

# Using Marketing Automation & Lead Nurturing to Create Sales-Ready Leads

Using Marketing  
Automation & Lead  
Nurturing to Create  
~~Sales-Ready Leads~~  
Relationships

**Ashley**

> On Mar 31, 2015, at 8:15 AM, Ashley Taylor <[ashley.taylor@urbanairship.com](mailto:ashley.taylor@urbanairship.com)> wrote:  
>  
> Good Morning Justin,  
>  
> I have tried to contact you several times via email, but I haven't heard back from you yet. I'd be glad to show you just how Urban Airship can help you with your mobile marketing.  
>  
> Can I have someone provide you with any information?  
>  
> Looking forward to hearing from you.  
>  
> Ashley Taylor  
> Business Development Assistant  
> Urban Airship  
> [\(855\) 385-3155](tel:8553853155)



**Alan B.**

to Ashley ▾

Jan 3 (5 days ago) ☆



Thanks Ashley.

I think you need to be promoted. Take a look at what we are doing and take it up the ladder.

<http://www.slideshare.net/what-can-we-do-for-you>

Let me know when you are free to talk towards the end of the week.

Best

Alan







[How It Works](#) ▾

[Lead Management](#) ▾

[Industries](#) ▾

[Resources](#) ▾

[About](#) ▾

[SEE LIVE DEMO](#)

[LOGIN](#)

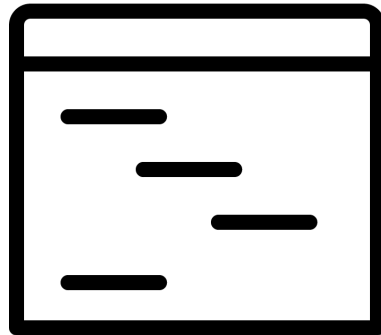
A background image for the hero section showing a close-up of a woman with long brown hair, looking down and slightly to the side with a thoughtful expression. The image is overlaid with a semi-transparent dark grey rectangle containing white text.

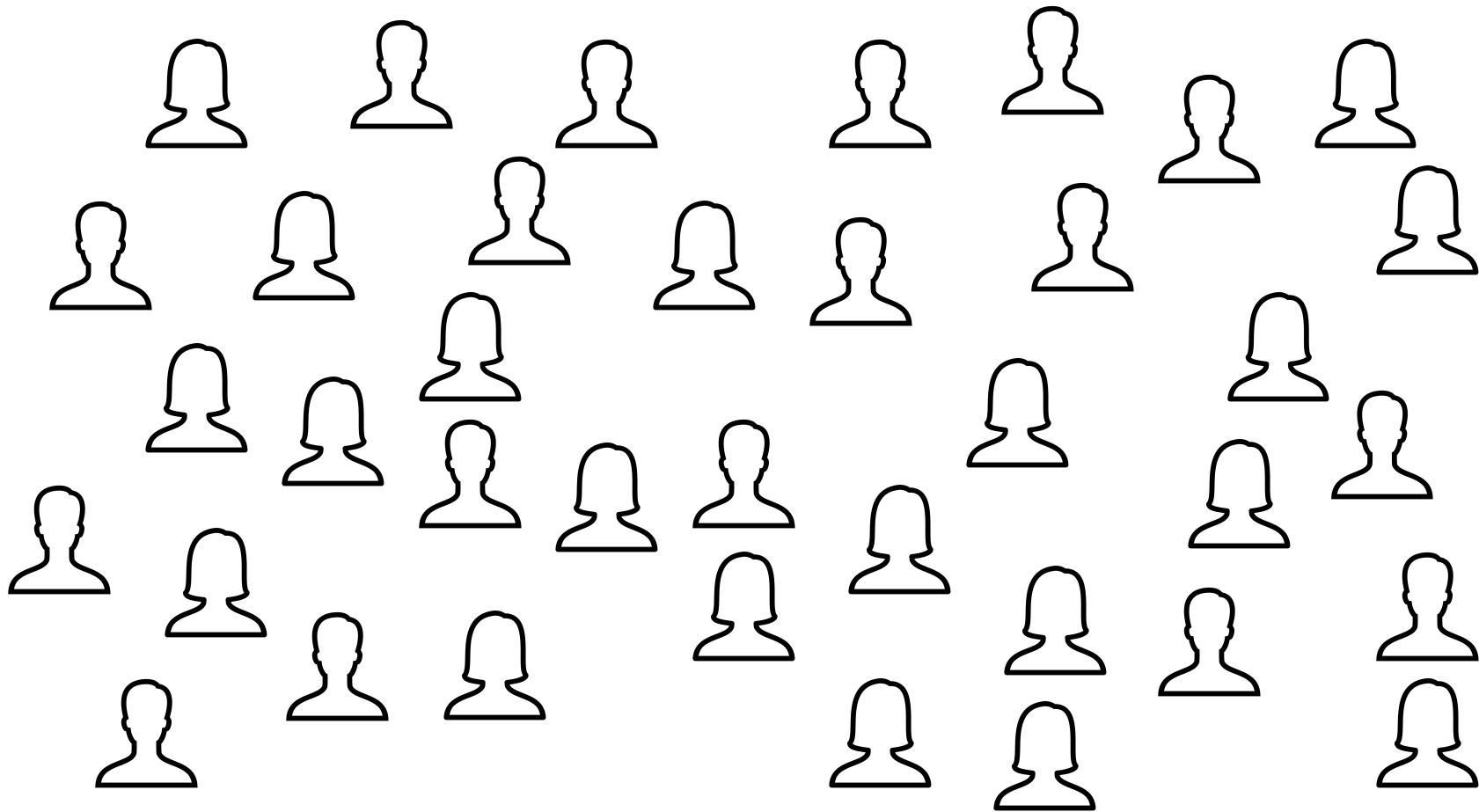
# ARTIFICIAL INTELLIGENCE WILL HELP FIND YOUR NEXT CUSTOMER

