



HOW TO CREATE A

LEAD NURTURING

CAMPAIGN

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The maturity of your digital marketing ecosystem has been diagnosed. And whether you're still crawling or have reached the wisdom of an elder - a digital marketers' job is never done. Digital marketing ecosystems must evolve and grow due to changes in technology, the market and your customers.

A powerful way to boost the maturity of your ecosystem is by adding a sophisticated lead nurturing campaign.

According to DGR's 2016 B2B Buyer's Survey,



**88% OF BUYERS SAID
THE WINNING VENDOR
THEY CHOSE PROVIDED
A BETTER MIX OF
CONTENT TO HELP THEM
THROUGH EACH STAGE
OF THE RESEARCH AND
DECISION-MAKING
PROCESSES.**

Industry experts point out that connecting the dots — and the content — in ways that mirror the customer journey, is crucial. And that is exactly what a lead nurturing campaign will do!

The following pages will guide you step-by-step through creating a lead nurturing campaign for your business. This includes creating assets catered to your target audience at every stage of their journey, maximizing the conversion rates of your landing pages and connecting it all with email sequences that progressively nurture leads towards buying from you.

We have worked tirelessly over the last 5 years across multiple industries to perfect our lead nurturing campaign formula. Now, we're sharing it with you so you can boost the maturity of your digital marketing ecosystem.

— CAMPAIGN CREATORS

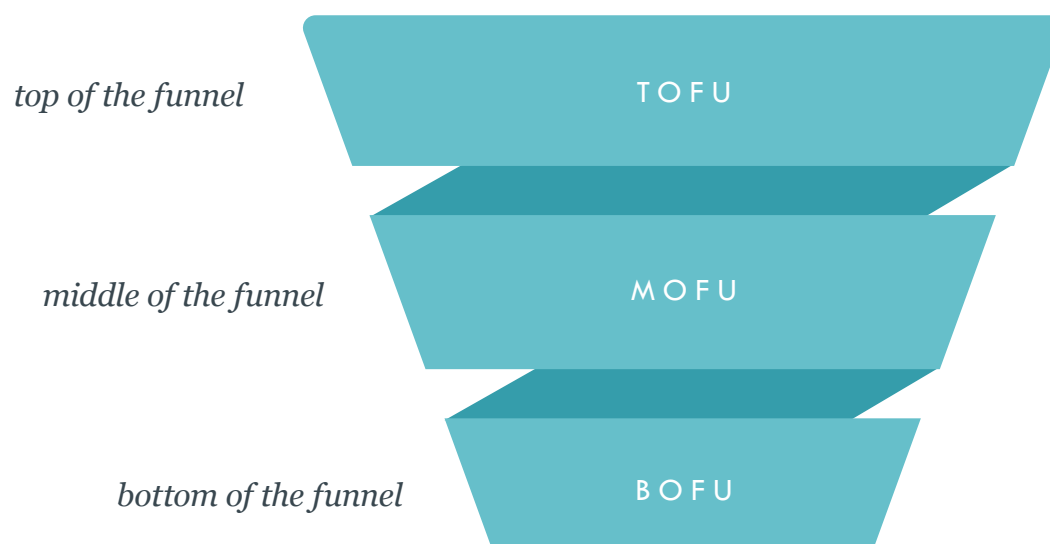
MATCHING OFFERS TO YOUR BUYER'S JOURNEY

Although a single asset offered on a landing page is valuable, if your offer doesn't match your buyer's current mindset, you may fail to capture them as a lead.

