



4 Straightforward Steps to Nurture Leads

These best practices will ensure your B2B marketing campaigns return only the best opportunities at the bottom of the funnel.



You have a great solution that you want to show your market. But as your outreach yields low quality leads, you realize that “spray and pray” marketing doesn’t work anymore. To identify the best leads to nurture, you should have consistent follow-through using valuable content via the right channels.

So how do you get the right opportunities?



WHAT TO DO STEP BY STEP

1. Tidy up your marketing list.

As time goes by, the contacts in your database get outdated. You don’t want your sales team to waste time trying to reach decision-makers who have already changed jobs.

2. Introduce your brand without the hard sell.

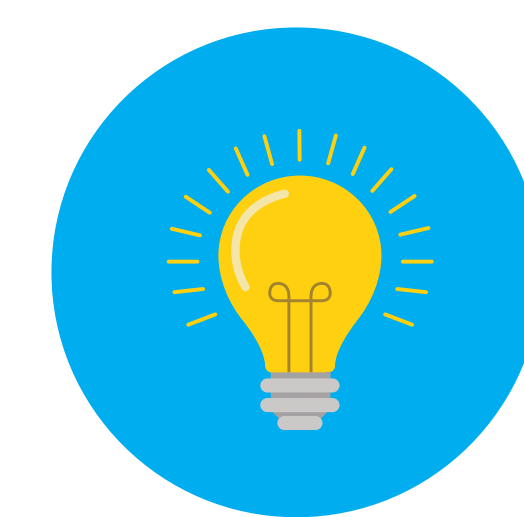
Content marketing works well because it educates, not sells. By giving prospects useful information without the sales talk, you develop recognition and trust. In time, you may be the top-of-mind choice when they need your solution.

3. Follow-up your inbound leads.

Prospects that downloaded your content show interest in what you do. With thoughtfully-timed follow-up calls, you can identify the warm leads you want to focus on nurturing.

4. Identify qualified sales opportunities.

As prospects move further down your funnel, you’ll better know their budget, authority, need and timeline for purchase. These BANT leads are then ready for a hand-over to sales.



HOW

Bespoke database building

Run data-cleansing and contacts profiling campaigns so your sales team always has the right information to address. A properly segmented, up-to-date database will provide you valuable market intelligence.

Brand awareness promotion

Endorse helpful content via online marketing for a more personal approach. Step it up further with white papers, webinars and live events that you promote via telemarketing, so you can immediately assist prospects engaged in conversion.

Lead nurturing

During strategic touch-points and profiling throughout campaigns, you can identify which leads are warm enough to warrant more attention. You can also do this via community management.

BANT lead qualification

Once you’ve finally identified decision-makers who need your solution and can buy it within a specified time-frame, you can help your sales team sell faster.

About MediaDev



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