



LEAD NURTURING

It's all in the follow up

AGENDA

The Rationale for Lead Nurturing

Defining Your Key Benefits

Your Customer's Perspective

Understanding and Overcoming Friction Points

Providing Genuine Value Upfront

Getting Feedback from Real Customers

Putting a System in Place

The Rationale for Lead Nurturing

- Most leads and enquiries don't convert right away
- You have already spent the money acquiring the lead, so failing to follow up effectively is a huge waste of cash
- It is a better use of your time to create systems now, rather than constantly chasing new business
- People are more inclined to buy from a company they feel a personal connection with
- Your cost per sale will reduce considerably

Defining Your Key Benefits

- Clearly define the benefits of doing business with you, rather than anyone else, or doing nothing at all
- Make a list of those benefits
- This list will help to inform your communication throughout this process

Your Customer's Perspective

- Look at your business from your prospective customer's perspective
- Write down:
 - What are your dreams and desires?
 - What are you trying to avoid?
 - What are your biggest problems and frustrations?
 - How is this person/ company going to solve my problems and fulfil my desires?

Understanding and Overcoming Friction Points

- What are the doubts and concerns that would stop you from buying?
 - I can't justify the cost
 - I don't know if it will work for me?
 - What if I don't get good service?
 - Is this person/ company qualified to help me?
 - What will my spouse/ boss/ friends say if I buy this?
 - Do I really need this?

- For each point write down an answer to diffuse the objection

Providing Genuine Value Upfront

- Create some products within your area of expertise that are of genuine value to your prospects
 - Templates or workbooks
 - A book
 - A free sample of your product
 - A free trial of your service
 - Interviews with respected people in your field

- Be prepared to give these away for free, no strings attached

Getting Feedback from Real Customers

- Ask your best customers to give you some honest feedback on the giveaways you have created
- Get testimonials about the products they like
- Create case studies around the customers who use your giveaways
- Refine your giveaways over time based on feedback

Putting a System in Place

- Design a sequence of follow up communication to nurture every enquiry that you receive
- For local businesses a mix of different media is ideal
- Each piece of communication is designed to address one of the points on your list or is a valuable giveaway

Example Sequence

1. Welcome email with a link to free video content
2. Email with a link to an interesting article addressing one of their needs, pain points or objections
3. A voucher (post or email) for a free trial of your product
4. Email with a case study showing a client's success with your product and a call to action
5. Email with a link to download a free giveaway (template, calculator etc)
6. Email with a link to an audio interview with an industry expert.

Example Sequence

7. Email with a testimonial addressing one their needs, pain points or objections
8. Phone call to offer a free consultation or appraisal
9. Email with a link to an interesting article addressing one of their needs, pain points or objections
10. Educational webinar showing how to solve a problem common to your customers
11. Email with product showcase and call to action

Automate Everything

- Use a basic CRM or Auto-Responder to automatically send out the emails in sequence.
- Use a basic CRM or calendar to alert your staff to send out items by post if that suits your business

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