



7 ways

to get better results
from your
nurture program

Lead nurture checklist
Brought to you by LookBookHQ



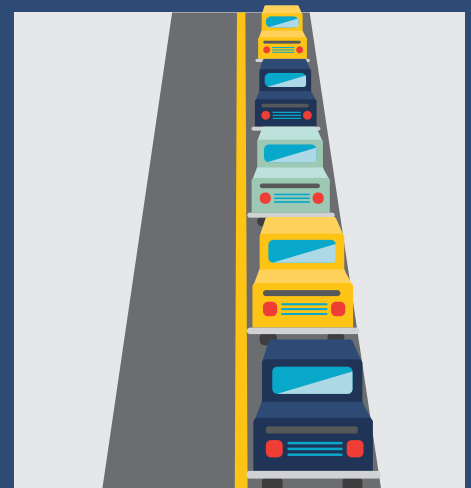
Nurture like a pro.

Anyone can build a traditional lead nurture track – send email #1 with content offer A, wait a week and send email #2 with content offer B, and so on. But given that 94% of marketing qualified leads never close*, it's time for marketers to switch up their nurturing playbook. We've put together a best-practice lead nurture checklist to help you take your nurturing program from okay to awesome.

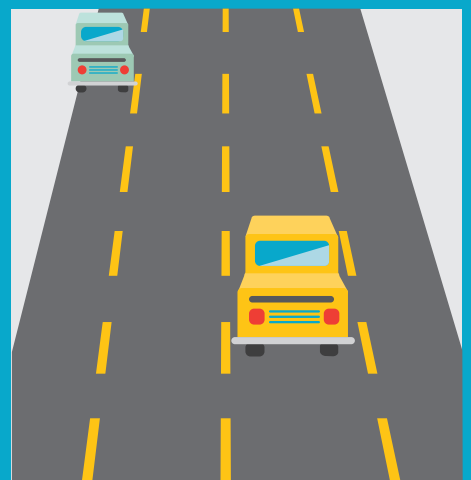
1. Is your nurture track a country road or an autobahn?

Your prospects are busy and they have a strong desire to manage their own time. Is the way you schedule your nurture emails meant to work for you or for them? Maybe your audience doesn't want to receive your emails every Tuesday at 10 am or maybe the common practice of emailing your database then waiting a week isn't working. Marketers today need to be always nurturing. It's about making your content available in such a way that your prospects can "self-nurture" on their own timeline. Traditional nurture campaigns (e.g. 6 emails over six weeks) are like a single-lane road where prospects can only move as fast as the slowest car. Think about how you could build a nurture program that is more like a multi-lane autobahn that empowers engaged prospects to hit the gas and "self-accelerate" through their buying journey.

Traditional nurture track



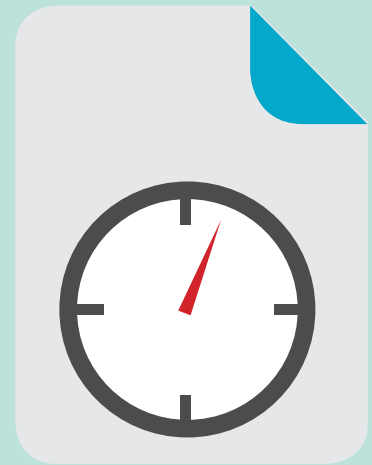
Self-accelerating nurture track



2. Are you getting **good mileage** from your forms?

Do you trust the assumption that because someone filled out a form they actually read the content? Marketers put a lot of faith in completed forms. The truth is that form fills only measure someone's *intent* to engage with your content – and it's pretty hard to build a successful lead nurture track on intent. Think about how you could employ time-based forms to make the content experience more useful and natural for your prospects. For a white paper offer, for example, you might wait 45 seconds before a form pops up to give your prospect time to preview the executive summary and decide whether they're interested in reading more. Then at the 2-minute mark, you could have a "Yes, I'd like to chat with Sales" form appear to allow engaged prospects to immediately identify themselves as full-on marketing qualified leads. Again, you want to empower your prospects to self-nurture and also make the content experience more interactive and conversational.

3x - 14x
Increase
in volume of
captured leads
with time-based forms**



ENGAGE-O-METER

3. Are you **measuring what matters**?

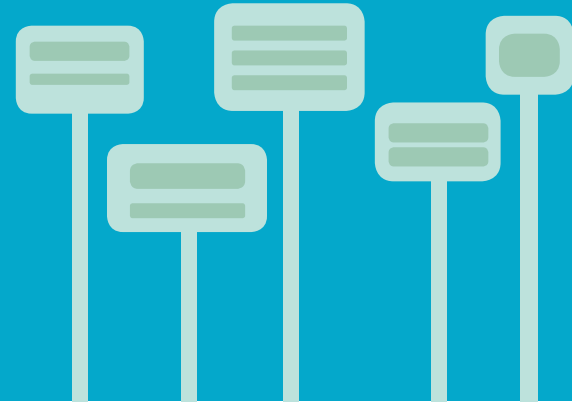
If you're not collecting the right metrics, how can you evaluate if your nurture campaign is working – and what does success even look like? You don't need more data; you need better (and more actionable) data about what content your prospects are actually reading or viewing. Many marketers rely on proxies for engagement such as form fills, clickthroughs or social shares, but these have little or no correlation with someone's actual engagement with the content (admit it: you've shared something you barely read!). And what happens after the click? Marketers are increasingly focused on measuring real engagement. Why? Because understanding how your prospects are engaging with your content can improve your lead scoring and segmentation, increase the ROI on your content and allow you to more quickly identify engaged prospects and accelerate them through your funnel.