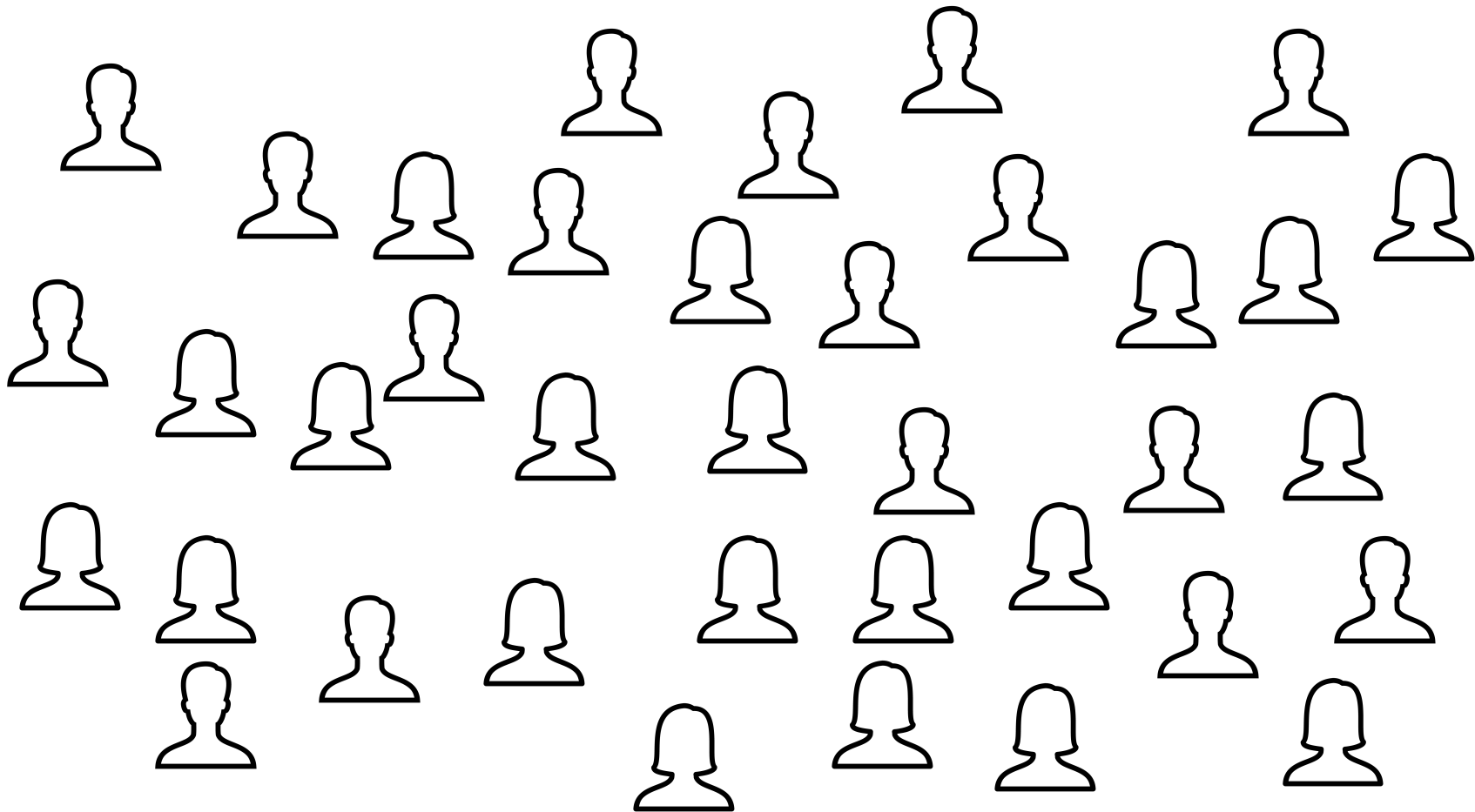
We automate email conversations with all your leads to qualify them for Sales

