar they've already seen before, or that's too early or late stage for them, they outta here! 👋

It's no wonder nurture programs have lost their effectiveness. There's too much risk. Even our best attempts to get it right can fail.

So we've been experimenting with an alternative—nurture destinations. What's that, you ask? A nurture destination is a collection of all that hand-picked relevant content you selected for your program housed in an immersive, beautiful, and contextual experience—a content experience.

Nurture destinations are something the Uberflip Marketing Team has been experimenting with to up our engagement and it seems we're not alone. In fact, when we asked other marketers if they are sending their nurtured leads to:

1. A static piece of content, or
2. A collection of content tailored to their lead's interests

...a surprising number said the latter.

SAY NO TO STATIC

Marketers told us that if they're sending leads to a static location, it's simply a resourcing or technology issue. They don't have the time or ability to create dedicated content destinations (but they wish they did). For the roughly 75 percent of marketers who told us nurture destinations were the way to go, it all came down to choice and speed. If you can send nurtured leads to a content destination, one that's immersive, that drives interest and engagement, and piques their curiosity, then why not?

Why not allow them to self-serve, self-select, self-educate, and find what they need quickly and easily? By creating a nurture destination, not only are they engaged, you've given them the ability to choose their own path (within the confines of the path you've pre-selected for them, of course).

Remember those example tables from page 53? Don't think I'm going back on my statements from earlier. You still need to select the right content by stage. How else would you populate the nurture destination? But there's no reason that piece of content should live on your blog outside the well-thought-out path you've created for them.
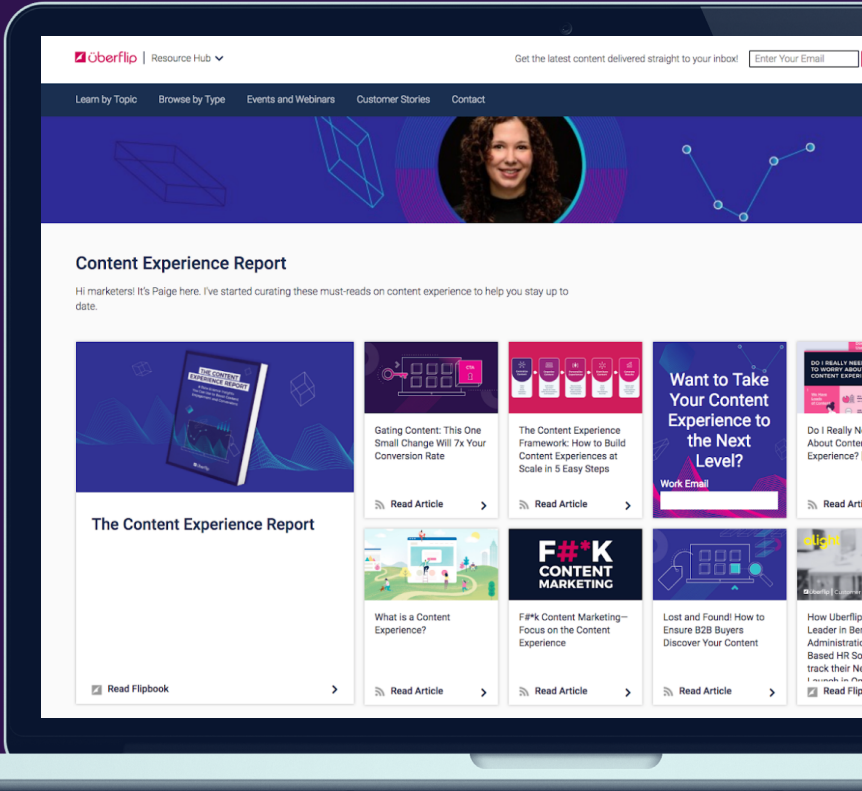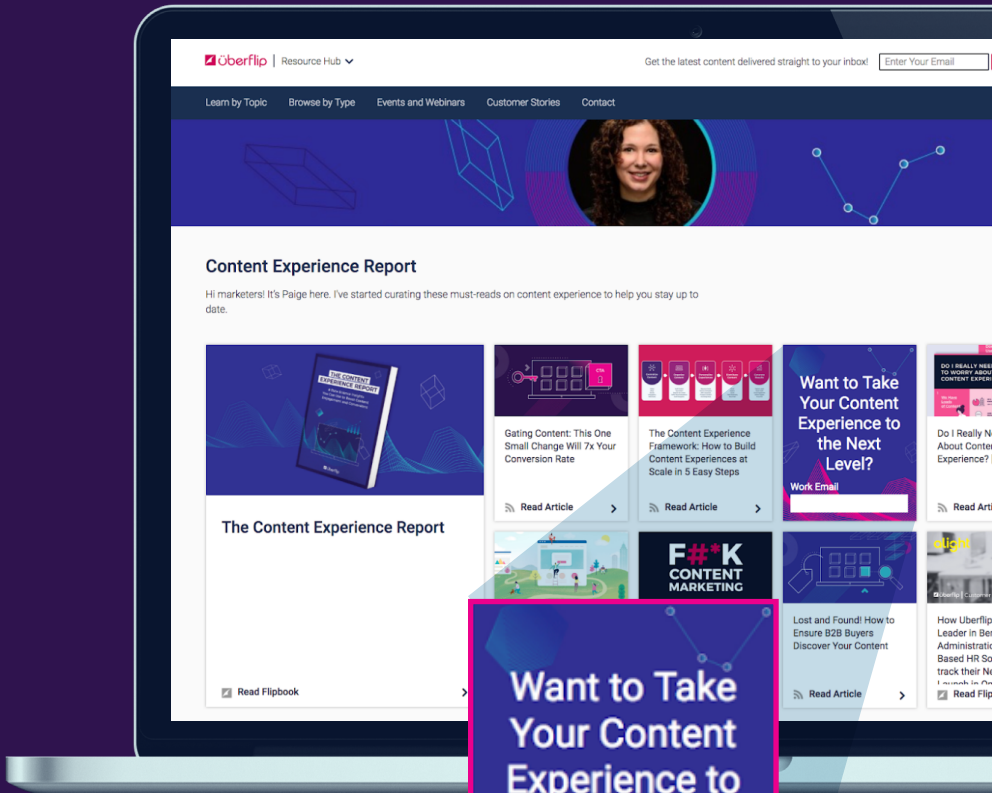
PROPELLING ENGAGEMENT

