

Pantikova Z.
Pilova K., research supervisor
National Mining University

LEAD NURTURING: STRATEGY OF MODERN MARKETING

B2B lead nurturing focuses on educating qualified sales leads who are not yet ready to buy. The key to successful lead nurturing is to deliver content that's valuable enough to keep your audience engaged. If do it right, lead nurturing can help build a strong brand and solution preference in prospects long before they're actively engaged in a buying process. Lead nurturing software allows you to track qualified sales leads and automate content delivery through various B2B marketing channels.

Three main goals should be to as launch a lead program:

- Maintain permission to stay in contact with the prospect:

This is by far the most important goal of lead nurturing, because without it, we can't achieve the other goals. If a prospect loses interest in ours messages, they'll disengage by unsubscribing, marking your messages as spam, or "emotionally unsubscribing" – reflexively ignoring or deleting our messages.

- Establish key ideas, thoughts, or comparison points through education:

A potential buyer who we're nurturing may not enter a buying process for a long time. But during the lead nurturing phase, if we can educate prospects and guide their thinking to incorporate specific requirements and ways of thinking about the market, ours company and solutions will be much better positioned in their minds when they do become buyers.

- Watch for signs of progress through the buying cycle:

While we nurture potential buyers, we can watch their digital body language to help you understand where they are in their buying process. As they progress through the process, they'll reach a point at which lead scoring system tells to us they're ready to engage with Sales.

Lead nurturing is a powerful way to stay automatically engaged with future buyers. When you execute the process successfully, we can establish buyer preference for ours solutions while at the same time gaining an understanding of buyer timing. But this will only be possible if our lead nurturing programs deliver content that's of sufficient value and interest to the prospects with which we've maintained permission to stay in contact.

References:

1. Makukha Y. Logistic and servicein developing sales strategy of a trading company. Majesty of Marketing: Materials of the conference for the students and junior research staff. 2009. <http://ir.nmu.org.ua/handle/123456789/2197>