THE SALES FUNNEL

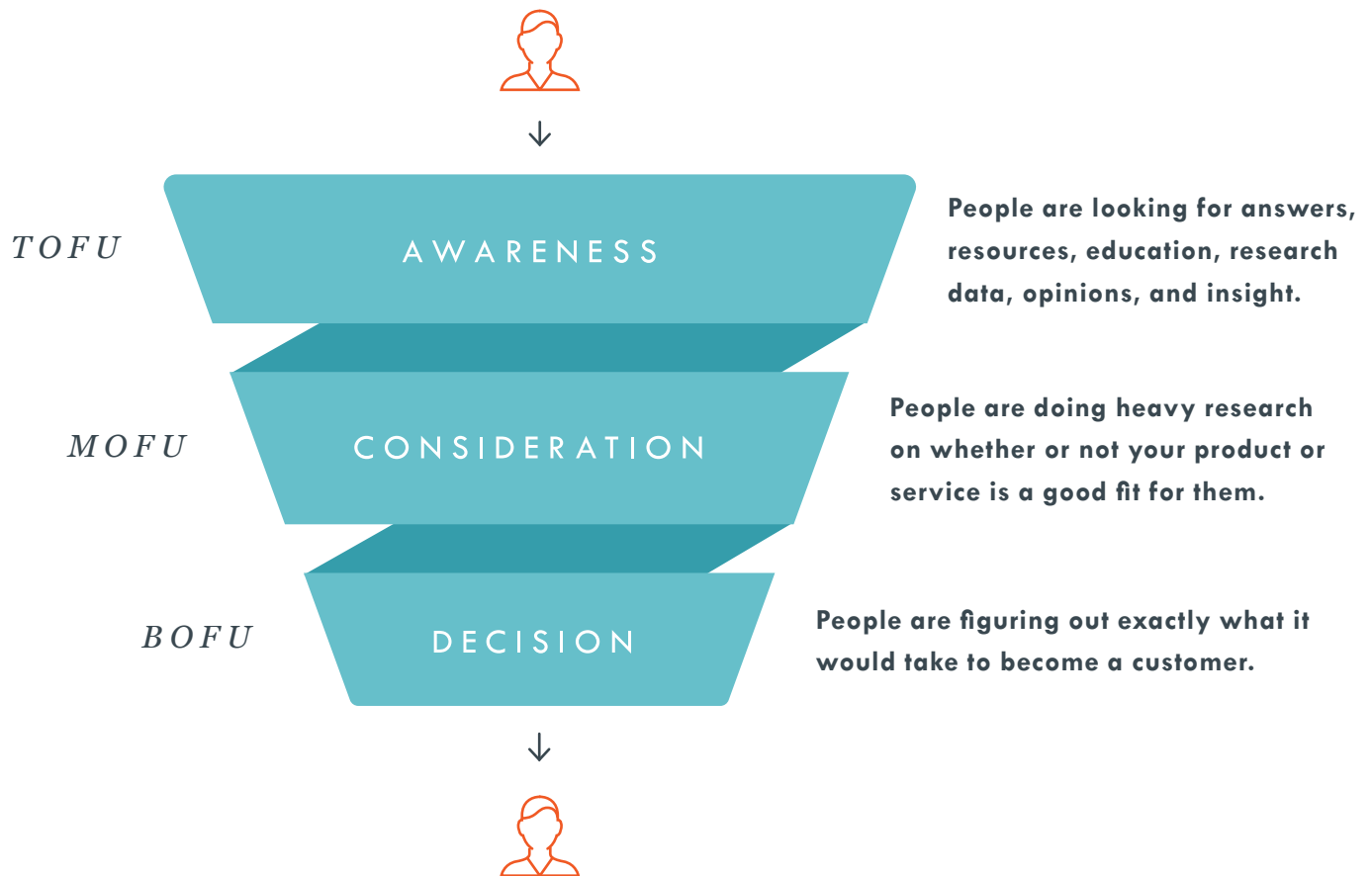
Usually, before a person becomes your customer they must first travel through your sales funnel. The sales funnel consists of the different stages a customer goes through leading up to actually purchasing your product. Although it has “sales” in the title, this funnel is actually at the heart of marketing. That's because it's a marketer's job to motivate a person to move from one stage of the funnel to the next.

The goals, and therefore mindset, of your potential buyer change drastically as they transition from one stage of your funnel to the next. And we call this series of changes in mindset the buyer's journey.



THE BUYER'S JOURNEY

Typically the buyer's journey is a three step process that aligns with the stages of your sales funnel:



Each of these stages requires a different piece of premium content that speaks to the wants, needs and concerns of your prospective customers. The next pages will break down the funnel in further detail and what to expect at each phase.

