

LeadMD

# NAVIGATING THE NURTURE APOCALYPSE

A SURVIVAL GUIDE FOR THE CONVERSION OUTBREAK

In a world where  
**79% OF LEADS DON'T CONVERT TO SALES...**



...it's more important than ever to survive the path to conversion.<sup>1</sup>

## SURVIVAL TIP #1

Know your target audience.

WHILE  
**96%**

OF MARKETERS HAVE A DESIRE TO FOCUS ON LEAD QUALITY OVER QUANTITY.

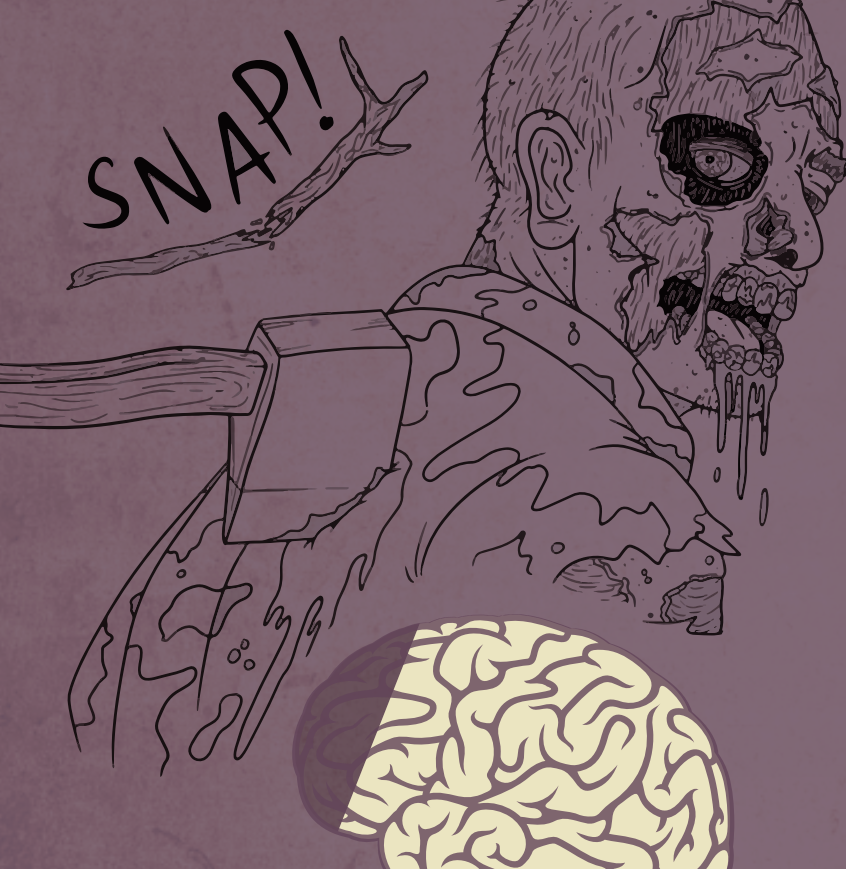
ONLY  
**56%**

OF B2B COMPANIES CHECK VALID LEADS BEFORE PASSING THEM TO THE SALES DEPARTMENT.<sup>2</sup>

The lesson? Those that check for **valuable leads** will live another day.

## SURVIVAL TIP #2

Don't make noise!



**82%**

of marketers report content as their top performing channel for lead nurture.

However, if you make the wrong kind of noise, the walkers (*irrelevant audience*) will come and the right leads will die.

**85%**

of marketers cite doing a better job with content creation...

**72%**

state developing or adjusting their content marketing strategy...

