Lead Nurturing with Email

What is Lead Nurturing?



Connecting personally with potential clients to build trust at each phase of the sales funnel.

Why Lead Nurturing?



Lead nurturing emails get **4-10** times the response rate compared to individual email blasts.



Sending users content that's relevant to their position in the buying process yields a **73% higher conversion rate.**



Companies that excel at lead nurturing generate 50% more sales leads at 33% lower cost per lead.

References

Demand Gen Report - The 10 Commandments For Lead Nurturing Success Demand Gen Report - 2017 Lead Nurturing & Acceleration Survey Report Aberdeen - How to Define Market Needs to Alian Content Effectively

Everlytic - Demystifying the Inbox 2015

Everlytic - 2017 Email Marketing Benchmarks Report Ascend?





28.1%

of emails are read on **mobile** devices



90%

of respondents use email as their **primary** lead-nurturing channel



63%

of South Africans prefer to receive **promotional** messages via email



57%

of marketers say that lead nurturing is their **most valuable** marketing automation feature

Understanding the Sales Funnel



Nurturing Leads with Email Marketing

Optimise your email marketing campaigns with these best practices:



Personalisation

Connect personally with prospects.



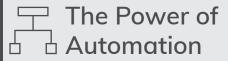
Segmentation

Segment your audience into separate groups.



Relevance

Understand your audience and their pain points.



Automation means sending the right message at the right time, no matter what time of day or night your clients engage.

Follow our lead-nurturing best-practice checklist to make the most of your campaign:

Use client data	Cater for all devices
Understand your audience	Perfect timing and frequency
Set up appropriate goals	Test and optimise
Keep it personal	Move to predictive lead
Create relevant content	scoring