**THE RIGHT CONTENT,
TO THE RIGHT PEOPLE,
AT THE RIGHT TIME.**

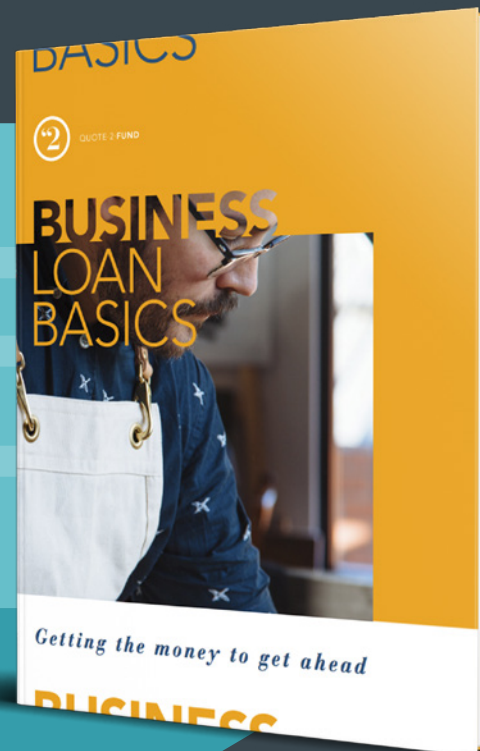
TOFU – AWARENESS STAGE

In the **Awareness** stage, at the top of the funnel (ToFu), your buyer is trying to identify their challenge or an opportunity they want to pursue. They are also deciding whether or not the goal or challenge should be a priority. In order to fully understand the Awareness stage for your buyer, ask yourself:

1. How do buyers describe their goals or challenges?
2. How do buyers educate themselves on these goals or challenges?
3. What are the consequences of inaction by the buyer?
4. Are there common misconceptions buyers have about addressing the goal or challenge?
5. How do buyers decide whether the goal or challenge should be prioritized?

TOFU ASSET

Once you understand the Awareness stage for your buyer you need to create a piece of content, or asset, which educates them on the problem they are trying to solve, the answer they are seeking or the need they want met. Typically a ToFu offer will take the form of a guide, checklist or infographic. Take the following asset from a Campaign Creators' client as an example:



It was created for a persona who owns a small business, thinks they might need a loan, but isn't quite sure which one is right for them. It contains top-level education information on different types of loans complete with graphs and detailed industry statistics.

Instead of trying to push a sell, the piece educates and connects with the potential customer on something they are interested in - business loans, and a problem they are trying to solve - growing their business.

At the same time, the asset establishes the provider as a reputable source for this kind of information.



MOFU – CONSIDERATION STAGE

At the **Consideration stage**, or middle of the funnel (MoFu), your buyer knows they have a problem that needs to be solved, or goal they are trying to reach, and are committed to addressing it. And they are ready to evaluate the different approaches or methods available to pursue the goal or solve their challenge. This point in the journey also marks a point of extended engagement where you're nurturing a lead, building a relationship, and establishing trust between the potential buyer and your brand.

In order to fully understand the Consideration stage for your buyer ask:

1. What categories of solutions do buyers investigate?
2. How do buyers educate themselves on the various categories?
3. How do buyers perceive the pros and cons of each category?
4. How do buyers decide which category is right for them?

MOFU ASSET

The MoFu (Middle-of-the-funnel) teaches buyers how to solve their problem or meet their goal. While the ToFu is designed to educate a prospect, this is the stage where you can begin to make a case for why your solution in particular is the best fit. You also want to help them determine if they're not a good fit for your solution, which is important for customer retention in the long run. Remember, you are only interested in *qualified* leads.


A MoFu offering can take the form of a case study, a whitepaper or a demo video. Take this example of a MoFu asset customized for a Campaign Creators' client:



This was created for a persona that is on the market to purchase a home, and has decided they want a newly constructed, rather than pre-owned, home after reading the ToFu asset. Now the MoFu contains information about what to expect when buying a “new home” and portrays the provider as “best in class” for providing this solution.

FOR A HOME LIKE NO OTHER

MALTADEVELOPMENT.COM




"We chose Malta Development because of their reputation of building quality and affordable homes. They not only built us a beautiful house but their management and attention to detail made the entire process a pleasurable experience."
- Sarah C.

