



Lead Nurturing At Scale

What Would You Do If You Picked Up A Stray Dog?

- Emergency cleaning and feeding
- Welcoming to the home
- Fatten them up a bit
- Changing of bad habits
- Conditioning of good habits

Why Is This Any Different Than How We Treat Leads?

- There should be a fast and sensitive mechanism for letting them know you're there to help
- You will welcome them in some capacity to your community
- You feed them value that informs/entertains/inspires
- You will feed them information and data that fixes their old thought processes
- You'll drip them reminders and motivation to create new habits
- You'll reward good behavior until it becomes engrained.

Great Example Of Using Lead Nurturing To Empower A Stray Dog, AKA A New Customer That Doesn't Know The Ropes Yet



IT'S **GAME TIME**

Your Greens Have Arrived, Weston!

We know you're ready to get started, we don't blame you! If it's later in the day, we recommend you wait and to start your Greens first thing in the morning. *(more about that in a future email)*

Set yourself up for success with the following tips:

WHAT TO DO TONIGHT:



UNPACK YOUR GREENS!

Wash your shaker, dry and place next to the fridge or anywhere on your counter.



SET AN ALARM:

Tried and true. Label as "Take Greens!" and set to repeat daily at the same time.

TOMORROW MORNING:



TAKE 1ST THING IN THE MORNING:

On an empty stomach. If drinking coffee, wait 30 minutes. (Caffeine impacts the absorption)



MIX WITH 8-12oz COLD WATER:

Add water first, then the powder. This ensures the best taste. Try adding 1-2 ice cubes for extra chill.

If you have any questions, reach out to us [here](#) or post to our [Greens Team Facebook Page](#).

See you in the morning, Weston!

What Is Lead Nurturing And Why Is It So Important

"Lead nurturing is the process of developing relationships with buyers at every stage of the sales funnel, and through every step of the buyer's journey. It focuses marketing and communication efforts on listening to the needs of prospects, and providing the information and answers they need." - Marketo

- Average: 50% of all leads, across industries, in any system, are not yet ready to buy.
- Almost 80% of brand new leads never become sales
- Companies that excel at lead nurturing make 50% more sales.
- Companies that excel at lead nurturing have a 33% lower cost of customer acquisition
- Nurtured leads make 47% larger purchase (total ticket items)

What's The Difference Between Lead Nurturing & Lead Generation?

- Lead Generation: creating attention for your venture to strangers and then converting that attention into customer information such as email addresses and cell phone numbers. This is all typically done through marketing.
- Lead Nurturing: everything we do for the people that have already converted into giving us their information. We know they're interested, now we need to slowly drip them the information they need to become informed customers as we garner their trust.

Step One Is Almost Always Education

- Educating them about what your product does and why they should buy it and
- After they've bought, how to use it or ingratiate it into their lifestyle or habits.

Treat Every Lead Like They're Flight Risks

- Drip them these educational assets as opposed to one giant document or video. We can't expect them to drop everything they're doing and invest hours or more into their indoctrination. If we try this, they'll be overwhelmed and leave. Or as the kids say, ghost us.
- The best way to do this is to hide these educational components **ALONG** the funnel. A little bit in an intro video, a little bit in a welcome email, a little bit in an text message blast, etc.

We Almost Need To Prioritize Three Main Talking Points In The Early Days Of Nurturing. These Talking Points Must Be Presented Very Cleanly.

- The quickest, most simple, in plain English explanation of what you do.
- The feature, stance, or model that differentiates you from the crowd.
- Something that makes your offering safe (guarantees, free trials, reviews, social proof, etc.)

For The Tire Kickers, It's Nice To Have The Deep Dive Stuff Ready To Go

- There also should be ways for customers, should they choose, to do very deep dives into the education department, both before and after they've purchased. We sometimes refer to this as long-form content; podcasts, mini-documentaries, e-books, etc.
- We don't lead with this material because it's too much, but we have it available for our most promising leads as well as our new customers that really want to invest in our process or product.
- Sometimes it makes the customer feel comfortable that it's there, even if they never use it.

Email Marketing

- 74% of people prefer to get commercial messages from businesses via email (Merkle)
- It's the cheapest, easiest, fastest, most scalable way of staying top-of-mind
- You can drip out your emails based on how long ago a customer entered your funnel. The content, the coupons, the calls-to-action, the information - all of it can match your people based on how long they've been interested.

