

## Lead Nurturing: Moving Your Company from “Good” to “Best”

**By Henry Bruce, President**

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Why would B2B marketers want to move your company from a “good” lead nurturing company to a “best” market leading organization?

Operational intelligence research experts Sirius Decisions recently determined that the market leading B2B companies, using the same number of leads, are able to:

- Close over 4 times the number of deals as “average” firms
- Close twice as many deals as “good” firms.

These are eye-popping numbers to consider, especially with economic times that demand that businesses make every opportunity count.

### What does “Market Leading” Mean?

The market leading B2B firms are adept at aligning their people around marketing-to-sales processes enabled with CRM and Marketing Automation tools that optimize their efforts and maximize target audience reach.

The best B2B marketing organizations:

- Are almost exclusively focused on lead quality.
- Emphasize buyer behavior and compare to well defined buyer personas in order to build targeted campaigns that move prospects through the buyer stages.
- Have metrics in place that clearly show management and sales the impact of demand generation programs on the pipeline, closed deals and corporate revenue.
- Have marketing and sales tightly aligned in terms of people interaction, lead flow process and the use of technology to support every aspect of client acquisition and retention.
- Practice Lean process improvement principles to eliminate waste in marketing and sales resources and optimize every dollar of sales and marketing spend.

### What Should “Good” Firms Focus on to Become “Market Leading?”

Continue to apply those practices that got your company to the level of a “good” lead management marketing organization. Then, implement the following programs in order to achieve **marketing leading** lead management status:

- Establish **lead quality teams** consisting of marketing, inside sales, sales admin and possibly the sales team. Conduct weekly lead hand-off reviews.
- Develop comprehensive **buyer personas** that profile key buyer types such as end-user, influencer, buyer/decision-maker and executive (CXOs).
- Develop **progressive profiling programs** that deepen the intelligence for each buyer type in your CRM/Marketing Automation database. Utilize prospecting tools such as Netprospect, Zoominfo, Hoovers, etc to automate the process of keeping contact information fresh and complete.
- Create comprehensive **content maps for the key buyer types and for each buyer stage: Awareness > Inquiry > Consideration > Purchase.**
- After mapping existing content, create and/or re-purpose content to fill any gaps. Ensure that content consists of whitepapers, webinars, short articles, case studies, videos (2-3 minutes) and

- podcasts (5-7 minutes).
- Develop **lead nurturing campaigns that segment by buyer type and buyer stage**. Deliver personalized value propositions by these segments to deepen engagement and optimize buyer stage conversions.
  - Develop **metrics based on corporate objectives such as revenue growth** and customer retention. Use marketing dashboards and reports to present marketing's contribution to revenue and pipeline to senior management on a monthly/quarterly basis.

By implementing these ideas, B2B marketers will move their business from a “good” lead management company to a “best” lead management one who can claim the status of market leading.

Listen to this [podcast](#) to hear more about this [thought leadership approach](#) to lead nurturing and the results that were achieved for one of Henry Bruce's clients.

## About Henry Bruce

Henry Bruce is the President and founder of the [Rock Annand Group](#), a client acquisition strategy consulting firm focused on the B2B software industry. Henry is a passionate B2B sales and marketing strategist and blogger who brings over 30 years of operational software experience to his engagements. As both a services provider and in-house marketing executive, he has played a transformative role in driving marketing and sales programs that achieve the desired results and create alignment and synergy between sales and marketing operations.

You can learn more about Henry by connecting on [LinkedIn](#), following on [Twitter](#) or the [FOCUS](#) business community. Or you can [Contact](#) him directly via email or call him at **203-870-9076** to find out how to move your company's performance from “average” to “best”.

## About The Rock Annand

The Rock Annand Group is a client acquisition strategy consulting firm focused on the B2B software industry. Software technology clients hire The Rock Annand Group when they're looking for a go-to-market program with a quick return on investment in less than 90 days or for someone to turn around the entire marketing program on an interim or long-term basis. Check out the [company website](#) to learn more.