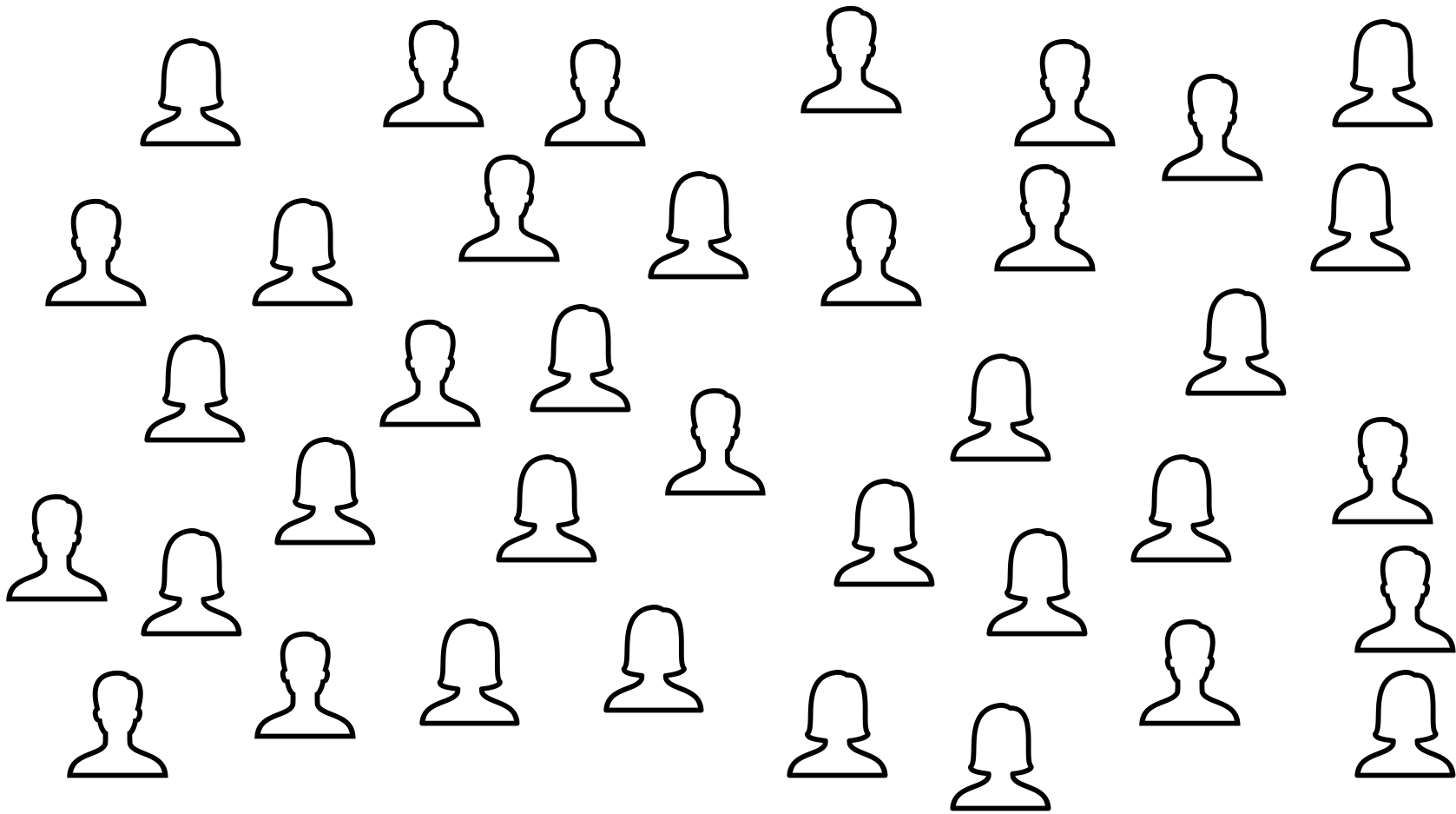


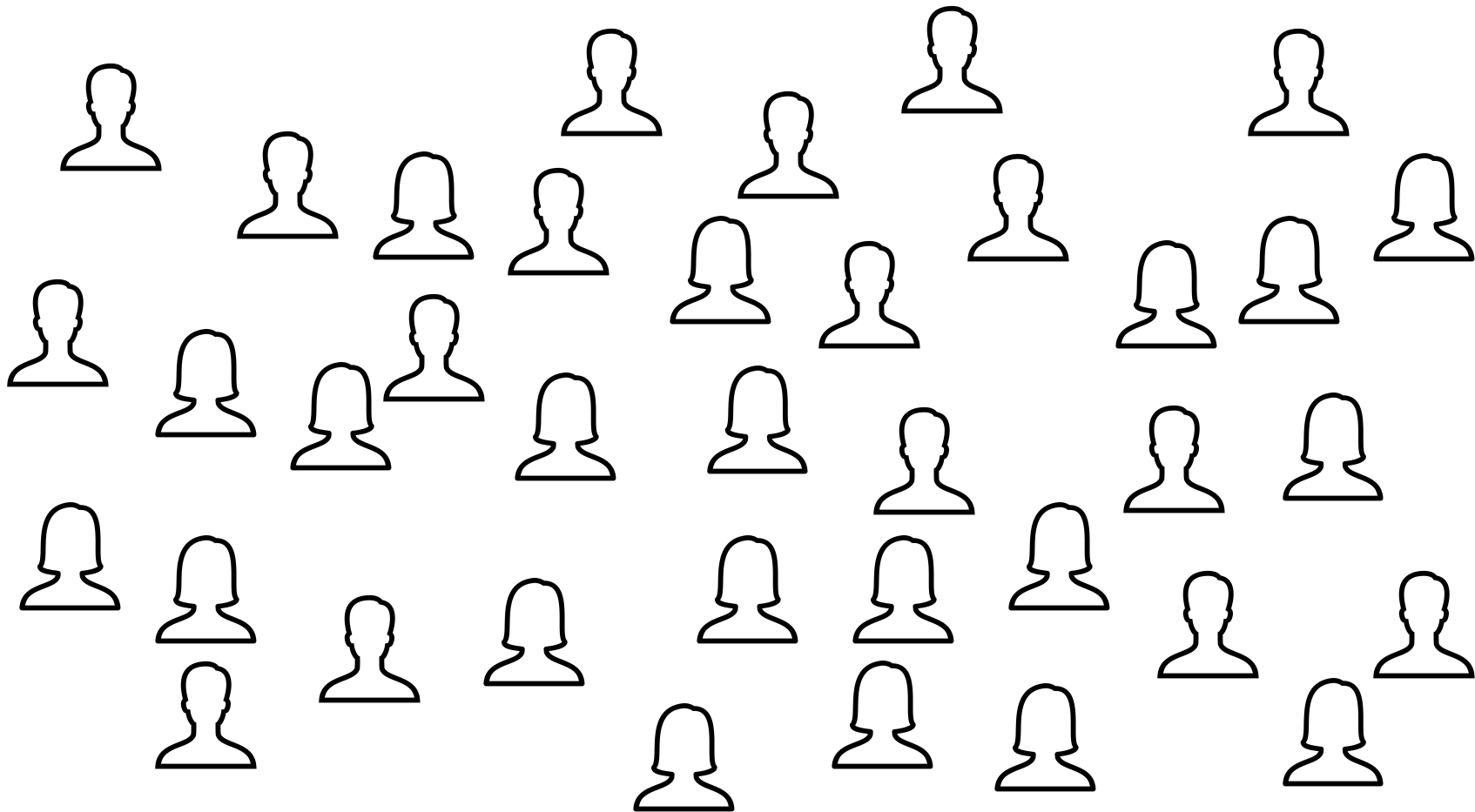


