

8 Best Practices for Lead Nurturing

B2B customers are rarely ready to buy when you first engage with them. Even with a targeted account-based marketing (ABM) campaign that reaches best-fit customers, you still need to convince them that you're the right solution. Lead nurturing is a strategy to stay top-of-mind with audiences and drive them through their own buying journey.

B2B marketers acknowledge that lead nurturing is important, but they still struggle to execute lead nurturing programs

Happy and converted accounts are vital to a businesses' survival, bringing trust, loyalty, and revenue that allows the business to grow!



84% of marketers either somewhat or strongly agree that they need to allocate more resources to lead nurturing (Asend2, 2021)



26% of marketing professionals have no formal lead nurturing programs in place (Asend2, 2021)



74% of companies say converting leads into customers is their top priority (Hubspot, 2021)



79% of marketing leads never convert into sales, the common cause being lack of lead nurturing (Marketing Sherpa, 2021)



B2B companies with mature lead generation processes enjoy 133% more revenue than average companies. (Intellistart, 2021)



More than three-quarters (77%) of all marketers think their account nurturing initiatives are just average or need improvement. (Demand Gen Report, 2021)

Why are marketers struggling with lead nurturing?



Marketers do not understand the buyers and what they need to convert a customer



Marketers are not using personalized content and assets in their nurturing practices



Marketers struggle to measure success of their account nurturing programs

Account nurturing can shorten the sales cycle and establish meaningful customer relationships across the entire account.

This ultimately leads to increased loyalty and a stronger sales pipeline.

8 Best Practices for Account Nurturing



1 Apply proper attribution and segmentation

Learn what content accounts are engaging with and then segment accounts by demographic, firmographic, technographic and likeness to your ICP to build personalized campaigns for each stage of the buyer's journey.

72% of marketers claim to use reporting tools in their marketing channels, just 53% of B2B organizations are committed to attribution marketing (Marketsplash, 2022)

2 Align sales and marketing activities

When both teams work together, collaborating on content and engaging with accounts, your account nurturing becomes that much more effective. The key is communication!

Marketing and sales teams that take an ABM approach together can be up to six percent more likely to exceed their revenue goals than teams less ABM-advanced (Forrester, 2019)



3 Match your messaging based on segments and nurture tracks

The B2B buying journey can be long! Craft your content and messaging based where accounts are in the buying journey: top of the funnel (TOFU), middle of the funnel (MOFU), and bottom of the funnel (BOFU) for better account nurturing.

The number of meaningful B2B buying interactions before making a purchase decision increased from 17 to 27 in 2021 (Forrester, 2022)

4 Build out content worth reading

Create content that is helpful--not a thinly disguised sales pitch. You must address what matters most to each individual on the buying committee. Use historical research and engagement/behavioral data to know what your accounts are talking about.

49% of respondents said the content must tell a strong story that resonates with their buying committee and 41% said the content should be packed with shareable stats and quick-hitting insights (DemandGen Report, 2022)



5 Use intent data to deliver the right content at the right time

Don't guess what stage of the funnel a prospect is in; utilize intent data and purchase signals to discover who's researching a particular topic and how interested they are. Combine data from your CRM or marketing automation platform with intent and proprietary data from ML Insights!

Organizations leveraging customer behavior data to generate behavioral insights outperformed peers by 85% in sales growth and more than 25% in gross margin (McKinsey)

6 Use a multi-channel approach to reach your accounts where they're active

Reach your target accounts where they are with a multi-channel approach with varying content or an omnichannel approach with like-content where and when buyers need them at each touchpoint of the buying journey.

Companies that use multichannel marketing experience 3x higher effectiveness rates than those that use non-integrated campaigns (Heinz Marketing, 2022)



7 Benchmark against your own conversions

Understand how your content and advertising performed across previous nurture campaigns and how fast, how often, and how they converted to learn the "dos" and "don'ts" for future nurture tracks. Don't get caught up in industry benchmarks!

52% of marketers are currently using attribution reporting to determine which channels and content are helping them meet their marketing goals (HubSpot, 2020)

8 Adjust your nurturing strategy to accelerate accounts through the buying journey

Don't rush the nurturing process, be strategic! Observe an account's position in the sales cycle and be ready with content and messaging that overcomes "last mile" objections or questions your accounts may have before they make a purchase decision.

55% of buyers said they now rely more on content to research and make purchasing decisions than they did a year ago (DemandGen Report, 2022)



Madison Logic is the leader in helping marketers convert their best accounts faster.

Driver higher account engagement and accelerate every stage of the sales cycle.

[Request Demo](#)