4. Have you unlocked the real power of personalization?

Just because you know someone's name, does that mean you know who he or she really is? Will inserting [first name] here be enough to differentiate your email from all the others? Personalization isn't about simply starting your email with "Hi Sam." The real power of personalization comes when you deliver personalized content experiences over the entire customer lifecycle – from before the initial purchase to expansion and renewals. Think about how you can use personalization to go beyond simple segmentation and make an authentic connection with each and every one of your prospects and customers. Are you listening to the data to deliver the kind of useful and relevant content experiences that your prospects really want? Remember that people have a name for emails with content that is irrelevant to them: it's called spam.

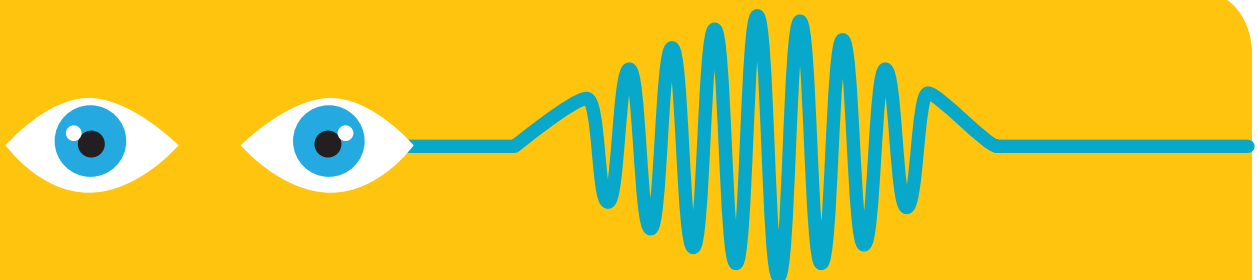
5,000-30,000

Number of marketing messages the average person sees per day***



5. Are you making it easy for prospects to binge on your content?

Your prospects are really busy and yet they still find time to binge on the right content. Engaged prospects "burst" their engagement, consuming a large volume of relevant content in a short amount of time – it's the marketing equivalent of binge-watching episodes on Netflix. Does your nurture track accommodate this "bursty" behavior? Are you doing enough to hold on to your audience's attention while you've got it? Traditional nurture campaigns drip one content asset per hard-won click. This doesn't satisfy the craving for more content now. Think about how you can take a lesson from Netflix and adopt a more on-demand approach to nurturing. If you can get your prospects to engage with more content in a single session, you can do more with each click. You might even be able to start sending fewer emails. We're pretty sure your prospects won't mind!



Engaged prospects want to binge. Bursts of high activity result in lead scores being generated in minutes.

6. Does your prospects' behavior change the way you market to them?

How does your prospects' behavior impact their content journey? If it doesn't have any impact at all, why not? It sounds like a no-brainer, but many marketers continue to market to their prospects in exactly the same way no matter what they do or how they engage – so engaged prospects receive exactly the same “one and done” emails and content offers that unengaged ones do. Engagement metrics – who is engaging with different pieces of content and for how long – provide powerful insight into your prospects' behavior. Once you start measuring engagement, you can apply behavior-driven logic to better orchestrate the buyer's journey. The question to ask is whether your nurture track is taking your prospects on a guided tour through the right sequence of content at the right time based on what you know about them.



7. Is your nurture track aligned with what you're doing on other channels?

Are you telling a consistent story across all channels? Omni-channel marketing is about being wherever your prospects are – and making sure you're ready to hold the door open for them whenever they're ready to walk through. You want to be the destination for your prospects wherever and whenever they click. And like most things in life, timing is everything: Remember that your audience is in control and you need to engage them on their schedule, not yours. And, of course, all of this is moot if you aren't providing a relevant content experience on the other side of the click. Quality content is still king.

Summing up.

Getting someone's attention is hard: once you've got it, you need to hold on to it. Is it enough for you and your busy prospects to keep nurturing in the same old way? By ending “one-size-fits-all” scheduled marketing and adopting a behavior-driven “nurture now” approach, you can turn your prospects' attention into real engagement with your content – the kind that translates into more qualified leads and sales.

* Sirius Decisions, 2014

** LookBookHQ client data, 2015

*** The Futures Company

We are **LookBookHQ.**

LookBookHQ is the world's first always-on nurture platform that helps marketers turn a single click into engagement with multiple pieces of content. Wherever and whenever your prospects click, LookBooks deliver personalized content journeys that you can track to tell who is reading or watching what for how long.

Why make your audience wait? Nurture now with LookBookHQ.

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