The likelihood that a pre-owned home will be exactly what you want is smaller than the counter space in many older kitchens. With Malta Development, you're not simply buying a home, you're creating one - customized by your choices throughout. Through a process we've streamlined to be stress-free, our team of sales and building professionals will work with you in choosing not only the lot and the floor plan that fit your needs, but a myriad of other options to reflect your personal style and the life you envision.

Once the perfect floor plan and lot have been decided upon, the fun starts. All of your selections are done in our brand new design center, set up to make choosing all of your new home's designer elements the pleasurable experience that it should be.

And to add to all this, we stand behind every home we build with one of the best warranties in the industry, a reflection of the confidence we have in our homes.



BUILT FOR ADDED ENJOYMENT

Sometimes it's the simplest of pleasures that brighten a day. Listening to music while preparing dinner. Relaxing with a glass of wine during the evening news. Sitting down with a cup of tea and a good book. Depending on the floor plan chosen, Malta Development's homes feature such unique design elements as:

- Butler's Pantry with wet bar
- Built-in Reading nook with book shelves
- 2nd floor loft area
- Kitchen Audio system to listen to your favorite music
- Cabinetry flanking the fireplace to store TV components

BUILT FOR PEACE OF MIND

Relax. We've got home safety and security covered.

- Security system with alarmed doors
- Motion detectors
- Glass break sensors recessed in the ceiling
- Front door video intercom with monitor (Lakeview Landing and Creekside Park)
- Smoke detectors and Carbon monoxide detectors

BOFU – DECISION STAGE

In the **Decision** stage, or the bottom of the funnel (BoFu), your potential customer knows the category of solutions to address their problem or goal - the “what”- but they need to determine which one -the “who”- can best solve that problem. Questions you should ask yourself to define the Decision stage are:

1. What criteria do buyers use to evaluate the available offerings?
2. When buyers investigate your company’s offering, what do they like about it compared to alternatives? What concerns do they have with your offering?
3. Who needs to be involved in the decision? For each person involved, how does their perspective on the decision differ?
4. Do buyers have expectations around trying the offering before they purchase it?
5. Outside of purchasing, do buyers need to make additional preparations, such as implementation plans or training strategies?

BOFU ASSET

The bottom of the funnel is where someone is making the actual purchase decision. They’re ready to buy, but that still doesn’t guarantee that they’re going to buy from *you*. In most cases, leads at the bottom of your funnel just need that final nudge and that compelling call-to-action to get them to make a purchase decision.

So, your BoFu asset aims to assure the “who” they buy from is **YOU**. We suggest offering a consultation, a quote, a contact option, or purchase promotion.

Here is an example of a purchase promotion Campaign Creators designed to entice buyers to take the final step in their journey to purchase olive oil online.



15% off
OLIVE OIL

VALID FOR OLIVE OIL,
vinegar and gourmet foods,
includes gift baskets & boxes.

*Offer not valid on non-food items.
Online only, offer not valid
in-stores. One per customer.*