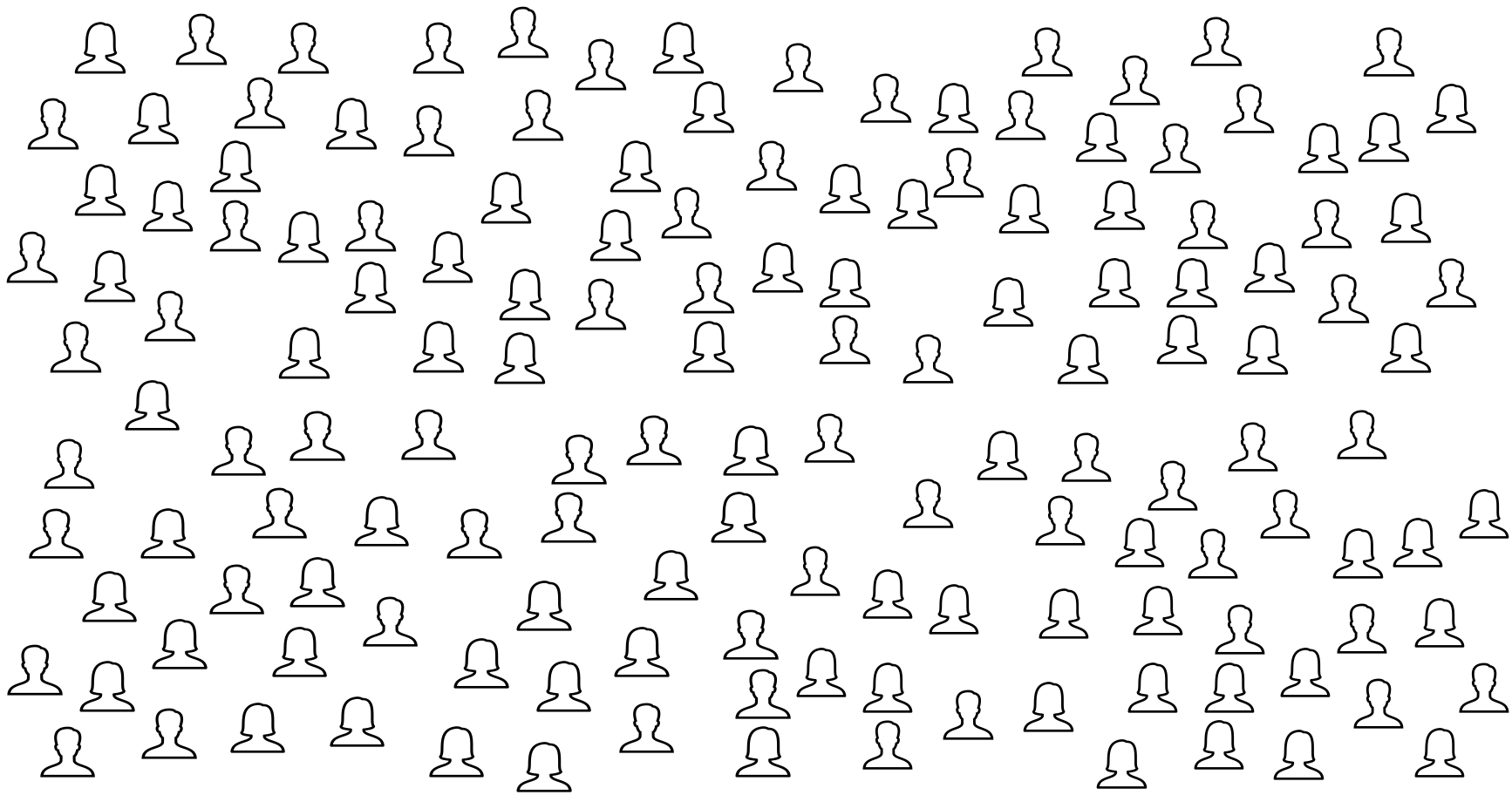


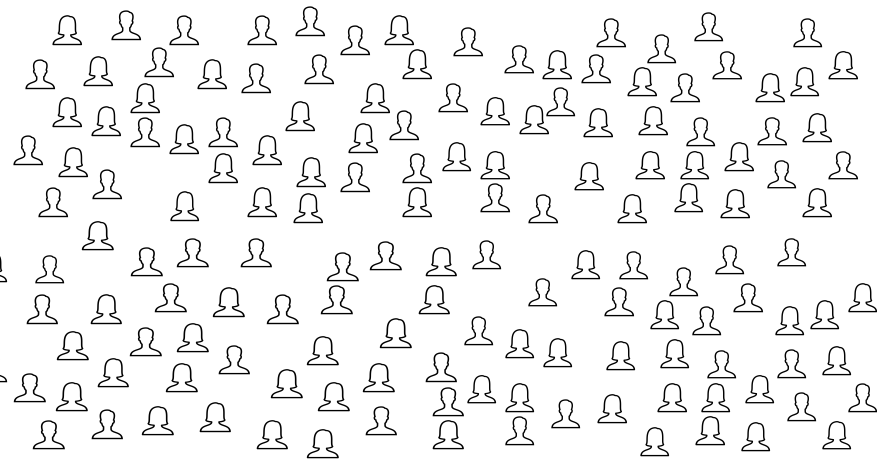
