

LeadMD

The **FOUR** Most Common Marketing Automation**MISTAKES**

Here are four ways to ensure your future is filled with a lack of #MAfails!

#1

Not gettin' personal with your personas

Most personas rely on generalities like gender, age, organizational role and other anecdotal elements.

Although this is a good start, truly effective personas dig into *pain points*, *channels used to gather information*, *buying role*, *other actionable demographic*, *behavioral*, and *psychographic intel* that marketers can use to drive marketing strategy and content organization.



Selina, Sr. Director at Cat Corp

Visited website + Filled out form

Decision Maker + 50k Budget

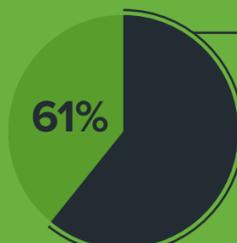
#2

Missing Lead Nurture Strategy

Everyone talks about nurturing leads, but few people are doing it well.

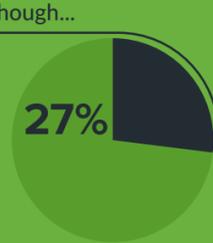


65% of B2B marketers have not established lead nurturing.



61% of B2B marketers send all leads right to sales.

even though...



27% of those are qualified.

(Source: MarketingSherpa)

A move in the right direction? Think about nurture in the context of the **personas**.

What does each persona want to see at different stages: awareness, exploratory and during the sales process?



PERSONA



By putting *the persona* on one axis and *the stage* on the other, you'll be able to map content that makes sense and your nurture strategy will essentially build itself.

#3

Siloed Lead Scoring

We're often asked for lead scoring best practices.

Truth is... there's no one standardized set of rules that every organization follows. 😞

One tip towards improving your scoring without a lot of work

Make friends with the sales team! ❤️

Ask, ask, ask questions! ??? You'll learn a lot more about the prospects they work with and they're fun to drink with. 🍷

Make sure you pair your sales happy hour with consistent evaluation of your sales data to find patterns for successful conversion. 🎯 👍 👍

#4

Missing connections & conversations between sales + marketing + your product/service.



Again, if you don't loop the **sales** team into **marketing** efforts, you're doing **both** areas a disservice.



Sales can provide great intel on things like...

Prospect pain points

Buyer familiarity and interest

Reasons people give for deciding whether or not to purchase

Any aspects of the product or service that are unclear to a prospect in a cycle

On the flip side, **Marketing** can support sales by...

Targeting campaigns around pipeline

Creating more sales tools like templates

Setting up frequent touchbases to ensure initiatives are aligned

Arming the crew with ready to use content, customer stories & sales slicks

Marketing is a constant trial & error process.

It's okay to fail, as long as you learn from those fails. Continue to evaluate, tweak, reevaluate, tweak again - you get the picture.

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Want more bite sized best practices?

VISIT LEADMMD MARKETPLACE