Nurture destinations are not simply about looking pretty and brand consistent. They're about producing results. Where standalone or static content falls down is that it doesn't propel that requested next action in quite the same way a destination does. Given its contained nature, nurture destinations do give you choice, but confined choice. You go through the path in the order you want based on your stage. And rather than waiting to be emailed that next piece of content or that next offer, you can choose it when you want it.

Contextual CTA tiles are one way you can compel engagement faster. In the example on the next page, by simply having this mini built-in form (what we call a form CTA tile) in the destination, nurtured leads can take that next action sooner, rather than waiting for email seven to arrive.

To create a truly binge-worthy experience, you can set up a nurture destination with nurture-specific content recommendations the same way non-profit software company Blackbaud did.

Lisa Kenney, Principal Demand Generation Marketing Manager for Blackbaud, curated a collection of relevant content, both new and existing, into a single content destination for her nurture. She then dropped prospects into a single item from each email, while simultaneously offering a self-serve experience.

But what's more is she used a recommendation engine to serve up additional content to visitors while they were perusing content in the nurture destination.
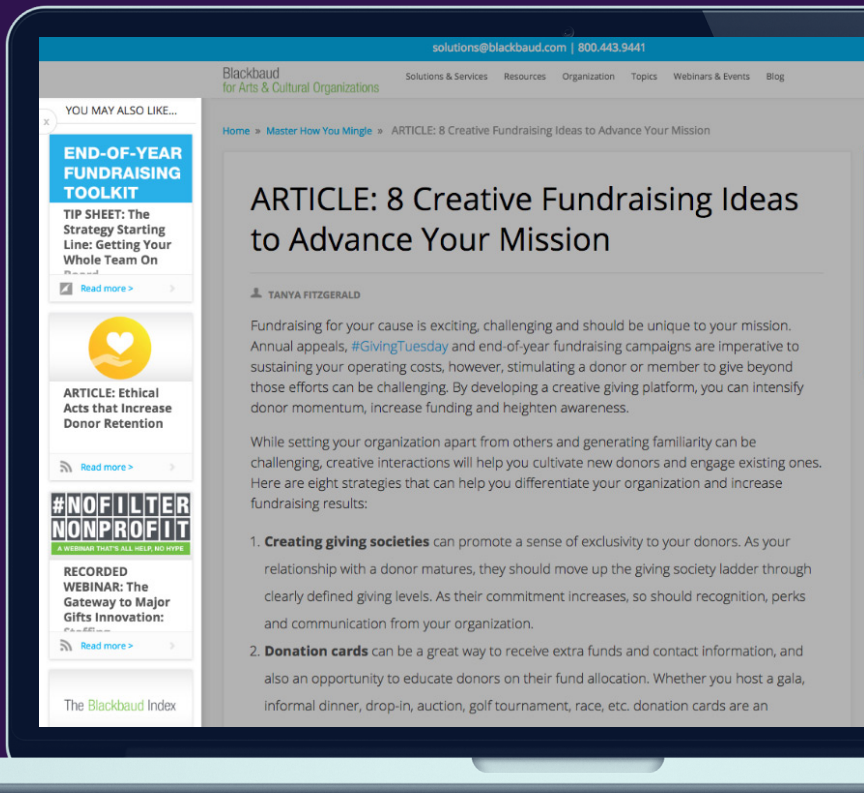
It's just one more way you can compel that next action and move leads through the funnel faster.

Not totally convinced nurture destinations are the way to go? Test it! Honestly.

The next tip is all about testing every little detail of your nurture emails, so why not try testing the program destination as well?

5 A/B Test FTW!

Don't set it and forget it. In the same way you'd A/B test for campaign launch emails and new product releases, you'll want to test your nurture emails to ensure the best performance.

Here are just some of the many components to test:

SUBJECT LINES

There are so many approaches to subject lines, but some basic things to test include numbers, first name, length, questions, and...

EMOJIS

Use 'em or lose 'em? That will largely depend on your demographic and target audience.

CTAs

Is the copy formal or fun? Do you stick with the straight-forward? Colors are also hotly debated when it comes to CTA buttons. Which reminds me, do you use a button or a link?

LAYOUT

Single column? Images or no images? HTML or plain text? Do you need a headline? Simple layouts can be most effective when you want the reader to do just one thing.

PERSONALIZATION

Is leading with the first name always the best approach? What about company name? Job title?

HEADLINE

Not sure which headline will grab attention? In the same way you test subject lines, test your headlines too!

IMAGES

We obsess about the copy, but the image carries weight. It's the first thing they'll see when they open the email. Try different images, different video thumbnails, and different email headers.

COLORS

Do you want to grab attention? Be brand consistent? Try something new? Much like images, colors make a strong visual impact in an email, so test out which ones work best for your audience.

To keep track of testing, use a simple template, like this one which details which tests you want to run, what variables you're putting up against each other, and most importantly, tracks your results so you can learn from your wins (and losses)!

When it comes to marketing, there are standard best practices you can follow, but the best way to truly improve the success of your nurture programs is to try, document, and try again!

Test	Variables			
Email Format	Plain Text vs. HTML	Fill out the rest		
Sender	Company vs. Person			
Subject Line	First name			
Preview Text	Summary			
Copy	Long (article length)			
Headlines	Headline vs. No headline			
Greeting "To...."	Persona			
CTA Copy	Formal vs Fun (ie. Register vs. Take a break)			
CTA Placement	Top			
CTA Type	Tile Embed			
Image Type	Gifs			
Image Placement	Top			
Headshot	Formal vs. Fun / Casual			
Length of Nurture (# of Emails)	5			
Segmentation	Industry			

Get your own version of our email nurture testing template

6 Lead scoring and routing

As previously mentioned, nurtured leads shouldn't be handed over to sales until they've reached marketing-qualified lead (MQL) status. That can vary from organization to organization, but it's often some combination of fit and engagement.

