CASE STUDY
How Lead Nurturing and Content Marketing Increased Revenues

Here's how our process of lead qualification, lead scoring, lead nurturing, segmentation, data analytics and data appending led to:

- Increase in revenues from marketing generated leads by 10% in 6 months
- Increase in sales opportunities by 25%
- Reduction in cost per lead by 35%

The Challenge

In the past year, the marketing of The Client company generated a big list of leads. The quantity of leads was not the issue; the quality of leads on the other hand was the major point on concern. The main challenge their sales team faced was in converting leads generated by the marketing team into revenues.

Some of the other challenges identified were:

- **Non-alignment of marketing and sales initiatives -** There was no communication between sales and marketing teams.
- **Insufficient timely follow up -** With no communication and proper planning, the sales team was unaware about when follow ups were required.
- **Poor quality or unqualified leads -** Without lead qualification, the leads generated were irrelevant.
- **Absence of lead nurturing -** There was no lead nurturing plan in place to guide leads in their decision making process.
- **Long sales cycle -** With no proper planning and follow ups, sales cycle were longer and it took a long time for sales teamsC to close a deal.

01	02	03	04	05	06
Inability to convert leads into revenues	Non - alignment of marketing and sales	Insufficient timely follow up	Poor quality or unqualified leads	Absence of lead nurturing	Long sales cycle

CHALLENGES

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The Solution

In order to ensure marketing leads generated were converting to sales, we proposed the following solutions:

1. Lead Qualification - The first step proposed was to qualify leads that were generated by the marketing team. In this way only quality and sales-ready leads were passed onto the sales team. As the cost per lead was high, it was necessary to ensure that leads were qualified in order to translate to revenues and decrease lead conversion costs.

2. Lead Nurturing - A 6 month plan was created to nurture leads in order to reduce the sales cycle.

- The sales cycle involved prospecting, appointment setting, qualification, sales presentation, handling queries to enable faster decision making, closing, obtaining referrals or testimonials
- Sales and Telemarketing Teams were asked to categorize leads based on status.
- The categories included Yet to Initiate, Unqualified, Follow up, Warm, Qualified, Opportunity and Won.
- Based on status of each lead in the buying cycle, personalized campaigns were created to guide prospects through decision making process.

Here's a glimpse of **Our First 3 Month Lead Nurturing and Content Marketing Plan**

3. Use of Data Analytics - After a period of 3 months, a retrospective analysis was done to understand the behavior and preferences of prospects and customers.

- **Lead Scoring -** Contacts in the database were scored based on activity such as pages visited, time spent on pages, documents downloaded, and forms filled. This provided data on WHO are the most potential prospects and WHAT they are interested in.
- **Segmentation -** With access to a comprehensive database, it was possible to segment based on geography, industry, job title and department. In this way, personalized content was created to improve engagement and response rates.
- **Timing -** With email campaigns, timing is important. With data on time periods that produced best results, it was possible to determine the most appropriate time that yielded higher response.
- **Format -** Based on which device was used the most, it was possible to create design that was not only device agnostic, but content that was a suitable format of consumption. Besides that, based on number of downloads, it was possible to identify whether snackable content was preferred than elaborate documents.

4. Data Cleansing - With appending of data after every campaign was sent, it was possible to improve deliverability and the quality of list by reducing hard and soft bounces.

5. Content Based Solutions

- Through lead qualification, scoring and segmentation, it was possible to create personalized content. In order to provide value addition, pique interest and increase purchase intent, there was a balance of educational content and offers provided.

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- Moreover, with theme based campaigns sent every month, a connection was created with prospects.
- The guidance through value-add material and offer enabled faster decision making and reduction in sales cycle.

Our First 3 Month Lead Nurturing and Content Marketing Plan

	Week 1	Week 2	Week 3	Week 4	Objective
Month 01					
Email Campaign 1 + Content giveaway (article, guide, infographic) + Landing Page with Lead Capture Form	■				To pique interest in brand through educational content and qualify lead through lead capture
Email Campaign 2 + Offer with Free Sample (related to the theme of the month)			■		To urge prospects to sample service offered
4 Blog Posts a week related to the theme of the month and addressing challenges in the industry.	■	■	■	■	To provide value addition, pique interest and increase purchase intent
Social Media posts	■	■	■	■	To engage and converse
Month 02					
Email Campaign 1 + Content giveaway (industry primer, white paper+ Landing Page with Form	■				To pique further interest with next level educational content and qualify lead with form
Email Campaign 2 + Offer with Free Sample (related to the theme of the month)			■		To urge prospects to sample service offered
4 Blog Posts a week related to the theme of the month and addressing challenges in the industry.	■	■	■	■	To provide value addition and increase purchase intent
Social Media posts	■	■	■	■	To engage and converse
Month 03					
Email Campaign 1 + Content give away (whitepaper, workbook, guide) + Landing Page with Form	■				To pique further interest with next level educational content and qualify lead with form
Email Campaign 2 + Offer (related to the theme of the month)			■		To urge prospects to make a purchase
4 Blog Posts a week related to the theme of the month.	■	■	■	■	To provide value addition and increase purchase intent
Social Media posts	■	■	■	■	To engage and converse

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The Results

Results	Method	Stats
Higher Conversion of Leads to Revenues	A comprehensive lead qualification and nurturing program for 6 months was implemented	• The conversion rate improved and revenues increased by 10% in 6 months. • There was an increase in sales opportunities by 25%. • The cost per lead reduced by 35%.
Higher Quality of Leads through Qualification	A thorough lead qualification process was applied by our experienced telemarketing team.	• A list of sales-ready qualified leads was delivered to the sales team within the first 6 months. • With lead management, the sales team was able to successfully follow up leads within one day.
Increase in Engagement Rates	Lead scoring, segmentation of the list, nurturing and data analytics was implemented.	There was an increase in open rate to 11%, CTR of 9% and 10% increase in document downloads and form fills.
Identification of Relevant Contacts through Lead Scoring	A process of lead scoring was implemented.	• It was possible to identify key decision makers and influencers. • The response rate by decision makers improved by 80%
Identification of Relevant Groups through Segmentation	Segmentation was done based on geography, title and industry.	• Personalized content resulted in higher engagement and response rates. • The click-through rate increased by 15%.
Increase in through Leads were nurtured	A detailed lead nurturing plan was created.	• Lead nurturing emails got 10 times better response rate as compared to generic emailers. • Reduction in sales cycle
Increase in Personalization and Targeted Campaigns through Data Analytics	A detailed report from data analytics was prepared: • Insights into behavior such as click-throughs, downloads, form fills and pages visited was accessible. • Insights into consumption patterns such as device usage and time with highest response rate were available.	• It was possible to identify interests of specific segments. • Emails were sent at a suitable time period which ensured higher open rates to an average of 11% • The format of consumption was customized based on device used.
Improvement in Deliverability	Through data appending and cleansing, hard and soft bounces were managed.	The bounce rate was reduced below 9%.

📍 1 Byram Brook Place,
Armonk, NY 10504

📞 (800) 710-5516

✉ info@lakeb2b.com

Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.