

Business-To-Business Nurture Marketing

Making Rain:

Executing An Effective Drip Marketing Campaign



Rainmaker:

1. One who is very successful at bringing business to his or her company or firm.
2. One whose influence can initiate progress or ensure success.
3. You ... with the right tools.

Making Rain With Email Nurture Marketing: The Why, The When, And The How

Email nurture marketing is the process of delivering an ongoing stream of well-targeted, relevant messages to a select list of recipients. The goal is to keep your organization topmost in the minds of prospects and clients when a need you can solve arises.

There's no question that email nurture marketing works. And there is no question that recipients of email marketing messages are getting more selective about the messages they choose to receive and those they choose to open.

You can increase the likelihood of your message getting through to its intended recipients, of being opened, and of being acted upon through careful crafting and execution of your campaign, diligent follow-up and the basic steps, below:

1. Build Your List
2. Launch Your Campaign
3. Monitor Your Results
4. Refine Your List
5. Start Again With Step Two

Sounds simple enough, right? Like many marketing initiatives, an effective email nurture marketing campaign involves both skill and art—and many would say, a bit of luck. Here are some ideas to better increase your opportunities for success.

Build Your List

Hot-Prospects.com

How easy would it be if qualified prospects were available off-the-shelf, ready to purchase and market to? Alas, most of us realize that assembling a list of leads worthy of your marketing and sales efforts requires work or money, or more likely - both. Still, where do you start?

Remember, a smaller number of good leads is far better than a larger number of questionable leads as you can then afford to lavish more resources on the select few for better results.

With direct mail, the time-proven method for growing your database was to purchase a list of companies in your targeted sweet spot. Perhaps not surprisingly then, email marketers have tried the same tactic. By renting an email list, you pay for the right to market to a group, but the actual email messages are sent by the list provider.

While you receive the messages of those who reply, you typically do not see the email addresses of the group members. In addition to being expensive, list rental has proven largely ineffective as a tool for growing your email marketing database, as has most offline advertising and outbound call center activity.

So, What Works?

What's an email marketer to do? Marketing research studies show that the best methods for growing your email list are:

- On-Site Registration
- Invitations at Inbound Call Centers
- Social Networking

Your Web site is a powerful prospect mining tool. Make certain every page includes an email sign-up option, making it simple for visitors to respond. And be sure to send a welcome message to new subscribers confirming their sign up.

Another way to grow your list and gather data that will help you segment your list is through surveys. You can send an email to contacts with a link to your survey, or place a link on your Web site. Use the survey to allow your contacts to sign up for your newsletter, register for your event, update their contact information, or record their satisfaction with your service. Some survey tools like the one from Swiftpage allow you to map the responses back into your database, which enables you to begin amassing valuable information on your contacts.

Want to ramp up the response rates? Consider offering a \$5 gift card or similar incentive to everyone who completes your survey by a certain date. Research shows that B2B marketers achieve greater success with incentivized registration—reward your subscribers in some way for registering with you.

Look In Your Own Backyard

Market to your existing customers. It may seem obvious, but many businesses neglect to market fully to their existing customers. Perhaps you have a new up-market product offering or a new down-market product. Your customers may already be shopping for such a solution and not know you are the go-to firm.

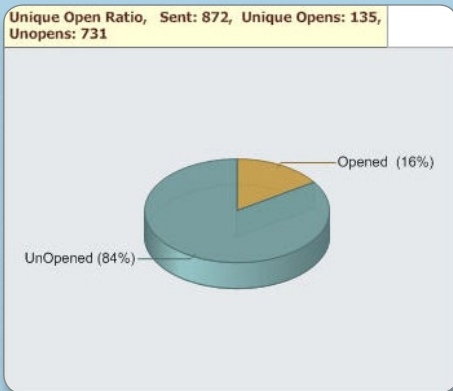
*"I love Tango Marketing.
We sent Tango's Star-
Email to our old leads
and received calls right
away!"*

*Bill Delgado
Keystone Software*



Launch Your Campaign

Swiftpage Campaign Monitoring



Swiftpage Campaign Call Lists

Call Lists	Assigned By	HOT	WARM	MILD	Total
All sends in last 14 days		32	53	126	n/a 211
Campaign 1		9	15	35	n/a 59
Campaign 2		20	33	77	n/a 130
Campaign 3		3	5	11	n/a 19
Campaign 4		4	5	12	n/a 21

How Much Is Too Much?

How often should you engage in nurture email marketing? Many business-to-business marketing experts recommend you communicate with your leads every four to six weeks. However, it's quality, not quantity, that counts. Targeted, well-scheduled mailings beat overdone, overused blasts hands-down.

