



# Lead nurturing: Using email marketing to convert a prospect into a sale

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# Have you heard this before?

Email does not work for customer acquisition  
but rocks for customer retention

# Lead Generation Works!

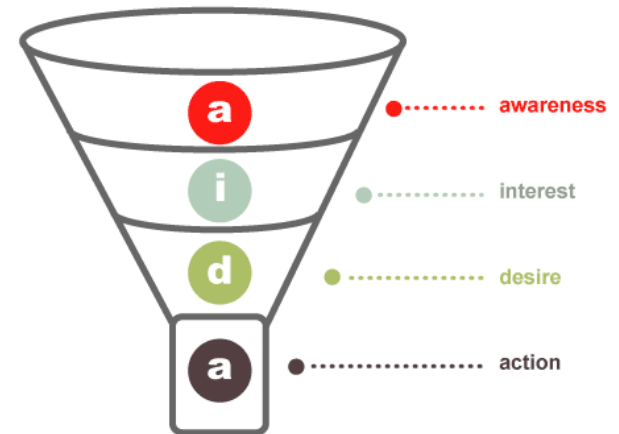
- In B2C scenarios it immediately converts to increase sales orders
  - Amazon
  - eBay
  - Smart web store marketing
- In B2B scenarios it nurtures prospects into qualified potential customers
  - Automated email campaign streams

# To Make Lead Generation Work

1. Lead generation plan
2. Segment your target market
3. Understand their purchasing steps
4. Knowledge of buying behavior
5. Relevant & compelling content
6. Effective email marketing
7. Data management & lead scoring
8. Campaign automation

# Lead Generation Plan

- Lead development (awareness)
  - Build credibility
- Lead qualification (interest)
  - Scoring the lead
- Lead nurturing (desire)
  - Opportunity development
- Lead conversion (sale)



# Lead Generation Planning

- Campaign objectives
- Target markets
- Relevant content and offers
  - Partnering
  - Focused message
- Best communication channels to use
- Electronic direct response marketing
  - Integrate multi-media techniques
  - Web landing page
- Timing

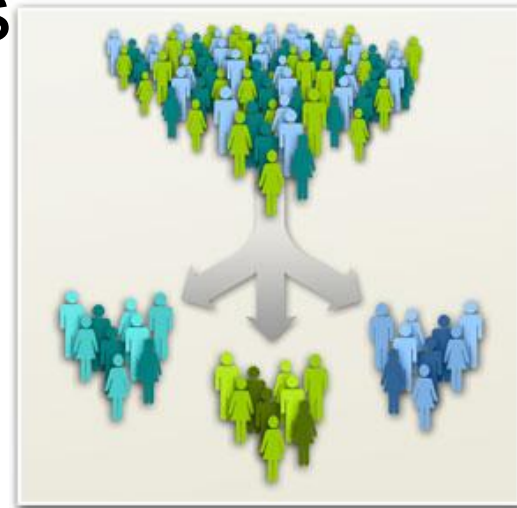
# Lead Generation Process

- **Driving Point:** point of contact
- **Funnel Points:** entry into the conversion funnel
- **Points of Resolution:** information to reduce friction factors
- **Way Points:** selling persuasion touch points or 'call to actions'
- **Conversion Beacon:** customer can demonstrate willingness to convert
- **Conversion Point:** confirmation of the 'call to action'

Plan your persuasion scenario to maximise your conversion opportunities

# Segment your Target Market

- Mine the database for its potential
- Define your database segments
  - Right size to be worth the effort
  - Actionable information
  - Make the segment specific
  - Unique, identifiable & different
- Financial, online behaviour, demographics, metrics....





# Understand their Purchasing Steps

## Customer Purchase

- Awareness
- Interest
- Research
- Evaluation
- Justify
- Purchase

## Lead Action

- Suspect
- Enquiry
- Qualification
- Offer
- Sales action
- Take order



# Knowledge of Buying Behavior



# Relevant & Compelling Content

- Positioning and timing of message
- Interaction with the recipient
- Apply AIDA to develop your message
- Use emotive language content
- Powerful, compelling & relevant offers
- Implement as electronic direct response marketing