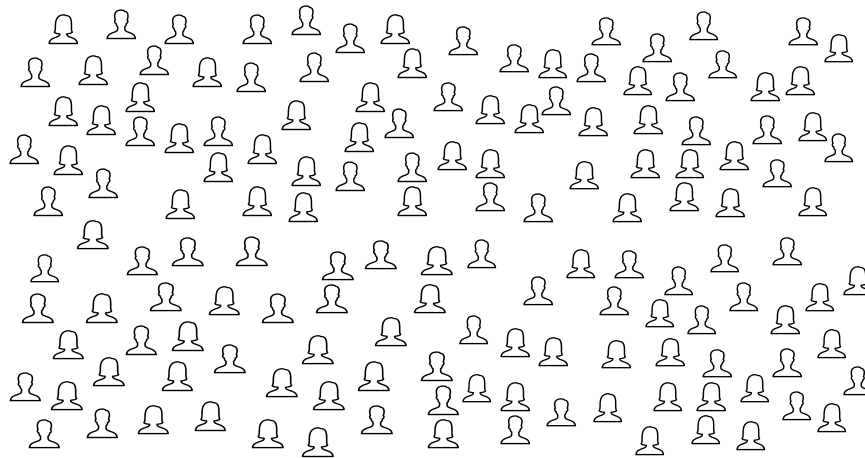