SCORING NURTURED LEADS

How you score leads in your nurture programs will depend heavily on the lead scoring model your company has adopted. It's pretty common these days for companies to use both demographic and behavioral scoring in their lead scoring models. Or in other words, how a lead is scored is based on who they are and what they do.

Demographic scoring will tell you whether a lead is a good fit based on their job title, company size, etc. But behavioral scoring will largely depend on the actions the lead takes. Did they visit your webpage, register for a webinar, read this piece of content, or attend this event? Each action they take is weighted differently, and once they reach a certain threshold or score, they become qualified.

Nurture campaigns, then, influence behavioral lead scoring. In a nurture, our goal is to get relevant content in front of a lead so they will drive up their lead score and hit that MQL threshold faster.

For instance, if a lead downloads a premium asset like an ebook, they'll receive 10 points. Then they could receive additional points for opening an email, more points for engaging with a piece of content, and even more points for engaging with extra content in that destination. The actions they take indicate how engaged they are, and that engagement, combined with fit, is what determines if they're qualified and whether they should be passed over to sales.

In the chart below, you can see that those who are extremely engaged as well as a great fit are hot leads, whereas those who are not engaged and not a great fit are cold.

how well a lead fits our business

lead's engagement with our business

hot lead

warm lead

cold lead
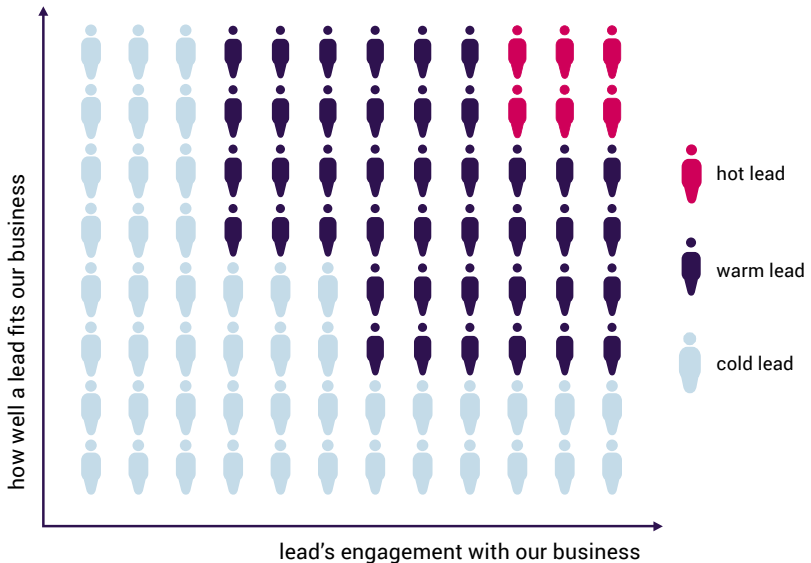
It's important to remember it's not that you should score nurtured leads differently than anyone else who has engaged with your content or brand, but rather you're actively putting more (and relevant) content in front of them, giving them opportunities to engage and ultimately increase their lead score faster.

ROUTING LEADS TO SALES

If a lead reaches MQL status based on their score, requests to talk to sales, or asks for a demo, that's great news—they're qualified! And it's time to pass them over to sales.

Whether you keep them in the nurture or pull them out is largely dependent on your organization.

OPTION 1: PULL LEADS OUT

Pulling leads out of your nurture program once they've reached MQL status is a fairly common approach.

Benefit:
This option is great for companies that have quick pickup from sales and / or sales is likely to use content in their outreach.

Considerations:
In this instance, it's good for sales and marketing to have open lines of communication and share what content the nurtured leads have received and engaged with so there's no duplication of efforts (and the experience remains pristine).

OPTION 2: LEAVE LEADS IN

In this instance, leads who have reached MQL status will still receive nurture emails from marketing.

Benefit:
If your lead was enjoying the content, why stop sending it to them? This way they don't miss out on value-adds they were clearly enjoying.

Considerations:
Be sure to remove any CTAs to talk to sales. If sales is already reaching out, it can be a less than optimal experience.

