

LEAD ON, FOLLOW UP

A Specialist Guide to Successful B2B Lead Nurturing



HEADLEY
MEDIA

YOU'VE GENERATED

Marketing Qualified Leads (MQLs)...

... What's Next?

The reason you most likely chose to generate leads was to grow your opportunity pipeline. Great start! But this means there is still work to be done on your **Marketing Qualified Leads (MQLs)** before you can successfully hand them over to sales as **Sales Qualified Leads (SQLs)**.

This guide will help you nurture your MQLs into opportunities that are ready to convert. We'll provide you with top advice on nurturing your leads, but above all, **remember to follow these three golden rules:**



Speedy follow-up - Aim to contact your new prospects as soon as possible to avoid lead decay.



Use a balanced mix of comms - We recommend starting your lead nurturing strategy with email and social media nurture, before progressing to calling your new contacts (we'll explain why later).



Prioritize their needs first - Focus on providing valuable, educational and useful content to start with. Weave in information about your company's products and services once your new contacts are more familiar with your brand.

Prioritize Speed...

Lead generation is an exchange of information. For example, if you've generated your leads with Headley Media, your new prospects will have downloaded at least one piece of your content and have consented to hear from your company directly.



Therefore, your follow up communications should be done quickly to engage your new leads. The longer you leave your first interaction, the more likely you are to experience data decay or lead amnesia.

BUT BE PATIENT, TOO.

Your Leads May Need Time

So 'no response' isn't necessarily a bad thing at this stage...

- ✓ Your initial follow up should **reflect how the lead was generated**. For example, did they download a piece of content? If so, could you include more information on the topic they engaged with? Or a piece that complements their initial content download?
- ✓ Don't be forceful, **be helpful**. What information could be useful for them right now? What kind of challenges are they currently facing?
- ✓ Work on building a **two-way relationship**. Ask questions, share ungated content, invite them to webinars, free trials or product demos. Get to know your new prospects whilst educating and adding value to their decision-making process.
- ✓ Overtime, understand their **buyer's journey** – understand what stage they are in and what they need from you to progress.

Be Helpful & Find Out What They Need

1

Content Themes

How were your new leads generated? For example, let's say your leads were generated via [content syndication](#).

- What piece(s) of content did they download? Go deeper than knowing the topic or the title of the content. Pick out key themes and turn them into nurture emails.
- What challenges does the content they've engaged with address? Turn each challenge into a [nurture email](#) and see which one(s) they engage with the most.
- Did you ask them any additional questions, such as [profiling questions](#)? Use any extra information you have to personalize your follow ups based on the answers they provided.

Be Helpful & Find Out What They Need

2 Work Out Their Challenges

How can you help your new prospects the most? Start by understanding the purpose of the topics they've engaged with. This will help you identify the bigger picture and can help you understand what stage of the buyer's journey your lead could be in - and what they may need next from you to move forward.

3 First Impressions

Put your best content forward. When your leads are new, you have a great opportunity to showcase your brand as a reliable, industry expert. This might mean sharing a research report, a thought-leadership video, a free trial, an invitation to an upcoming webinar, or even better – a mix of different content formats designed to educate and inform.

Understand Their Intent to Buy

Nurturing Leads Layered With [Intent Data](#)

If you've already generated leads layered with intent data, you'll have additional insights at your fingertips to help you nurture your leads more effectively.

Intent data will give you insights into the topics your leads have been researching and engaging with. This gives you [clear clues as to the business challenges](#) they might be facing and the solutions they are exploring to address them.

Therefore, using the intent signals you've received from your lead generation supplier is a great way to [segment your leads and personalize your follow-up](#) communications.



Headley Media's [intent lead generation campaigns](#) use 1st party data. As our audiences engage with content across our content library websites, we get to know what topics they're interested in and what challenges they are facing. We then provide our technology clients with these additional insights to enhance their lead generation and nurturing activities.

Understand Their Intent to Buy

If you haven't got additional intent data attached to each of your new prospects, don't panic!

There are still a lot of ways you can nurture your new leads to better understand their intent to buy, including:

1. **Ask profiling & qualifying questions** – build a better picture of your new leads by adding additional questions on forms or by working with your sales team to ask for further insights.
2. **Share a selection of content** – A/B test different types of content and messaging to get a better understanding of what content is relevant and useful for them.
3. **Nurture flows** – this [email lead nurturing tactic](#) can help you refine the content you are sending to your prospects, making them more and more relevant as you get more insight. For example, nurture flows help you tailor each nurturing journey depending on the actions your prospects take.
4. **Lead scoring** - implementing a [lead scoring strategy](#) will help you learn when to pass your MQLs over to you sales team. Lead scoring should align with the nurture flows you've set up.