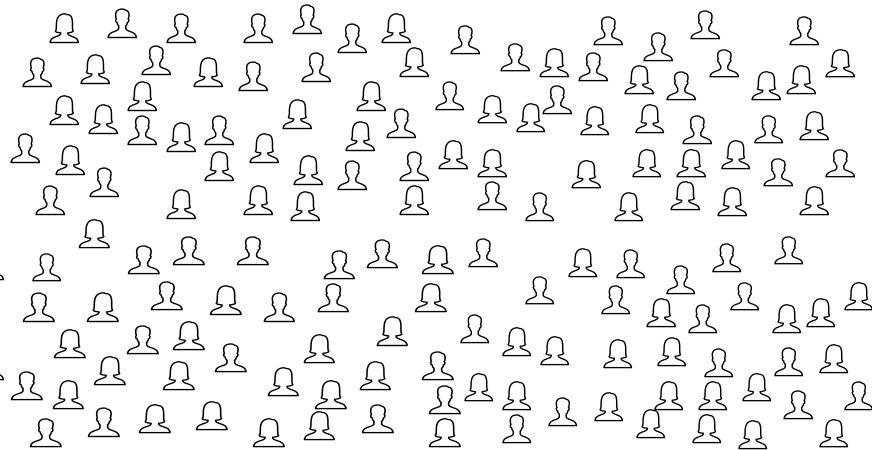
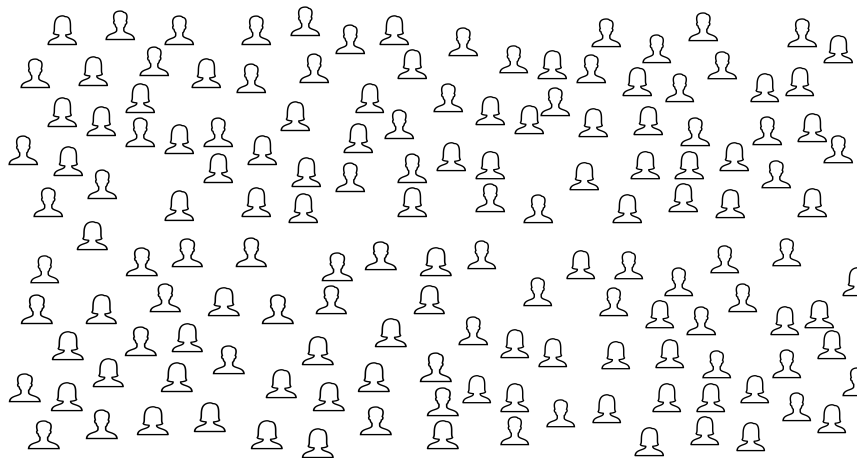