OPTION 3: PULL LEADS OUT *AND* DROP THEM IN

Once sales has reached out and discovered a pain point or objection, the lead is removed from the marketing nurture and dropped into a sales nurture to address the pain point or objection with content.

Benefit:
The lead keeps receiving information from your company that's extremely tailored and personalized to their needs. It also shows a level of sophistication and is incredibly experience-focused.

Considerations:
This takes time to set up and not all marketing teams will be equipped to build sales nurtures for all pain points and objections.

YOU CAN'T SIT WITH US! INCLUSIONS AND EXCLUSIONS

Ok, so maybe lead nurturing isn't quite as dramatic as Mean Girls, but there are definitely best practices when it comes to who to include in your nurture and who to exclude. Here are our best practices:

IF THE LEAD IS...

If the lead is...	Action
Your ideal customer profile	Include
Not your ideal customer profile	Still, include
A current customer	Include, but remove demo CTA
A speaker from your event / competitor	Do not include
A current / open opportunity	Depends

So what's the deal with nurturing those who aren't quite your ideal customer? For demand, you don't really need to nurture them. They're not the right fit so sales won't see them, let alone work them. So why waste your time, right? That's short-term thinking. If you're thinking about the long game (*cough* brand awareness) then sending that lead nurturing content could be a good idea as far as your brand and the experience they provide are concerned. You never know, that lead could move to a different company in a couple of months—one that is a good fit for your solution or service. And when that happens, you'll be thankful you took the time.

One other consideration is current and open opportunities. Depending on where they are in the sales funnel, keeping them in a nurture could jeopardize the experience. For instance, if they're at the bottom of the funnel and you send them top-of-funnel content, yikes! You may want to exclude them or only exclude those who have reached a particular opp stage marker.

Finally, you'll want to ensure that eager leads aren't in multiple nurtures at any one time. That can be content overload. *But didn't you say content was a good thing?* Yes, content is a great thing! But too much of a good thing is no longer a great thing. Best practice is to keep leads in the nurture they most recently converted on. So, if a lead downloads ebook 1 and, while in the midst of the nurture, downloads ebook 2, drop them out of ebook 1's nurture and enter ebook 2's.

7 Report and reassess

When it comes to success, marketers know their lead nurturing programs must be tied to pipeline and revenue. In order to show value, they must be able to show their programs are accelerating leads through the funnel and leading to opportunity creation.

In a survey produced by Demand Gen Report, they found that most marketers were using email click-through rates and lead volume in sales pipeline to measure their nurture's performance.

WHAT METRICS DO YOU USE TO MEASURE LEAD NURTURING SUCCESS?

67%	Email click-through rates
63%	Lead volume in sales pipeline
57%	Revenue
46%	Cost per lead
39%	Engagement score
27%	Time-to-customer acquisition
26%	Average deal size

2018 Lead Nurturing & Acceleration Survey Report

Here are some metrics we track when it comes to our nurture programs:

ENGAGEMENT

Email open rate
Email click-through rates

INFLUENCE

Cost per lead in respect to pipeline and revenue influence
Lead volume
Pipeline influence
Revenue influence
Time to close
Average deal size

FIT

Percentage ICP

In order to measure the success of your nurtures, you'll want to look at three types of metrics: engagement, influence, and fit. They'll help you determine if your emails are working. They'll also help prove ROI for the content you have in your arsenal.

If you're using a nurture destination, some of the other content engagement metrics you'll want to track to measure the destination's performance are:

- Destination views
- Unique visitors
- Time on page
- Number of items visited per session
- Click-through rate for content recommendations

/////////////////////////////

You'll want to pull your email and content metrics a few months after the nurture launches to understand how the subject lines, CTAs, chosen content, and on-page experience are performing. However, for the influence metrics, you may be waiting six months to a year before you have concrete data on the nurture's performance. This will be contingent on your buying cycle.

Partway through, you'll want to evaluate, adjust, and see if the results improve. There are minor tweaks you can make to consistently optimize conversions. You can also take learnings from one nurture and apply them to the next. This is especially true of post-event, post-webinar, and post-download nurtures, because you'll be repeating these multiple times per year. When it comes to more complex nurtures like your welcome nurture, you probably won't be re-evaluating its full performance more than once per year.