Email Marketing Best Practices

- Trust - make sure they have actually opted-in
- Relevant - without going overboard, segment your lists and send the right message to the right people
- Community - use information/data/pictures/etc. from your community in the emails to imply network effects
- Integrated - it should match the look/feel/voice of all your other channels
- Valuable - give them a reason to actually open the message and consume the content
- Effective - At the end of the day, we're still doing this to sell things.
- Quality - When in doubt about quality of email VS quantity of emails, go with less of them, of higher quality

Email Marketing Content Ideas

- Digest of trending topics in your industry
- Trending Tweets in your industry
- Upcoming events for your business, or in your industry
- Snapshot of your most engaging recent social media posts
- Summary of whatever your most recent inbound marketing tactic is

Text Message Marketing

- Just as scalable and automated as email marketing
- Exponentially higher open rates
- Most under-utilized nurturing tool

After You've Proven Your Nurturing Funnel Works, You Can Scale & Automate It

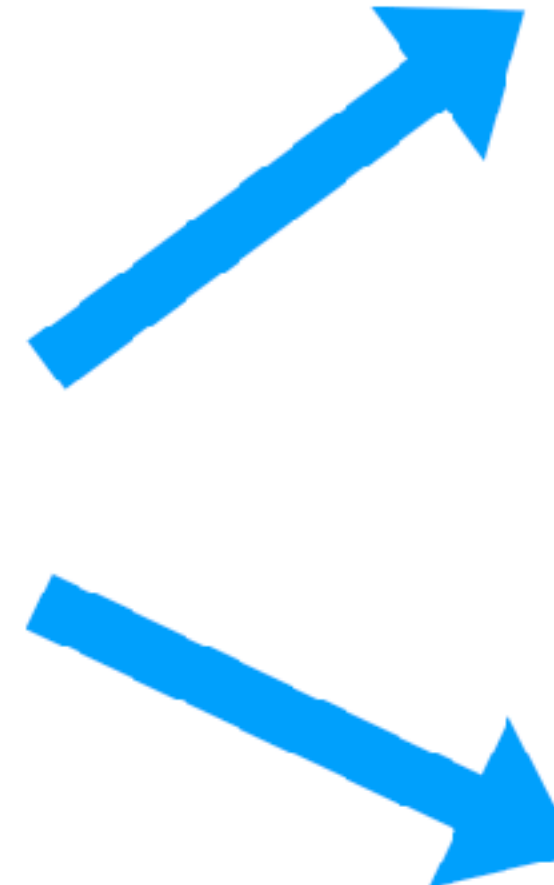
Lead Ads Get Cell Phone And Email



Information Is Automatically Dropped On A Google Sheet

	A	B	C	D	E	F	G
1	Create Time	Compoise Name and last name	Ad Name	Email	Phone Number	Full Name	
40	2019-04-08 20:13:37	Ad Affiliates Lead - US - 13+	BeuBla - Lead	y.alex2017@gmail.com	1122487 888	James BeuBla	
41	2019-04-08 20:28:38	Lead Generation US - 25-40	- Lead generation	hicks.michael082@gmail	1111111111	Michael Hicks	
42	2019-04-08 20:40:00	Lead Generation US - 25-40	- Lead generation	karl.hansen@gmail.com	11889047788	Karl Hansen	
43	2019-04-08 20:54:38	Applastic Lead - US - 13+	BeuBla - Lead	88513075@gmail.com	1400111111	BeuBla	
44	2019-04-08 21:11:55	Lead Generation US - 25-40	- Lead generation	gustafson.michael@gmail	1187111111	Michael Gustafson	
45	2019-04-08 21:14:00	Lead Generation US - 25-40	- Lead generation	Michael.gustafson@gmail	1187111111	Michael Gustafson	
46	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
47	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	gustafson.michael@gmail	1187111111	Michael Gustafson	
48	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
49	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
50	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
51	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
52	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
53	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
54	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
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59	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
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67	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
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69	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
70	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
71	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
72	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
73	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	
74	2019-04-08 21:14:00	Applastic Lead - US - 13+	BeuBla - Lead	angel21@gmail.com	1187111111	Angel Gustafson	

**Which Is Then Automatically
Sent To Text Messaging
Service (SimpleTexting) And
Email Marketing Service
(MailChimp)**

[illegible][illegible]