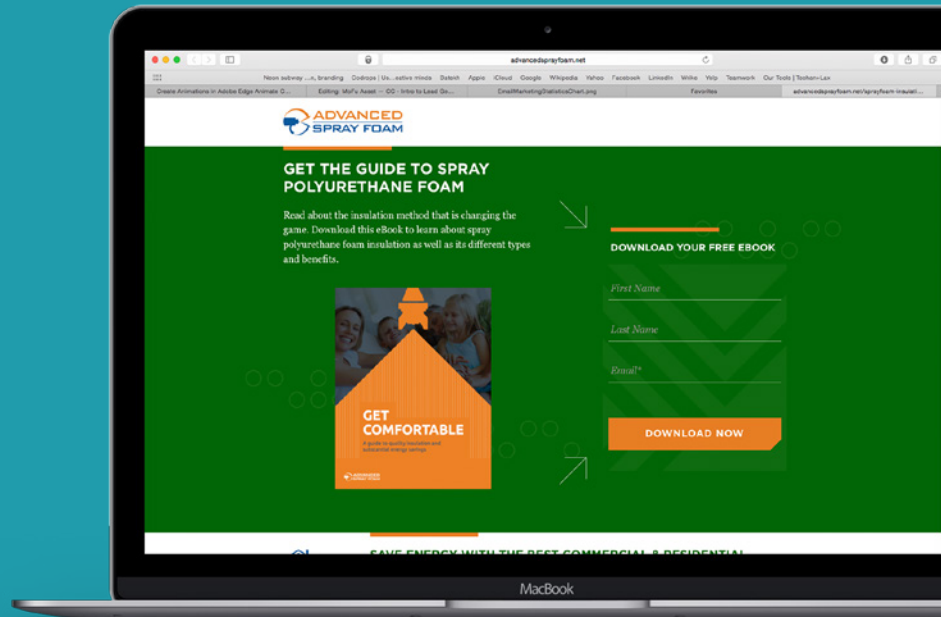
COUPON CODE
EVOO15

www.weolive.com

Weolive

LANDING PAGES – MAXIMIZING CONVERSION

Once you have created offers to match each stage of the buyer's journey, you need to make sure the landing pages where they live perform as efficiently as possible. Remember the purpose of a landing page is to capture leads and must include: 1) a form to collect your lead's information, 2) the content being offered, and 3) a call-to-action to fill out the form and redeem the offer.



TIPS TO MAXIMIZE CONVERSION ON YOUR LANDING PAGES:

- » Focus on conversion not design - your page may look amazing but if no one is converting (submitting your form) it'll all be for nothing!
- » Your main goal is to get the customers to fill out the form - try to remove as many distractions as possible. We want to give them enough information to make a decision but not so much that they are taken away from the objective at hand.
- » Use your personas to dictate the content on your page - try looking at their interests, what kind of language they use or what are some of the issues they may be facing.
- » Let the nature of the offer dictate the length of the form on your landing page - Although it might be okay to ask for a Name, Email, Phone Number, Company Name, Domain and Industry when offering up a BoFu consultation, it might not be accepting when all you are giving in return is a simple e-Book.
- » For even more landing page conversion tips check out this [blog](#).

WHAT'S A GOOD CONVERSION RATE?

If you accomplish 5% conversion rates on your landing page, you're outperforming 75% of advertisers... but you still have a ton of room to grow! Using our tailored approach, Campaign Creators' landing pages average a conversion rate of 20%, putting **them in the top 10%**.

DISTRIBUTION POINT	CONVERSION RATE	VS. AVERAGE	COMMENTS
AVERAGE	2.35%	—	UNREMARKABLE
TOP 25%	5.31%	2X	AWESOME
TOP 10%	11.45%	5X	UNICORNS

<http://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate>

Now that you have your landing pages optimized for conversion, you need to make sure your potential customers continue to travel from one stage to the next. But how do you do this? That's exactly what we will cover next.

EMAIL WORKFLOWS – NURTURING YOUR LEADS

Let's imagine you've gotten your leads in the door, maybe they've even traveled to the middle of your funnel, but then they got stuck. They aren't ready to buy your product or service just yet ... so they don't really have anywhere to "go" in your marketing process. You don't have time to reach out to each one individually, so what do you do get these leads to travel further down your sales funnel?

Enter **lead nurturing**! Now, there are lots of ways to nurture leads -- we're not going to get into all of them -- but the most basic and time-effective is through email "workflows".

WHAT IS AN EMAIL WORKFLOW?

