

WHAT TO SEEK IN A LEAD NURTURING SOLUTION

Lead nurturing is a key component to any marketing automation solution, here is a checklist to make sure your vendor has all of the latest and greatest lead nurture capabilities.

- **Enables you to listen and respond to individual behaviors in real time.**

You want to make sure you have a flexible solution that supports 2-way conversations with your leads and customers.

- **Enables you to communicate with prospects and customers both online and offline.**

Many modern lead nurturing solutions allow the capabilities to nurture through online venues such as social media, or offline through direct mail or events.

- **Empowers you to set a limit.** You want to make sure your leads aren't getting too many emails from you at any given time. Look for a solution that enables you to set limits. This is particularly critical when different areas of the organization send messages.

- **Determines which content to send and when.** Your solution should enable you to have control over the content you send based on the recipient's actions to date—such as visiting a booth at a show, downloading content, or reaching out to a sales rep.

- **Helps build relationships over the entire customer lifecycle.** From the awareness stage through customer onboarding, the right lead nurture solution can help engage prospects and customers over time by sending relevant content to buyers through different channels instead of just via email.

- **Helps measure true engagement.** The ideal solution measures the degree of customer engagement with the entire program, as well as with each component of content over time.

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- ❑ **Is easy to implement.** We all know how frustrating it can be to rely on the IT department to help us get programs off the ground. Look for a solution that allows any marketer to create powerful lead nurture programs that are easy to set up and manage. After all, you want to focus on what matters most—creating compelling content that will deeply engage prospects and customers.
- ❑ **Simplifies content management.** For example:
 - The ideal solution allows you to add new content simply by dragging and dropping it into the work-stream
 - The system should be intelligent enough not to send the content to those that have already received it
 - It should be smart enough to know if someone downloaded that content through another channel
 - For limited-time events and special offers, the system should automatically activate the content at the right time and pull it out of the nurture stream when the event is over
 - The system can intelligently help measure what content asset is performing best

Marketo's Customer Engagement engine

Marketo's unique Customer Engagement engine automatically and intelligently sends prospects and customers the best message and the best piece of content, based on who they are, what they have seen in the past, and their behaviors.

You simply drag content into a stream, Marketo's version of a track—which can be thought of as a conversation—and the system automatically manages the timing and sending of the right content to the right person at the right time. The system even takes outdated content out of rotation in a particular program. And will warn you in advance when there isn't any more content available to continue the conversation.