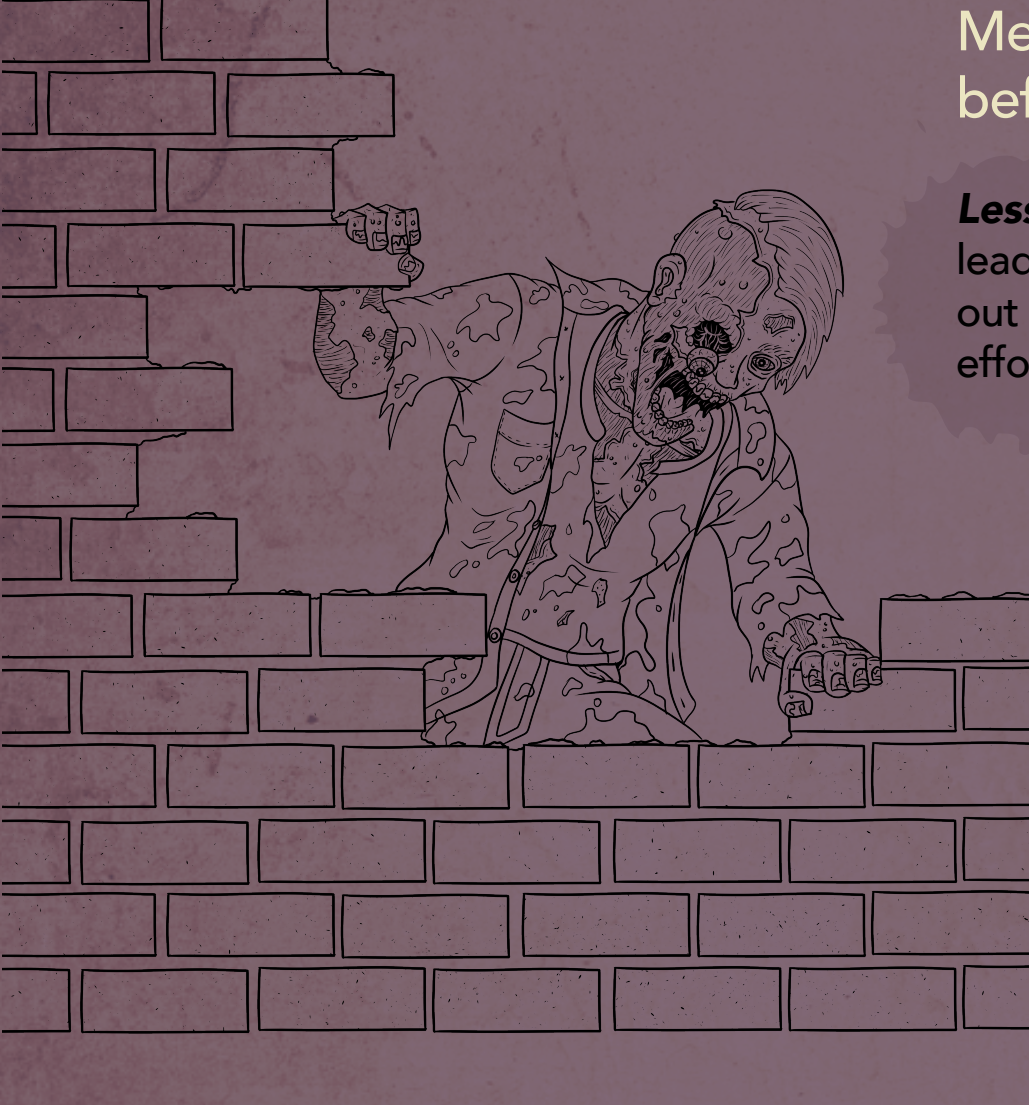
are the keys to success with creating the right buzz around content.<sup>3</sup>

In the end, it's about reaching the right audience with the right content.



## SURVIVAL TIP #3

Track the success of your survival tactics.



Measure engagement before you get bitten.

**Less than half** of qualified leads are ready to buy so find out what works before your efforts come back to bite you.<sup>4</sup>



**CAUTION: Vanity metrics will lead to certain death.**

Measure what matters to successfully bring buyers to the next step in their journey.

Are you strong enough to survive the trek?

Companies that excel at lead nurturing generate...

**50%**

more sales ready leads

at

**33%**

lower cost<sup>5</sup>



You can bring buyers into your community, but building *trust* takes time.

**82%**

of consumers who purchased viewed at least 5 pieces of content from the winning company.<sup>6</sup>

**Be patient.**

## FINAL TIP

Build your tribe...strategically.

You're still alive, but the fight isn't over after the conversion.

You can only get so far without the right tools and Rick Grimes

Successfully scaling a **proper ABM strategy** requires the right technologies such as

marketing automation, predictive analytics, as well as alignment between teams.



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Want more bite sized best practices?

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### REFERENCES

<sup>1</sup> LMD Marketing Maturity Report

<sup>2</sup> <http://www.hubspot.com/marketing-statistics>

<sup>3</sup> <http://www.marketingpros.com/charts/2016/30742/2017-b2b-content-marketing-benchmarks-budgets-and-trends>

<sup>4</sup> <https://blog.kissmetrics.com/b2b-marketers-struggle-to-convert-leads/>

<sup>5</sup> <https://www.forrester.com/search?tmxt=companies+that+excel+at+lead+nurturing+generate+50%25+more+sales+ready+leads+at+33%25+lower+cost>

<sup>6</sup> <http://blog.hubspot.com/sales/sales-statistics#sm.000003mkvc136ec8ztt8o05tbhxc>