The screenshot shows the 'Manage Material' app in SAP S/4HANA. The left sidebar contains navigation options: Home, Material, Stock, Inventory, and Material Management. The 'Material' option is selected. The main area displays a table of materials with the following columns: Material, Description, Unit of Measure, and Stock. The table lists various materials, including '1000000000', '1000000001', '1000000002', '1000000003', '1000000004', '1000000005', '1000000006', '1000000007', '1000000008', '1000000009', '1000000010', '1000000011', '1000000012', '1000000013', '1000000014', '1000000015', '1000000016', '1000000017', '1000000018', '1000000019', '1000000020', '1000000021', '1000000022', '1000000023', '1000000024', '1000000025', '1000000026', '1000000027', '1000000028', '1000000029', '1000000030', '1000000031', '1000000032', '1000000033', '1000000034', '1000000035', '1000000036', '1000000037', '1000000038', '1000000039', '1000000040', '1000000041', '1000000042', '1000000043', '1000000044', '1000000045', '1000000046', '1000000047', '1000000048', '1000000049', '1000000050', '1000000051', '1000000052', '1000000053', '1000000054', '1000000055', '1000000056', '1000000057', '1000000058', '1000000059', '1000000060', '1000000061', '1000000062', '1000000063', '1000000064', '1000000065', '1000000066', '1000000067', '1000000068', '1000000069', '1000000070', '1000000071', '1000000072', '1000000073', '1000000074', '1000000075', '1000000076', '1000000077', '1000000078', '1000000079', '1000000080', '1000000081', '1000000082', '1000000083', '1000000084', '1000000085', '1000000086', '1000000087', '1000000088', '1000000089', '1000000090', '1000000091', '1000000092', '1000000093', '1000000094', '1000000095', '1000000096', '1000000097', '1000000098', '1000000099', '1000000100'. The 'Stock' column shows values for each material, such as '1000000000', '1000000001', '1000000002', '1000000003', '1000000004', '1000000005', '1000000006', '1000000007', '1000000008', '1000000009', '1000000010', '1000000011', '1000000012', '1000000013', '1000000014', '1000000015', '1000000016', '1000000017', '1000000018', '1000000019', '1000000020', '1000000021', '1000000022', '1000000023', '1000000024', '1000000025', '1000000026', '1000000027', '1000000028', '1000000029', '1000000030', '1000000031', '1000000032', '1000000033', '1000000034', '1000000035', '1000000036', '1000000037', '1000000038', '1000000039', '1000000040', '1000000041', '1000000042', '1000000043', '1000000044', '1000000045', '1000000046', '1000000047', '1000000048', '1000000049', '1000000050', '1000000051', '1000000052', '1000000053', '1000000054', '1000000055', '1000000056', '1000000057', '1000000058', '1000000059', '1000000060', '1000000061', '1000000062', '1000000063', '1000000064', '1000000065', '1000000066', '1000000067', '1000000068', '1000000069', '1000000070', '1000000071', '1000000072', '1000000073', '1000000074', '1000000075', '1000000076', '1000000077', '1000000078', '1000000079', '1000000080', '1000000081', '1000000082', '1000000083', '1000000084', '1000000085', '1000000086', '1000000087', '1000000088', '1000000089', '1000000090', '1000000091', '1000000092', '1000000093', '1000000094', '1000000095', '1000000096', '1000000097', '1000000098', '1000000099', '1000000100'.

Then Automatic Dip Sequences Are Started



Reflection

- In this example, the first five touchpoint are daily text messages to a link with that day's chapter of an e- book.
- It gets them used to hearing from us.
- It provides value before asking anything from them.
- At the end of the sequence it starts to text them once a week with explanations of what we sell, and for how much.
- Then it slows down and sends them a quarterly call to action to buy, sometimes with discount code.
- MEANWHILE, at the start of the second week, the email drip campaign starts to send them things weekly.
 - So now we're hitting them from their text messages and emails. Crossing over mediums has many benefits.
- This also allows us to respect the amount of times we're allowed to text them, which is not that often. So we can put our more important messages in SMS, but then respectfully email them for longer periods of time, less intrusively.

Chat Bots

- Less friction for them to start a conversation
- Great ad product to back it up
- They help vet/qualify the leads by them possibly answering a question or two in the beginning processes.
- Customers can be taken through a fun bot-based tour of what you do.
- They can be used to get contact information to continue the nurturing process on another platform (like their phone, or their email).

Push Notifications

Drip VS Recurring

- Drip would be email/text/chatbot/push/whatever that is timed to when a customer enters your funnel. The goal of drip is mostly to welcome your new leads & inform them more about your offering.
 - Second 1: welcome email
 - Day 2: FAQ
 - Day 3: Customer spotlights • Day 10: Coupon
 - Day 12: Reminder coupon is running out
- Recurring would be messages sent to everyone on your list, regardless of when they entered your funnel. This is mainly used to stay top-of-mind while we are patiently waiting for our leads to become ready to buy.

Part Of Lead Nurturing's Goal Is To Help Create New Habits For Your Customers. Habits Formed Around Your Product Or Service. But Why?

- Higher lifetime value
- Greater price flexibility
- Ramping up growth
- Barriers to entry