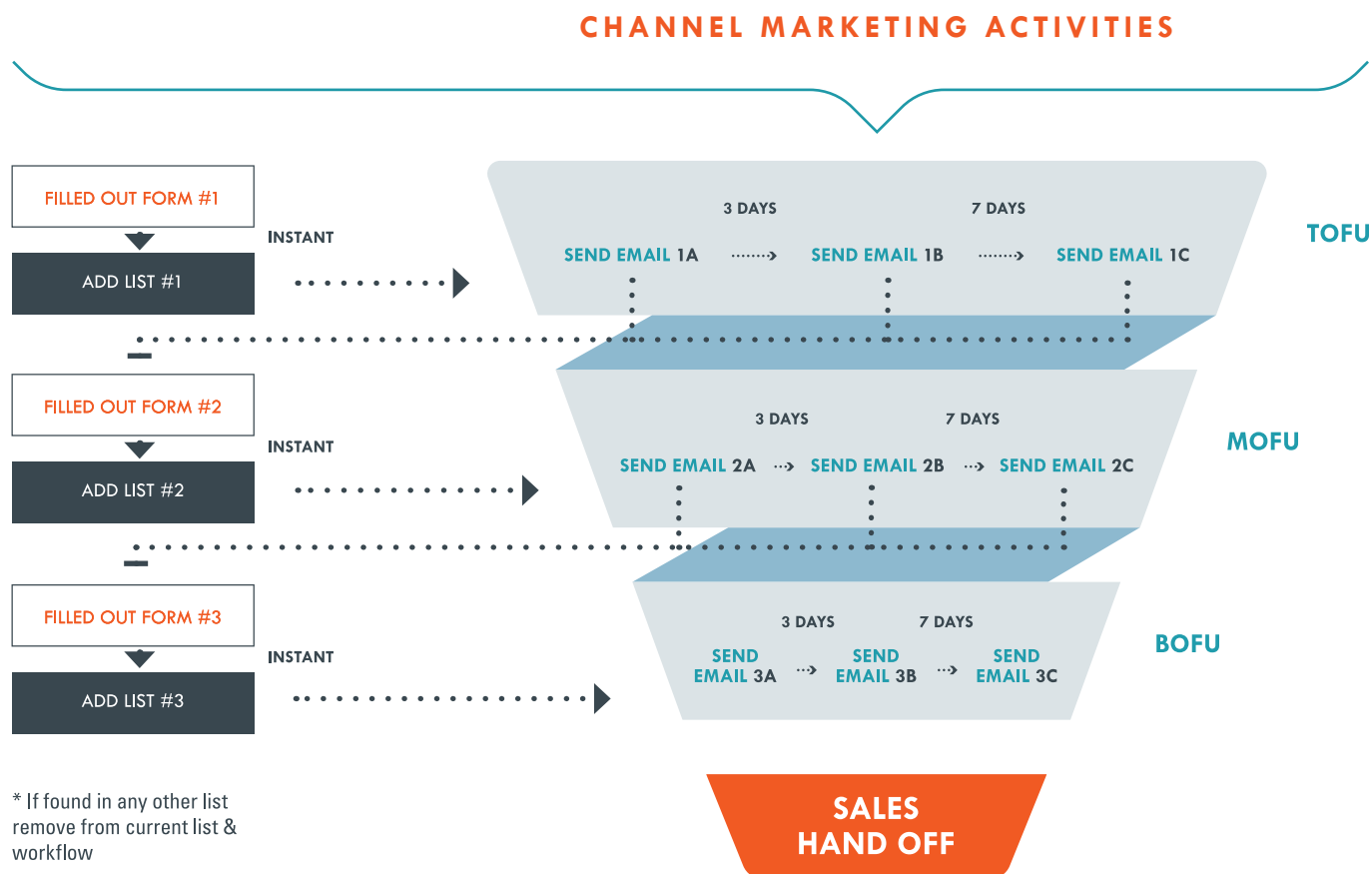
An email workflow is series of automated emails that will be sent -- or not -- based on a person's behavior or contact information. With workflows, you can trigger actions based on any information you have about your leads, allowing you to send the right information to the right people at the right time. In this case you will be using workflows to nurture your potential customers from one stage to the next.



ANATOMY OF A CAMPAIGN WORKFLOW

We suggest including a three email workflow at each stage of the buyer's journey. These workflows are triggered whenever a lead fails to move to the next stage of your funnel. These emails, "dripped" over time, give your visitors plenty of opportunities to move on to the next stage of their journey and more time, when needed, to make a full fledged decision.

Below is an example workflow of emails set up to drive visitors from one stage of the buyer's journey to another.