The nature of nurture marketing involves a long-term commitment. Your leads won't feel nurtured if they receive four emails in a row and then nothing for months. However, rather than guessing at the right interval, consider surveying your contacts and asking them how often they want to hear from you. You'll get fewer opt-outs if you ask about and respect your contacts' wishes.

I'm Speechless

Stumped for content? New services and product updates are both worthy of announcing in your nurturing emails, but be certain your marketing messages have some intrinsic value, that they serve as a knowledge source. Refer your readers to an article of interest, an industry white paper, or even a video hosted on your Web site.

Keep It Short, But Never Sweet

In developing your email marketing message, keep in mind three primary objectives: Engage, Inform, and Deliver.

Both the body of your email message and its subject line should be short, succinct, and right to the point. **Engage** the recipient with a catchy and compelling subject line containing less than 35 characters. It's alright to include some intrigue in your subject line, but hint at what your message will deliver and remain professional, never cutesy. "Five Ways to Increase Your Bottom Line" is likely to outperform "Get More Sales," so put some time into creating a great subject line.

Inform the recipient with email body content that is similarly brief and to the point. If your recipients open the mail, they will first skim it to see if it delivers on the subject line. You must deliver the right amount of information in easy-to-digest bites. This is where a professional copywriter can prove his or her worth.

Finally, you must **deliver** a compelling call to action to entice readers to engage with you.

Below are some common mistakes to avoid:

- Too many graphics that don't show up due to spam filter settings.
- Lengthy paragraphs that turn readers off.
- No call to action.
- Failure to include your firm's name, address, and opt-out options in compliance with CAN-SPAM rules.

You Brought Me To The Party—Now Ask Me To Dance!

This obvious, yet often overlooked step is worth additional emphasis: your nurturing email messages must include a call to action. And make that call easy. Allow readers to click on a link for more information that drops them on your Web response form, or takes them to your seminar registration page, or allows them to view a recorded demo.

Please Take A Moment

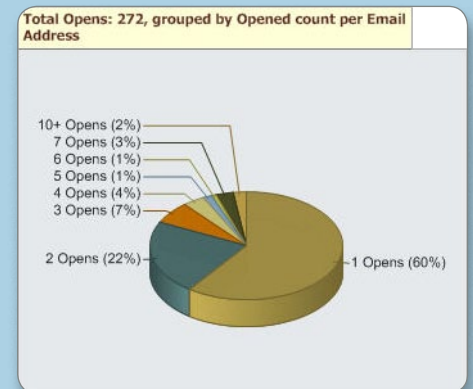
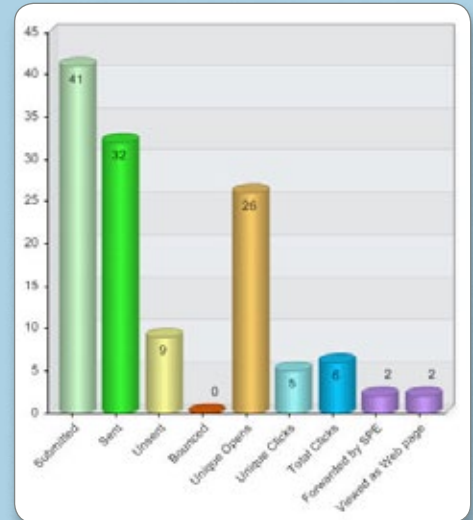
Do you shy away from filling out a registration form or a survey when prompted to "Please take a moment..." because experience tells you it won't just take a moment?

When you're asking for someone's time, it pays to be respectful. Be specific and honest with the time commitment involved in responding. A request to "Take our 5-minute survey" will outperform "Take our brief survey". A recent marketing study backs this up: the specificity of a "5-minute" promise modestly, but consistently outperformed the open-endedness of "brief."

Fire Away

There are a number of tools you can use to send your email messages. We prefer Swiftpage.com for its flexibility, ease-of-use, and advanced capabilities.

Swiftpage Campaign Monitoring



Monitor Your Results

Focus On The Winners

Now that you've sent your emails out, you can determine which contacts are most interested in your conversations and communications. Swiftpage has a tool to help that offers:

- Call Lists that rank your hottest leads based on their interactions with your emails.
- Assignment feature that allows you to assign all or portions of your Call List to individual sales people.
- Reporting tools that provide detailed and graphical reporting for following up with and cleaning your contact lists.

