

Is Nurture Marketing Right For Your Business?: 11 Questions



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Nurture Marketshare. Network Mindshare.™

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In this presentation, you'll...

- 🌱 Discover why nurture marketing generates 14-17 times more sales leads than traditional marketing
- 🌱 Learn how to make your organization more customer-focused, stand apart from the competition and expand revenue opportunities
- 🌱 Ask 11 questions to see if nurture marketing is right for your business



What is *nurture marketing*?






Nurture marketing:
educational promotion designed to
improve customer outcomes and
cultivate affinity for a business

Make marketing meaningful



The sales process has changed

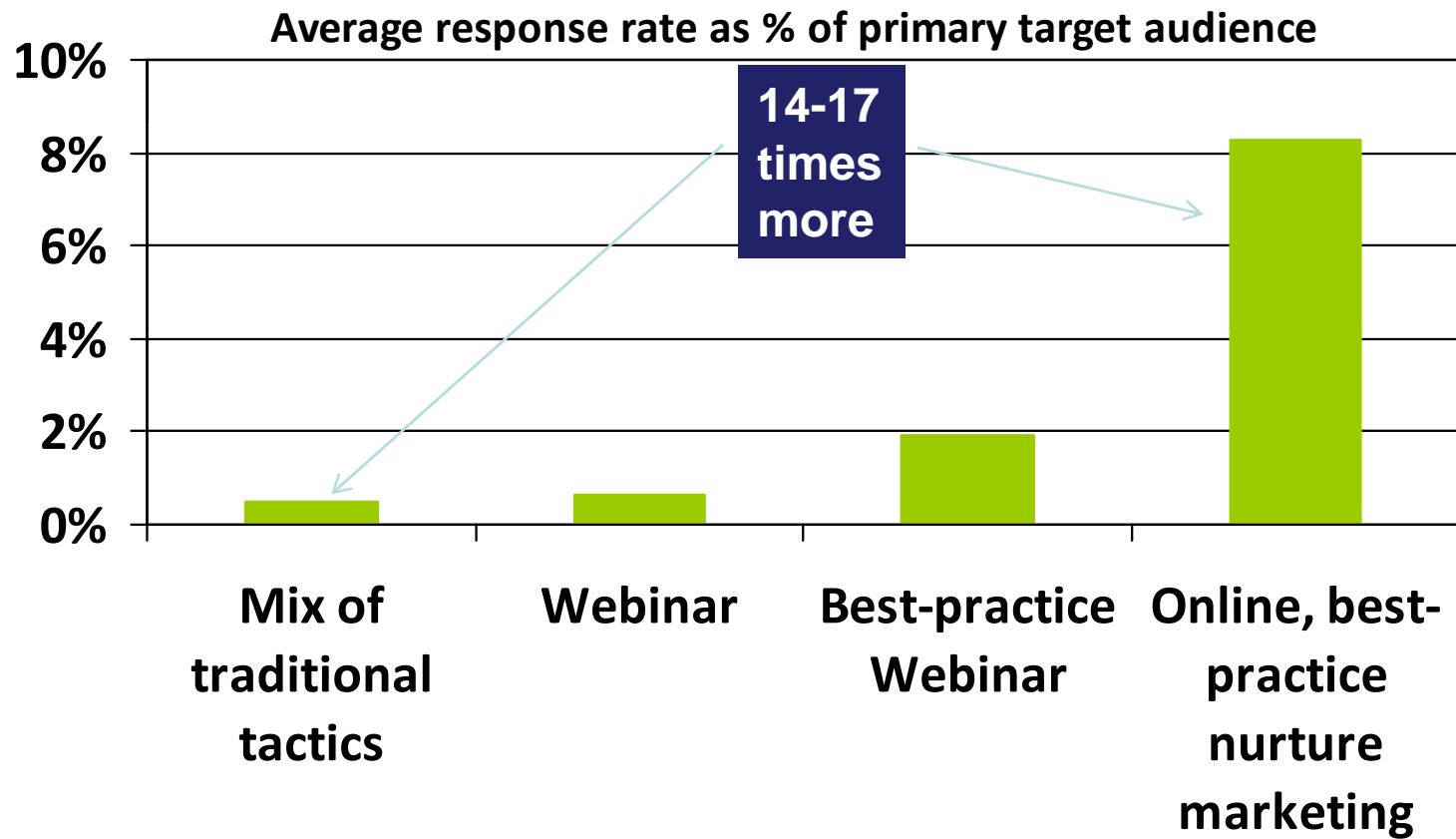
Most of us...

-  Ignore advertising
-  Hate getting cold calls
-  Throw mail in the trash
-  Use spam filters
-  Educate ourselves about products

Adjust your marketing



The impact of nurture marketing



Note: Not controlled experiments. Based on actual customer-initiated contacts.

Generate more qualified sales leads



Why nurture marketing works

Don't just advertise: Help customers succeed

Nurture marketing is **not** "fluff;" customers demand substance and practical application



Nurture marketing delivers value and fosters loyalty

Customers respond



Why nurture marketing works (cont.)

Cold calls rely on aggressive tactics that may scare potential customers into buying

Nurture marketing:

- 🌱 Alleviates fear
- 🌱 Reduces stress
- 🌱 Provides opt-in education
- 🌱 Cultivates affinity



New customers call you



How to be more customer-focused

Nurture marketing delivers *education* and best-practice *case studies*



This approach:

- 🌱 Demonstrates commitment
- 🌱 Showcases product benefits
- 🌱 Provides third-party validation
- 🌱 Improves response to messages

Prospects identify with success

How to stand apart from the competition

Original research
strengthens bonds

Thought leadership
identifies you as an
expert source



Tower above the competition



How to expand revenue and markets

Product development:

- 🌱 Hatches new ideas
- 🌱 Generates opportunities
- 🌱 Builds rapport
- 🌱 Creates evangelists



A pilot program:

- 🌱 Improves design
- 🌱 Collects feedback
- 🌱 Benchmarks results

Fulfill customer needs





Is nurture marketing right for your business? 11 questions

- 1) Are customers ***asking you for advice*** to help them do jobs/tasks better?
- 2) Is there a ***challenging business environment*** in which your customers are operating?
- 3) Has there been a ***change in the legal/regulatory environment*** for your product?





Is nurture marketing right for your business? 11 questions (cont.)

- 4) Are there ***quantifiable financial benefits*** associated with using your product?
- 5) Does your product offer ***solutions to complex problems?***
- 6) Do you have top customers utilizing ***best practices?***



Is nurture marketing right for your business? 11 questions (cont.)

- 7) Have the “**rules**” **changed** for your customers?
- 8) Are there **misperceptions** in the marketplace that are limiting your sales?
- 9) Is your organization **viewed the same as its competitors**?



Is nurture marketing right for your business? 11 questions (cont.)

10) Is there a ***story to tell illustrating the multiple benefits*** of using your product?

11) Are you ***designing or launching a new product?***

If you answered “yes” to any question, nurture marketing is right for your business



Why End Result Marketing?

We provide:

- 🌱 **Nurture marketing** best practices
- 🌱 **Research** experience
- 🌱 **Product development** expertise
- 🌱 **Thought leadership** strategies
- 🌱 **Social media** building blocks
- 🌱 **Training** resources
- 🌱 **Results**-proven strategies

Educate, engage and thrive





Contact End Result

Enter the conversation. Nurture potential.
Make marketing meaningful.

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