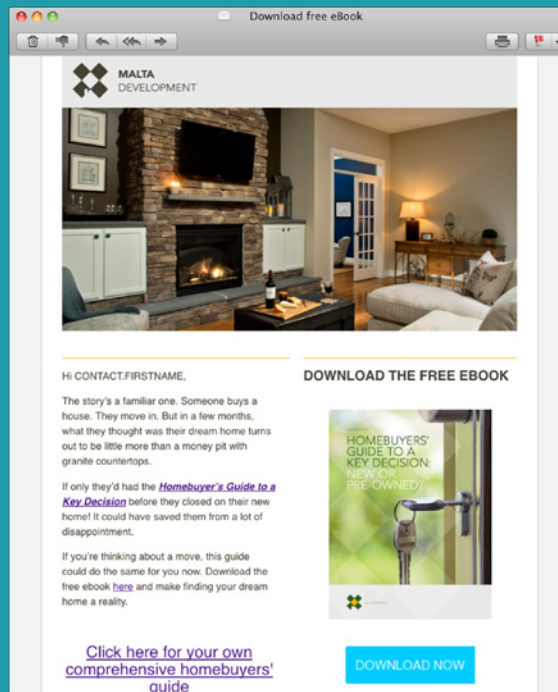
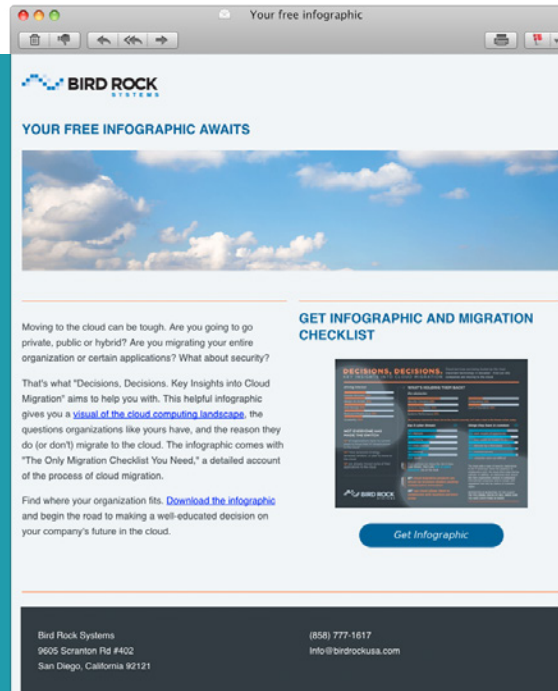
EMAIL – OPTIMIZING FOR OPENS & CLICKS

Your average customer's mailbox is likely cluttered with marketing messages, competitive subject lines, and scores of attention-seeking emails. So although you have set up your email workflow to send the right email, to the right people, at the right time, you still need make sure those emails get opened and people take the desired action.

TO IMPROVE YOUR OPEN AND CLICK THROUGH RATE:

- » Use actionable language - Make sure you are using language that encourages your readers to do something. This can include words such as “get,” “download,” “register,” “reserve,” or “buy”.
- » Personalize when possible - If you can add a first name or even company name to an email, you increase the chances of catching the attention of your audience.
- » Include 2-3 hyperlinks in your content - Give your readers as many chances as possible (without annoying them) to click through to your landing page. Try to make sure your hyperlinks are phrases as opposed to single words.
- » Include links for all of your images - Appeal to the visual learners in your audience by including links on all of the images in your email.
- » Show the asset you are offering! - People are much more likely to want to obtain whatever it is you are offering if they can see it as a tangible object. This could be a thumbnail image of the content cover or even a magazine style mockup.
- » For more email best practices check out this [blog](#).

Here are some examples of the emails Campaign Creators has produced for our clients.