Marketing Nurture Emails

Below are some recommendations for sending your first nurture emails after receiving your leads, based on our experience:

- 1 Cite where they've come from. Did they download a piece of content? Or did they join a webinar? Acknowledge it! Mention the content that was downloaded by its title and where it was downloaded from, to encourage familiarity and recall.
- 2 Decide whether you want the first email to look like a personalized email from one of your team members, or a more standardized marketing email template. If you choose to make the email more personal, we recommend signing off as a team member who is a subject expert at this stage (over a sales rep). Plus, you should add a photo and job title to make it even more welcoming. Why not A/B test to see which email format gets the best results?
- 3 Where possible, we recommend ungating as much of your content as possible. This makes it easier for your new leads to consume useful and educational information from your brand. You already have their details at this point anyway. However, you might gate some of your content if you have a specific purpose for doing so, for example if you want to ask further questions to your leads to find out more about them.

What Marketing Nurture Activities Should You Do Next?

Following your first welcome email, here are some further nurture activities you should consider:

- 1 Add your leads to any other relevant, regular email comms you send to your database, for example a **regular newsletter**.
- 2 Create a more detailed **nurture workflow** within your CRM. We recommend including just one call-to-action per email, for example to download another piece of content or to read a blog.
- 3 Where possible, **segment your leads** as they go through your workflow and send them more relevant content as you find out more about them.
- 4 Create an account-based marketing **target account list (TAL)** from your data. **Add the TAL to other marketing campaigns** you're running, such as LinkedIn or display ads, to raise brand awareness further.
- 5 Set up a **lead scoring system** to understand when your leads are ready to be handed over to your sales team. For example, you may choose to allocate points based on actions they take. When a lead reaches a certain number of points they could automatically or manually be passed onto your sales team.

Additional B2B Lead Generation & Lead Nurturing Resources

Lead Generation Resources



1. [The Complete Guide to B2B Lead Generation](#)
2. [Quality Lead Generation Checklist](#)
3. [The Ultimate Guide to Content Syndication Lead Generation](#)
4. [5 Ways to Enhance Your Lead Generation With Profiling Questions](#)

Lead Nurturing Resources



1. [Creating Your Lead Nurturing Strategy: The Complete Guide](#)
2. [9 Essential Lead Nurturing Strategy Ideas](#)
3. [Your Guide to Email Lead Nurturing](#)
4. [Everything You Need to Know About B2B Lead Scoring](#)

How Are Headley Media's Leads Different?

When you run a campaign with Headley Media, the leads you receive are different to other suppliers within the industry. We generate every lead in-house via our portfolio of content library websites. Our audiences are 1st party and transparent, and every lead is fully traceable to the source.

You won't find that anywhere else.

- ✓ At Headley Media, we host your B2B technology content across our portfolio of content libraries, spanning 265 websites in 60 countries and 32 languages.
- ✓ You know exactly where your content is hosted across our six technology brands: IT Corporate, Cybersecurity Corporate, MarTech Corporate, FinTech Corporate, HRTech Corporate and Electronic Pro, which each provide an online resource library for their dedicated audiences.
- ✓ Our audience of B2B decision-makers and influencers use our content library websites to source, research and download information of interest.
- ✓ Headley Media's technology brands ensure a transparent reader-journey alongside traceable evidence of the lead generation process through genuine downloads and active opt-ins.
- ✓ We take data quality control seriously. Before your leads are supplied to you, they are subject to our dual AI and manual validation process, using our in-house tool, Headley Validate.

ABOUT HEADLEY MEDIA

At Headley Media we specialize in B2B technology demand generation strategies. We connect you with the decision-makers who influence technology purchasing in key markets around the world through targeted content syndication via our seven brands, spanning over 300 websites, offering content in 60 countries and 32 languages.

By promoting a wealth of educational, subject-specific content on behalf of leading technology companies, we've built a global database of readers who are interested in technology solutions like yours.

HEADLEY MEDIA'S BRANDS



Get in Touch

To find out more about Headley Media, or to discuss your upcoming campaigns, please contact our friendly, in-house team. For all inquiries, email info@headleymedia.com, or phone one of our global offices:

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