# Incentives / Offers

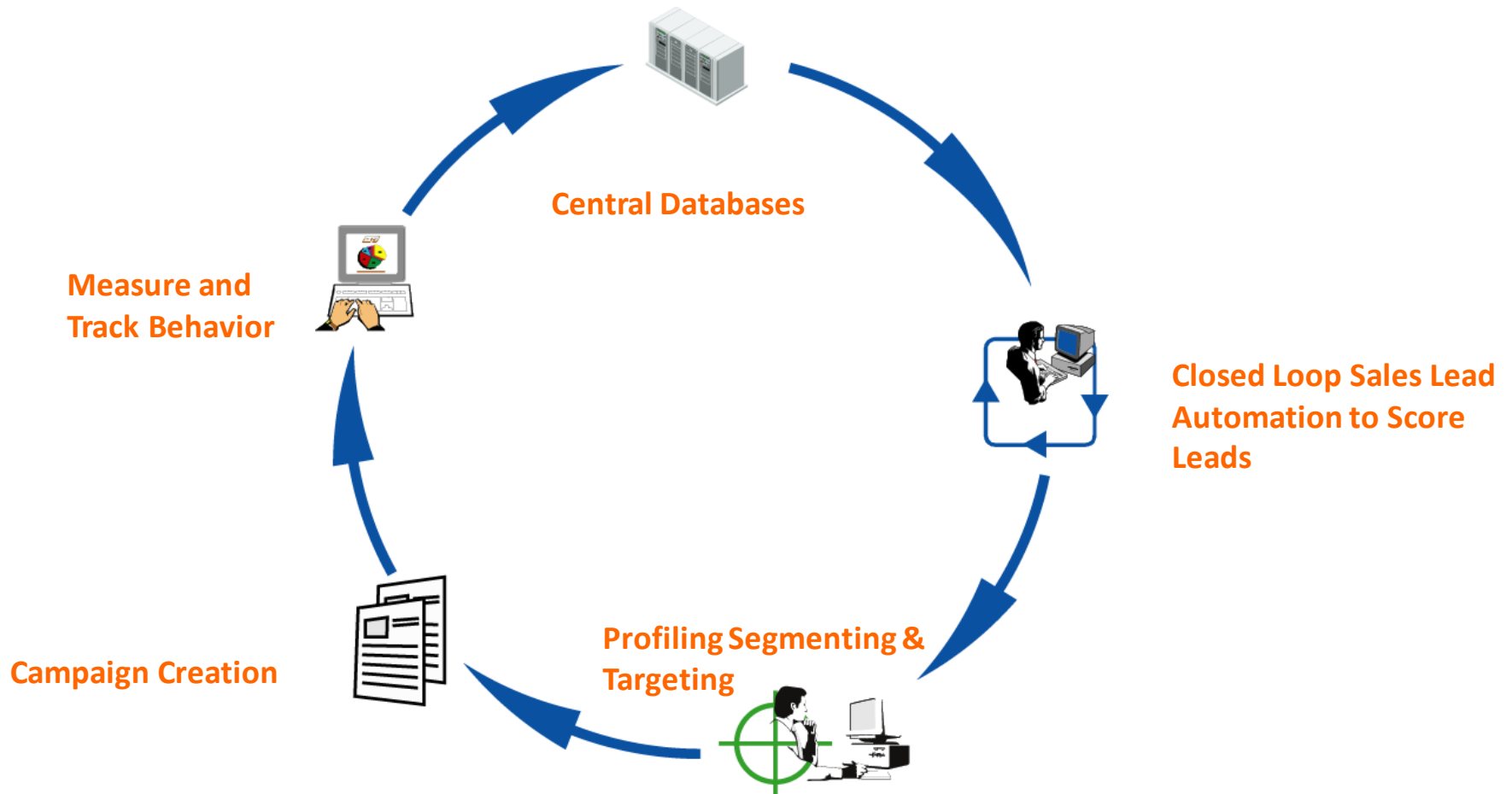
- Promotional sale
- Free shipping
- Research study results
- Special report
- Free analysis
- Free trial / demonstration
- Sign-up for a value series
- .....

# Effective Email Marketing

Send to the right people,  
the right message,  
with the right offer,  
at the right time and  
you will get the right response

Marketing without measuring your results  
is not marketing but wishful thinking!

# Data Management & Lead Scoring



# Campaign Automation

- List or database flexibility
- Personalization
- Web form data capture
- Auto-responders
- Conditional content
- Campaign streams
  - Broadcast or triggered or both

# Broadcast vs Triggered Emails

- Conversion rate 1.1% vs 2.3%
- Call to action
  - Click to Continue 8.3%, More Information 3.3%, Read More 1.8%
- Build relationship with triggered
- Create campaigns to drive traffic
- Use triggered emails to convert prospects



# Automate Nurturing

- Match to the buying process and interest
- Reference centre – information capture
- Social proof – referrals & testimonials
- Educate with relevant value
- Customer surveys
- Competitions
- .....

# Lead Generation Tips

- Validate data fields real-time
- Understand purchasing behaviours and cycle
- Understand value of lead (optimise spend)
- Relevant conversion strategy
- Don't over incentivise versus brand image
- Make it easy not many hoops to jump
- Leave perceptions at the door
- Develop your leads
- Test & optimise
- Clear opt-in and privacy policy

# Lead Generation

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**Q & A**

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