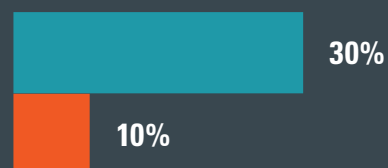
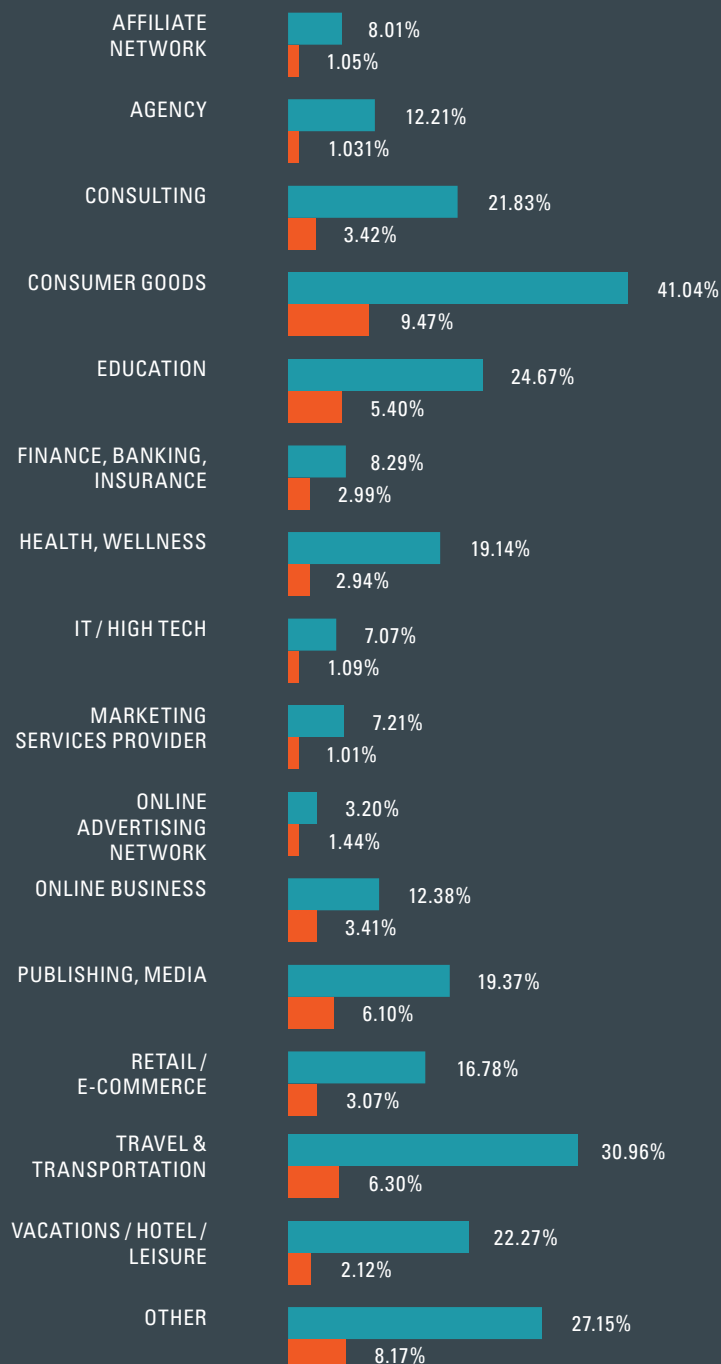




WHAT ARE GOOD OPEN AND CLICK THROUGH RATES?

Average open rate (OR) and click-through-rate (CTR) vary widely by industry. Average OR's range from 7.1% on the low end to 30.9% on the high end. While average CTR's range from 1.03% to 9.5%. By focusing on our clients' buyer personas and staying conversion focused, Campaign Creators emails attain an **open rate of over 30%**, and **view to click through rate of over 10%**.

GLOBAL STATS



■ OPEN RATE (OR)

■ CLICK-THROUGH RATIO (CTR)

CASE STUDY – PORTVISION



Now that you have learned how to take your own campaign to the next level, we would like to share an example of a company that has benefited greatly from this style of campaign creation.

Portvision, a B2B company, is one of the largest international providers of satellite AIS data & analytical services.



BEFORE

When Portvision came to us they:

- » Were using a very simple and dated B2B sales system
- » Had only one form on their website: “Contact Us”
- » Of the leads that WERE coming in via this form, 80% of them were not only unqualified but complete junk



AFTER

Campaign Creators implemented a three tiered foundational campaign funnel with custom designed offers, landing pages and nurture emails to increase the flow of qualified leads. This initial campaign set the foundation for developing several additional funnels for Portvision’s specific products, services and target customers.

Today, Portvision has:

- » Doubled their lead flow
- » Improved their percentage of quality leads to almost 100%
- » Attracted Oceaneering International, a \$3 Billion global corporation to acquire Portvision for a large sum

MARKETERS IN THE ANNUAL CMO SURVEY RANKED DIGITAL MARKETING CAPABILITIES AS ONE OF THE MOST IMPORTANT, AND ALSO THE BIGGEST GAP, IN THEIR ORGANIZATION'S MARKETING.

Get your guide and start filling those gaps today!

[DOWNLOAD NOW](#)

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