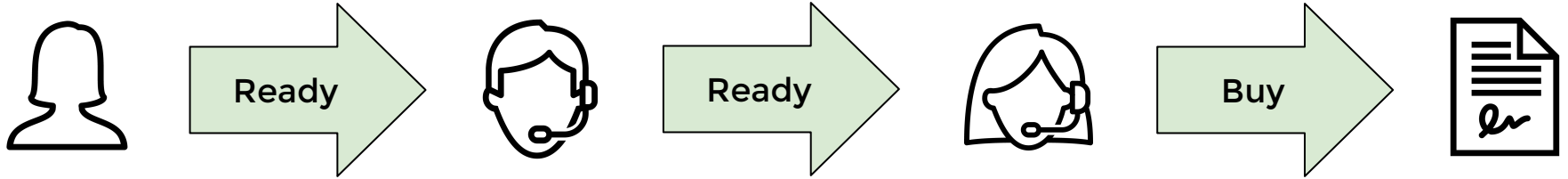




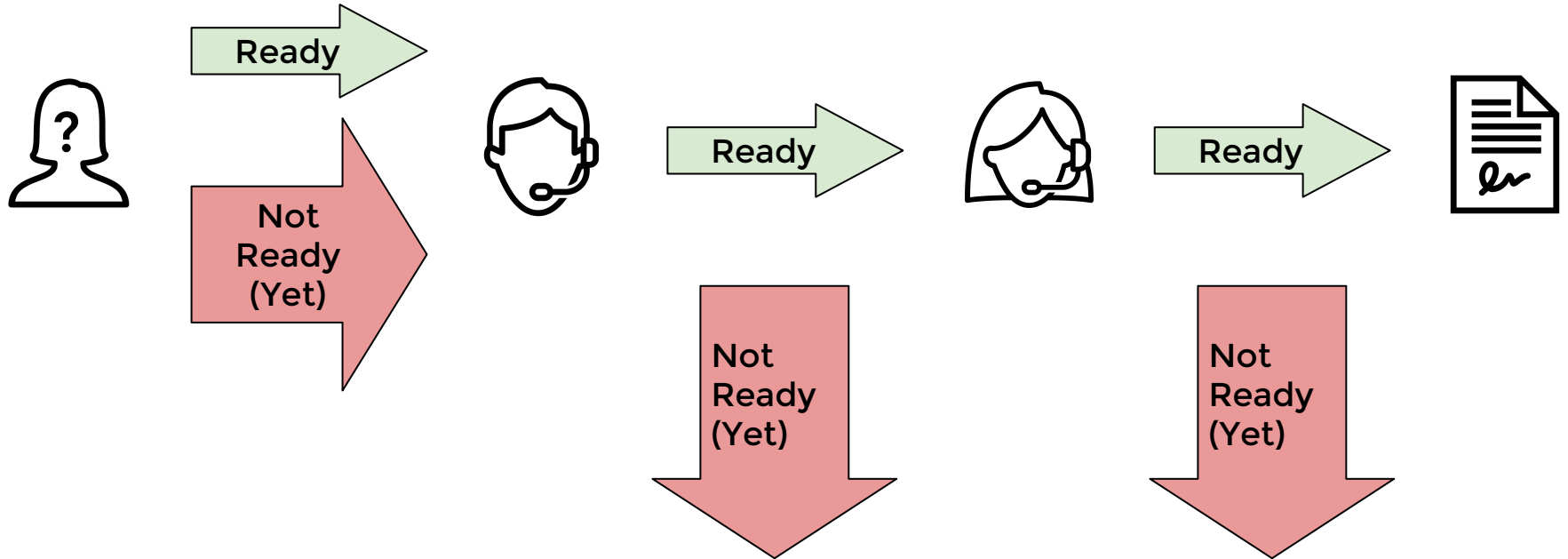




# What you hope is happening




# What's really happening



\$

●●●●● AT&T

9:41 AM

40 % 



24 Hour Fitness

Contact

Today 8:32 AM

Hey Justin, it's Jeff from 24 Hour Fitness. Just following up on your free trial.




