

# How lead generation and nurturing will help us expand *Brand's* customer base to sell more tickets and magazine subscriptions

It's a given that we need to expand the audiences for *Trade Show* and *Magazine* just to maintain previous sales. Customer attrition is a fact of life. People change interests, they don't have time, they find other ways to satisfy a need or goal, etc. Of course, if we want to *increase* sales, audience growth has to be substantial. To grow our audiences, we have to find and entice people who might be interested in what we have to offer (*lead generation*) and convert them into customers (*conversion*).

65% of businesses say generating traffic and leads is their biggest marketing challenge. (Hubspot)

Once leads have expressed an interest (typically by entering an email address into a capture form on a landing page), it's our job to turn those prospects into customers. We can do that by making them aware (repeatedly) of what we offer with appealing, persuasive, highly targeted information. That is the process of *lead nurturing*.

74% of companies say converting leads into customers is their top priority (Hubspot).

Most people will not spend \$35 to \$55 on something they've never heard of before without doing some due diligence. They'll need to research it, decide if they can afford it, figure out if it will fit into their schedules, and look for testimonials or reviews to mitigate their risk. In the case of *Tradeshow*, prospects may also want to recruit a friend to attend with them. That presents additional challenges and opportunities.

96% of visitors who come to your website aren't ready to buy (yet). (Marketo)

Marketers refer to the process of converting leads into customers as the *conversion funnel*. The reason a funnel is used as a metaphor is because a lot of people will "spill" out of the funnel (opt out) during this process. Only a small percentage of leads (approximately 2% to 10%) will reach the bottom to become customers. That means we need to generate a *lot of leads at the lowest possible price* to keep the funnel filled.

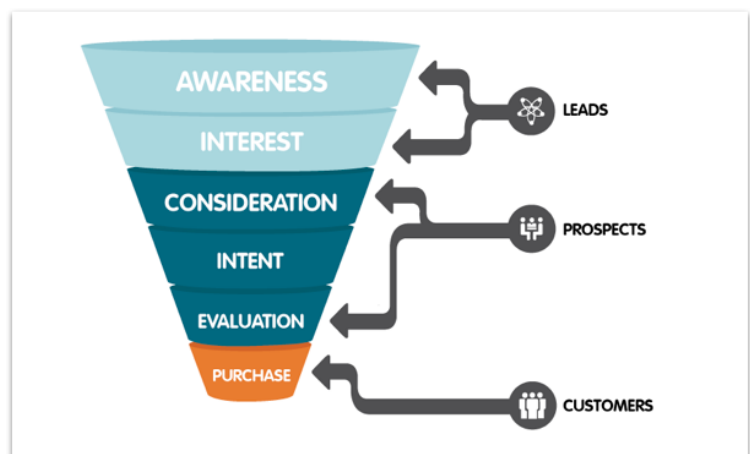
## Here's how it works:

We create **awareness via ads**.

People express their **interests via a landing page** by entering an email address.

We **nurture prospects through consideration, intent and evaluation** by informing them of the benefits of *Trade Show* and enticing them to attend.

A small percentage of people will have the time, money, interest (and possibly interested friends) to make a **ticket purchase**.



This is a multi-step process that must be constantly refined as we gain insights (via marketing analytics) about what works for our audiences.

Obviously, convincing people to become new subscribers to *Magazine* or to become Pro Card members would follow a similar process and there will be a considerable amount of cross-over. Many of the prospects for the *Trade Show* can be targeted for *Magazine* subscriptions, for example.

**Targeting users with content relevant to their position along the buying process yields 72% higher conversion rates.** ([Aberdeen](#)).

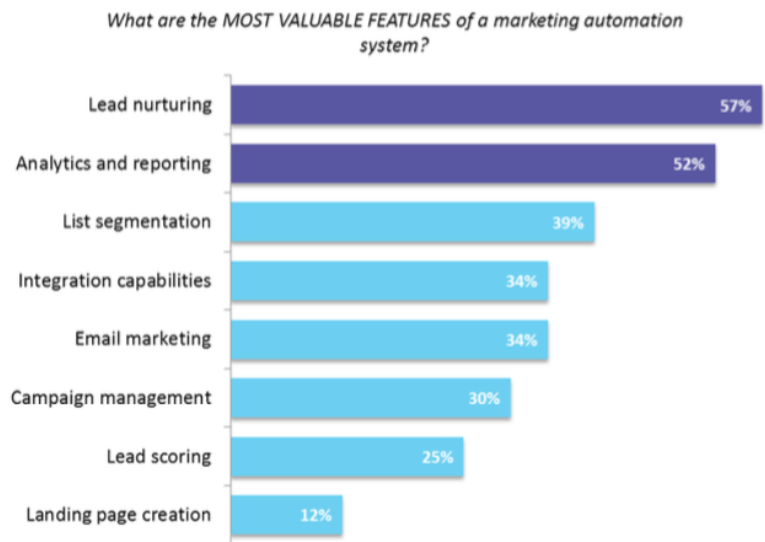
The primary way to nurture leads is through numerous targeted emails—far more than we're currently creating. The average email user [receives 147 messages](#) every day and deletes 71 of those. *We need to send a lot of messages to ensure that prospects will see a few of them.*

Prospects may explore other digital media in their decision-making process as well, such as website content, blogs, news sites, social media, and reviews or testimonials. All of these **signals** can impact purchase decisions.

One of the most important aspects of lead nurturing is **relevance**. Knowing where our prospects are along the **buyer's journey** so we can deliver content that meets their current needs is the best way to get them closer to a purchase.

This is where marketing automation comes in. Every prospect is at a different stage of the journey, so it's impossible to manually send him/her the right information at the right time. This has to be automated.

**57% of marketers say lead nurturing is the most valuable feature of automation software** ([Ascend2](#)).



Marketing Automation Strategy Survey, N=317, Ascend2 and Marketo, Published April 2015

## Key Take-Aways:

- Generating leads who will eventually become prospects and customers is a multi-step process.
- Every step includes numerous elements to optimize and measure:
  - Ads—creative, targeting, click-through rates, A/B testing, custom audiences, etc.
  - Landing pages—layouts, calls-to-action, shorter/longer, links/no links, etc.
  - Email marketing—personalization, time/day, length, verbiage, use of photos, etc.
  - Website optimization—navigation, SEO, social sharing, layout, font sizes, etc.
  - Reputation management—PR, influencers, reviews/testimonials (positive or negative)
  - Social media—frequency, topic categories, user-generated content, customer service.
- Every single marketing tactic/activity should have an objective that it is measured against.
- Analytics is the key to improvement. We won't know what to change if we don't know what's working—or not.
- Start small with best practices (that means research!). There is a wealth of information about what works. We should implement those ideas until we learn what works best for our own target audiences. Somebody, somewhere has done it before.
- Aim to improve a little bit all the time. Dramatic improvements won't happen overnight.