Don't Ignore The Losers

Call them unemotionally subscribed. They don't opt-out, yet they don't respond. Keep them in the mix. It's quite possible that one day, a need you can solve will be present at the time your email arrives.

Put It On Autopilot

If we've made nurture marketing sound like a daunting task, you'll be pleased to know it lends itself mightily to automation. Fabulous tools exist to automate the nurturing of your contacts over a long period of time until they are ready to make a decision. Here are some tasks that you can automate:

- Schedule email, direct mail, and call stages to be sent out automatically over time. Ideal for sales, product launching, event marketing, lead nurturing, and more.
- Intelligently transfer contacts between drip marketing campaigns sending specific emails, postcards, and so forth based on interactions with previous communications.
- Autorespond with emails instantly after survey participants have clicked Submit.

Refine Your List

Test Your Message

Here's a step that many businesses neglect, or never even consider. Send out two slightly different messages and monitor the response rate. You *are* monitoring your response rates, aren't you?

Turnkey Program

Tango's STAR-EMAIL program provides ready-to-send email templates with compelling messages for many solutions, including: CRM, ERP, HRMS, CRE, Project Management, or custom topics.

Here's an example of an easy test that can produce great data. With your next email, send your "A" group the original version of your message. And for your "B" group, make only the following changes:

- If you normally use a generic corporate address, switch it to the name of an actual person whom most customers will recognize (their consultant or salesperson, perhaps).
- Open the message with a short, salutation that includes the customer's name in the salutation and closes with the sender's signature.

Keep everything else the same. Monitor the results. We're betting your personalized message will receive higher open and click-through rates.

Segmentation Is Key

It's a fact that open and click-through rates go up when your message is based on a contact's interests, preferences, and purchasing behavior. So segment your list by these attributes and watch the results! Here are a few tips on how to begin segmenting:

Start Big. Start by sending a general email to your entire list—one that clearly delineates your various products and services. Based on the responses you receive, you'll gain insight into the topics that interest various contacts and can begin the segmentation process.

Slice And Dice. Create a category for those who usually open your messages. These are special people. Focus on these folks by segmenting the list further to improve the relevance of your message, and your open rates.

Don't Neglect Those Who Neglect You. Do not remove a name from your list, even if they aren't opening your messages. Long-term inactivity is perfectly normal. Perhaps the timing isn't right – so keep nurturing until you are asked to stop.

Pay Attention To Spending Patterns. Identify those with high, average, and low purchase histories—then create offers that are accordingly interesting and affordable. Consider offering loyalty reward programs for frequent purchasers.

Segmentation gets results. One recent study found that open rates for segmented emails are 20 percent higher in the first 30 days than those of unsegmented emails.

How Tango Can Help:

- Create customized email content
- Design HTML template
- Develop campaign workflow
- Launch, monitor and refine your campaigns
- Deliver campaign metrics

Get Started With Tango Marketing

Tango Marketing is a turn-key marketing agency capable of handling all aspects of your nurture marketing campaigns. Whether you're a do-it-yourselfer who wants to talk strategy, or would like to put the entire project in the hands of experts, we're happy to help. Contact us at: sales@tango-marketing.com or at (425) 673-5300.

About Tango Marketing

Tango Marketing is a full-service marketing agency specializing in the software and technology industries. We use our proven techniques, market research, industry expertise, and creativity to your best advantage.

Tango Marketing designs and executes highly effective marketing programs to help software and technology companies, channel partners, developers, and consulting firms place their name topmost in the minds of prospects and customers.



(425) 673-5300

sales@tango-marketing.com

www.tango-marketing.com

Why Take Tango To The Dance?

We Know Your Business

Do you dread trying to educate a general marketing agency about how your business works? Tango has over 35 years of combined experience marketing software and technology products and services. We know you're busy and will make respectful use of your time gathering the input we need. Our experience in this market means you don't have to spend the time explaining the ins and outs to us.

Turn-Key Project With End-To-End Project Management

Using proven techniques, market research, industry expertise, creativity, and diligent project management, our talented team consistently delivers excellent quality projects on time and for the agreed upon price.

Full Service Or A La Carte

Tango Marketing is a full-service marketing agency capable of handling all aspects of your nurture marketing campaigns. Whether you're a do-it-yourselfer who wants to talk strategy, or would like to put the entire project in the hands of experts, we're happy to help.

Take The Next Step

We welcome the opportunity to work with you to design, launch, monitor, and refine a nurture marketing campaign that keeps your business growing. Ready to make some rain? Give us a call or send us an e-mail and let us plant the seeds for your next nurture marketing campaign.