

LEAD NURTURING TOOLS & TEMPLATES

For Your Marketing Team



HEADLEY
MEDIA

You've Generated Marketing Qualified Leads (MQLs). What's Next?



Segment

Segmenting your leads is the best place to start. Use the information you have, how were your leads generated? What additional intelligence you've received with your leads? You should aim to segment your prospects into relevant groups for nurturing where possible.



Welcome

Prioritize a welcome-style email within 48 hours of your leads being delivered; acknowledge where they've come from and what content they previously downloaded.



Educate & Warm up

Set up an email nurture flow designed to educate your new leads. We recommend sharing ungated and educational content to warm your new prospects up. The number of emails and content will depend on your products and solutions.



Score

Create a lead scoring system to understand when your new leads are ready to be passed onto your sales team. [You can read more about B2B lead scoring here.](#)



Send to Sales

When your leads reach the criteria you've set, pass them onto your sales team. Test and learn from this process and adapt your lead nurturing strategy based on your results.



TOP TIPS

Marketing Nurture Emails

When sending your first nurture emails post-lead generation, below are some recommendations based on our experience:

- 1 Cite where they've come from, for example the piece of content they downloaded and from where (e.g. one of Headley Media's content syndication brands, such as IT Corporate or Cybersecurity Corporate).
- 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. Plus, 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 un-gating as much of your content to make it easy for your new leads to consume useful and educational information from your brand. Gated content should be reserved for your very best, original pieces, for example a research report or webinar, or if you have a specific purpose for gating the content, for example if you want to ask further questions to your leads to find out more about them.

Next up, let's take a look at an example...

[MARKETING EMAIL EXAMPLE]

Welcome Email Template:

Hi <First name>,

Paragraph 1: Greet your new prospects and cite where you first 'met' them.

For example:

"Thank you for recently downloading [insert content title] via [insert Headley Media brand e.g. IT Corporate]. We hope you found it useful for your current research."

Paragraph 2: Highlight something from the content e.g. a key theme, stat or challenge. For example:

"We've found a lot of our clients struggling with X..." OR "X is a big trend this year because..." OR "X% of people think X..."

Paragraph 3: Share a call to action. This could be an additional piece of relevant content or an invite to a webinar, product demo or free trial.

For example:

"Our latest, ungated [insert content title] dives into this topic in more detail, please download your copy here [or use a button design]."

Sign off: You may choose to sign the email off from the whole company or a team member. We'd recommend choosing a subject expert at this stage as opposed to a member of your sales team.

"Speak to you soon,

Team member name, job title and photo **OR** The [your company name] Team"

What Marketing Nurture Activities Should You Do Next?

Following your first welcome email, here are some additional nurture activities you should consider to warm your leads up further:

- 1 Add your leads to any 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.

Discover more lead nurturing tips from Headley Media [here](#).

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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