Lead Generation and Nurturing Optimization

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**Improving the Conversion Rate**

My first recommendation to improve the conversion rate of the lead generation campaign is to ask for less information to get the white paper. Currently, six pieces of information are being asked for, the fewer things the more likely people are to fill it out and become a lead. This list can be cut down to four things by simply excluding last name and title, which are not necessary data to help market to them.

My second recommendation is to make the email more personalized. Having a customer’s name in the email or even in the subject line can significantly increase lead generation. An example of how this can be done is to make the subject line something like: “[Name] PR methods are evolving, don’t fall behind”. Another option would be to have the email read “Dear [Name],” instead of “Dear PR Professional,”.

My third recommendation is to add a short snippet of the white paper. Currently, the only information the email has about the white paper is the title. This is bad because convincing someone to download a white paper based on just the title is not easy. It is much easier to get someone who read a paragraph of the paper to download it because they are more invested in what the rest of the paper has to offer.

**Alternate Subject Line**

Subject Line: [Name of recipient] PR methods are evolving, DON’T fall behind”

This subject line will increase the conversion rate for a few reasons. The first is that it includes personalization which helps advance customer relationships and grabs the customer’s attention. The second is that it implies that the customer will gain some skills or knowledge by reading the white paper. The third is that it uses a mixture of upper and lowercase letters which emphasizes the crucial parts of the subject line while making it stick out among the rest of the subject lines in the customer’s inbox.

**Workflow for Lead Nurturing Campaign**

Email #1 will be sent to anyone that Corollary PR is interested in pursuing as a new lead. If the recipient opens the email and clicks the call-to-action of downloading the white paper, then we will send email #2 to them. Email #2 will be attempting to turn this lead into a sale. If the recipient of email #1 does not open the email or does not do anything after reading the email then we will send them email #3. Email #3 will make a second attempt at converting the recipient into a lead by showing them success stories of how the Corollary PR platform has helped other organizations. If the recipient clicks the call-to-action in email #3 then we will send them email #2 to attempt to convert the lead into a sale.