



farotech

LEAD NURTURING

| HOW TO NURTURE LEADS INTO CLIENTS >

UNIQUE PROCESS



GAP ASSESSMENT

- Buyer Persona
- Sales Cycle Analysis
- Stakeholder Analysis
- Website Vision Casting
- Marketing Audit
- Marketing Roadmap



USABILITY CONVERSION ANALYSIS

- Heatmapping
- Scrollmapping
- Mouse Movement Recording
- From Analytics
- Conversion Tracking
- Video Analytics



SEO STRATEGY

- Keyword Strategy
- Technical SEO Setup
- On-Page SEO Clean Up
- Initial Ranking Assessment
- Backlinking
- Local SEO



CONTENT STRATEGY

- Marketing Automation Emails
- Hub/Spoke Structured Content
- Offer/Content Upgrade Development
- Blog Optimization & Creation



LEAD NURTURING

- Newsletters
- Lead Scoring
- Slippage Campaign
- Marketing Automation & Lead Nurturing



SOCIAL MEDIA

- Facebook
- Twitter
- Instagram
- LinkedIn
- Youtube
- Pinterest



PAID ADVERTISING

- Google Search Advertising
- Google Display Advertising
- Retargeting on Google Ads
- Facebook/Instagram Advertising
- LinkedIn Advertising
- Retargeting on Social Media
- Video Ads
- Geographic Targeting



VIDEO DEVELOPMENT

- Traditional Video
- Animated Explainer Video
- Homepage Video
- Asset Pages
- Video Hosting/Analytics
- Video Ads



ANALYTICS & REPORTING

- Monthly Ranking Reports
- Traffic Reports
- Lead Reports
- Conversion Analysis
- Quarterly Deep Dive Reports

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80% of marketers using automation generate more leads and **77%** convert more of those leads.

- VB Insight

So why is that so effective?

Because Lead Nurturing is the cornerstone to converting more leads into clients. However, nearly every company that we talk to either doesn't have a formalized lead nurturing process or they neglect it entirely.



Kristen T
Account Manager

When it comes to website traffic, always look at quality over quantity. Having a ton of website traffic can be useless if it's not converting into real customers.

Lead Nurturing

Lead Nurturing is a fairly sophisticated process, but using a quick example will allow us to see it in action.

Imagine a potential client engages with your website, and we **drop a cookie** on their computer or mobile device.

This means that they are in our system and will start receiving marketing automation emails.

(Note: The time frame between emails is based upon the aggression level of the client.)

Over the decided upon time frame, the average prospect will get a certain set of emails, each with a unique focus:

- Overview
- Features & Benefits
- Cost of Procrastination
- Frequently Asked Questions
- Testimonials & Case Studies
- Invitation to the next opportunity to talk

Now, If the prospect graduates through all of these drip marketing emails, our system puts them on a **lead newsletter** list and that list is segmented and send out in tandem with your other marketing initiatives.



Sippage Campaign

Slippage campaigns are automation workflows similar to the standard drip marketing emails.

However, these emails are designed to **re-engage potential clients** who had a very good experience with your sales team, but for one reason or another, they simply “slipped off the hook.”

Slippage campaigns are designed specifically to drip market to leads that have **run cold**.

The most effective way to do that is to design your email sequences to **answer the most commonly raised objections** that you heard in your sales discovery process.

So, for example, if someone says, “Now is not a good time,” our system would send out a pre-developed slippage campaign on the topic of the cost of procrastination.

If someone says, “Your product is too expensive,” the system will drip market to them about value versus price.

When we proactively answer questions before they are even asked, it establishes confidence and trust with your potential client.



Slippage Campaigns

Slippage campaigns are a series of drip marketing emails sent to a potential sales target who has “slipped off the hook”

Emails include:

- Common Objections
- Features or Benefits a client really liked in your previous presentations



Slippage Campaign

Conflict:

"The Price is too High"



HOLD SEO Reports

- Wedgewood Pharmacy SEO Reports
- Compounding RX USA SEO Reports
- Belmar Pharma Solutions SEO Reports