8 Enable sales post-nurture

The work isn't done when the sales hand-off occurs. Unfortunately, this is where many of us marketers drop the ball. Instead of patting ourselves on the back for getting X number of leads over the line, we should be enabling our sales team to properly follow up and work those qualified leads into opportunities and revenue.

If we exist in silos, the experience will feel disjointed. We've put a lot of effort into our nurture experience up until this point. Don't simply pass the ball to sales and hope they run it over the line.

The first step is in communicating what's been done.

- What did the nurture sequence look like?

- What emails did they receive?

- What content offers were provided?

- What did the nurture destination look like?

- Where can sales find what content they interacted with?

- What messaging has been used so far?

- What approach should sales take in their outreach?

This can be as simple as walking them through a deck of your nurture sequence at the launch of every new asset.

To ensure the messages sink in, meet face-to-face, present at a meeting, provide the slides for review, and check in regularly to answer any questions.

Secondly, provide relevant messaging for sales outreach. This doesn't mean writing out email templates that they should copy and paste and mass email to every lead who made it over the line. In fact, please ensure they DO NOT do that. But you can help build consistency in the messages delivered by both marketing and sales.

And if you want to take it one step further, you can work with sales to create personalized 1:1 experiences they can use to follow up, like this one from NanoLumens.

For your nurture, you can take it up a notch and use the same messaging and creative elements as the asset you're promoting, event or webinar they may have attended, or similar. This will ensure that thematically the sales outreach aligns and it feels like both departments are unified and working together.

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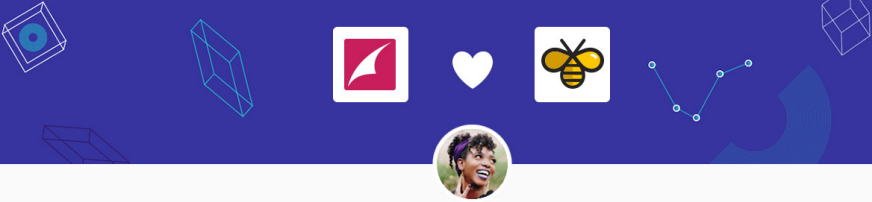
Hi Mel, it was great chatting with you. I've put together this collection of content based on our conversation. Let me know if you have any questions! -Lisa

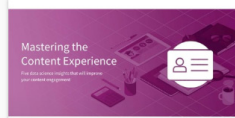### Before and After: Content Experience Makeovers

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THAT TYPE OF CONSISTENCY INSPIRES CONFIDENCE.
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Conclusion

In the modern age of marketing, it takes a lot to capture your prospective buyers' attention, and even more to keep it. So doing all that you can to remain targeted, relevant, personalized, and show value is necessary to run effective demand generation campaigns.

Getting all the ingredients right is only half the battle. Testing can help you nail open and click-through rates, but engagement relies fully on creating an immersive experience with intent.

In the future, we'll see marketers take the tips outlined even further, creating nurture-specific content and design-ing smart nurture experiences for their prospects that capitalize on machine learning and intent data to provide that extra level of personalization. But ultimately, it's the extra care taken to present a well-oiled-machine-like customer experience from first touch to sales outreach that will produce tangible results. Maybe it's time we stopped calling them demand generation programs and started calling them demand generation experiences.

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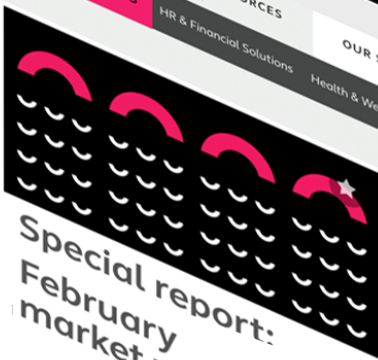
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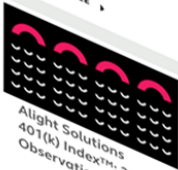
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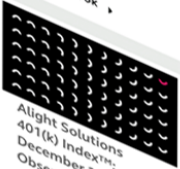
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