

# Marketing Nurture Campaigns

5 steps to generating more high quality sales leads

**57%** of the buying journey is complete before your sales team is contacted. (Gartner)

Marketing nurture campaigns ensure you engage customers much earlier in the buying process.



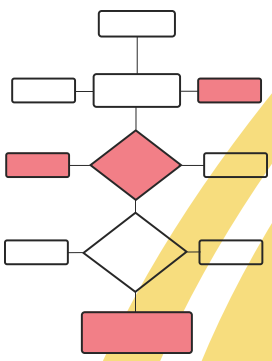
## 1. Know your target audience

- Identify your target audience and their needs.
- Investigate their sector.
- Identify key contact roles.



## 2. Create great content

- Create informative and helpful content.
- Position your organisation as the experts.
- Include sales messaging for latter campaign stages.



## 3. Plan campaign stages

- What order should the content be delivered in?
- Which buyer actions trigger content to be delivered?
- What are the timings between each campaign stage?

## 4. Feed into sales - Lead Scoring

- Assign individual content lead scoring values.
- Agree lead score target for passing to sales team.
- Create process to pass "hot" leads into sales team.



## 5. Measure and update

- Set success metrics for the campaign.
- Regularly measure campaign progress.
- Review and update campaign content and stages.

A final tip...simplify with a marketing automation system

To help manage your marketing nurture campaigns, you should look to invest in a Marketing Automation platform.

This will save you time, because these systems do all the hard work for you, in terms of managing content delivery to your customers based on timings and previous actions.

Most marketing automation systems will also manage the lead scoring and automatically pass hot leads into your sales team CRM.



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