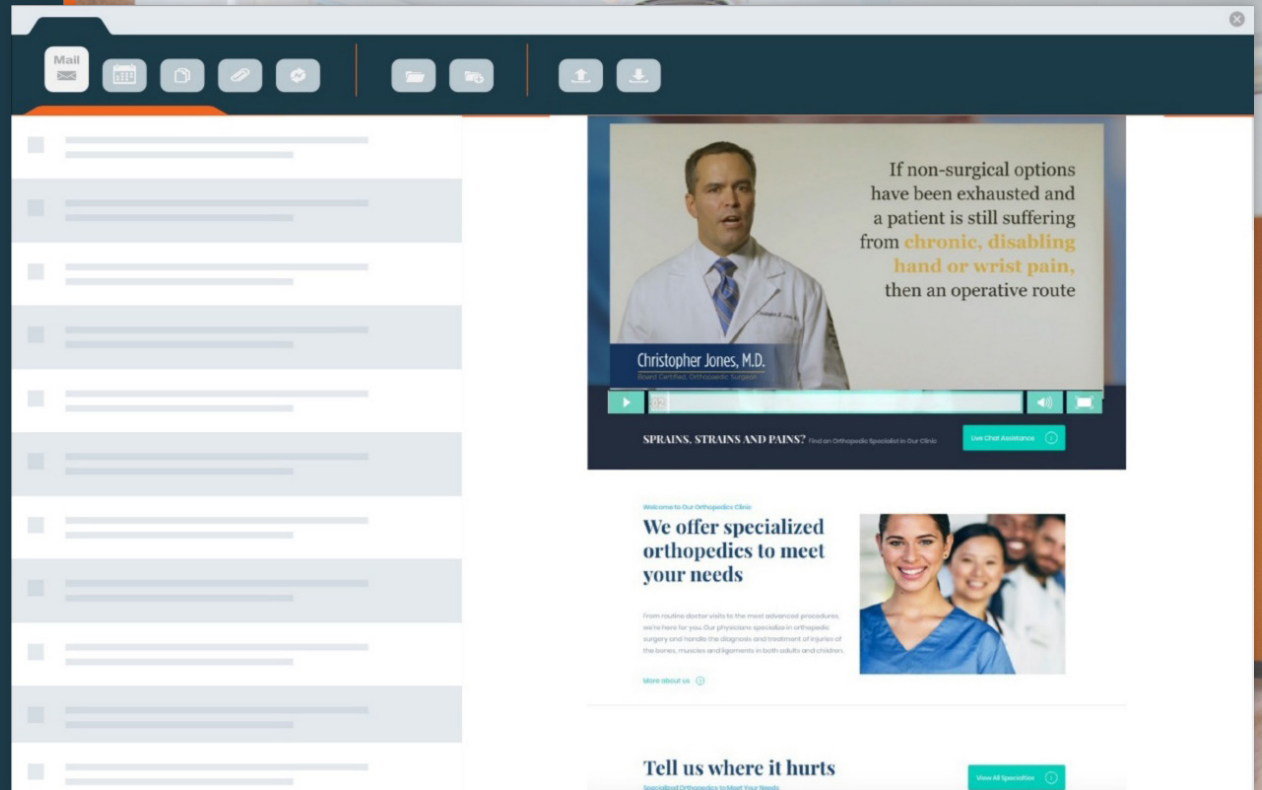
Automated Email

The Ultimate Digital
Marketing Process



To get the best results from marketing automation emails, we strive to always bring value. And the best way to do that is to include either bite-sized infographics or video snippets specifically design to engage your potential client.

In fact, according to SEOMoz, adding the ability to watch a video from within an email **increases open rates by a whopping 35%.**



Summary

Imagine going out for a first date and rushing right into marriage the next day. Crazy right? We all know that relationships take time and investment, so why should your relationships with customers be any different?

Disastrously, **79% of marketing leads never convert into sales.** Lack of lead nurturing is the #1 cause of this poor performance. (Source: HubSpot) Even crazier, the most neglected part of all marketing--something companies don't do and most agencies don't help with--is that they don't have a **formal lead-nurturing process** that is outlined and duplicatable.

Great businesses understand that people aren't always ready to buy, so you must develop an effective way to nurture them. Having the right tools for developing deep and lasting customer relationships can transform a one-time customer into a lifelong ambassador for your brand through:

- Drip marketing campaigns
- Slippage Campaigns (for leads that have gone cold)
- Rich content & video
- Marketing automation emails
- ...and more.

What you'll learn are some of the most essential drip marketing e-mails, including:

- Overview/Features & Benefits
- Cost of Procrastination
- Testimonials
- Case Studies
- FAQs
- Next opportunity

Lead nurturing should allow you to take the first step. What we don't want to do with lead nurturing is get to the end of the road and say "Buy now! Buy now! Buy now!" Every time a lead goes from an e-mail to your website, they'll be lead scored--the barometer of how well people are engaging with your brand.

In that lead nurturing process with HubSpot, a piece of tracking code is placed whenever a user downloads an offer or something from you. With that information, and a strong lead scoring method, you can develop a drip-marketing campaign that will nurture potential customers through a series of emails, down the funnel. Slippage campaigns that implement drip-marketing can help get once-promising leads back on the hook.

As you can see, there are a lot of caveats to lead nurturing. But now that you know how



to drive people back to the security and thought leadership of your brand, the next piece of the puzzle is crafting the perfect hybrid Social Media presence that excels at retargeting to drive users to your brand using both organic and paid approaches.

Next Steps



As you can see, there are a lot of caveats to lead nurturing. But now that you know how to drive people back to the security and thought leadership of your brand, the next piece of the puzzle is crafting the perfect hybrid **Social Media** presence that excels at retargeting to drive users to your brand using both organic and paid approaches. Learn more in our next eBook or download the full **Digital Marketing Process eBook.**