Text Message

Send

●●●●● AT&T

9:41 AM

40 % 



24 Hour Fitness

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Hey Justin, Jeff again. Your voicemail box seems to be full. How is your trial going?




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Did you get the flowers we sent? Please get back to me. Thanks.




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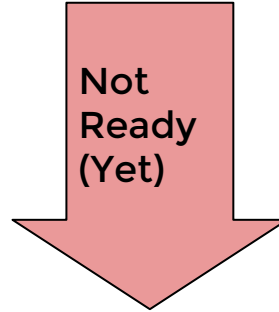
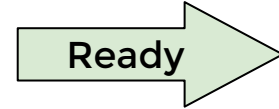
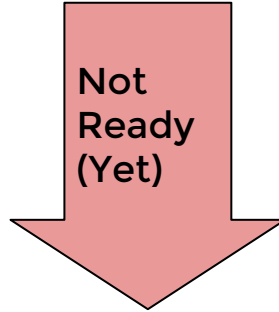
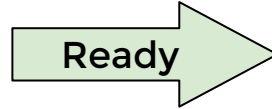
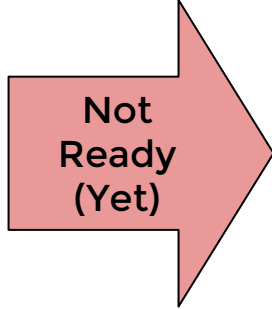
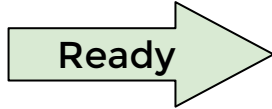
Did you get the flowers we sent? Please get back to me. Thanks.

Unsubscribe



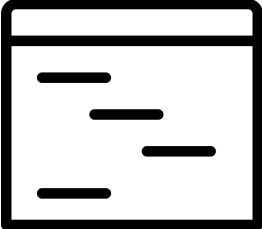
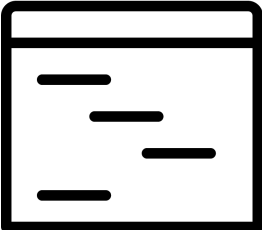
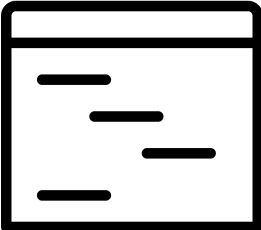
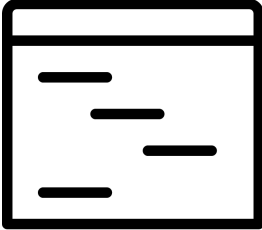
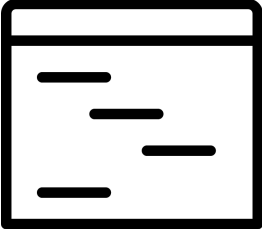
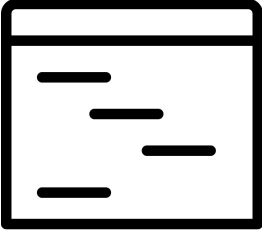
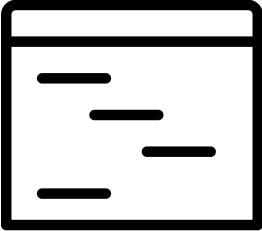
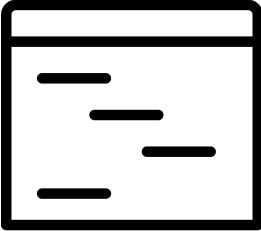
Text Message

Send





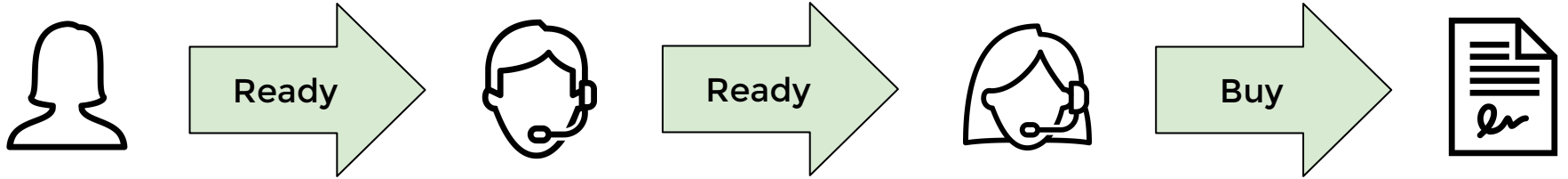




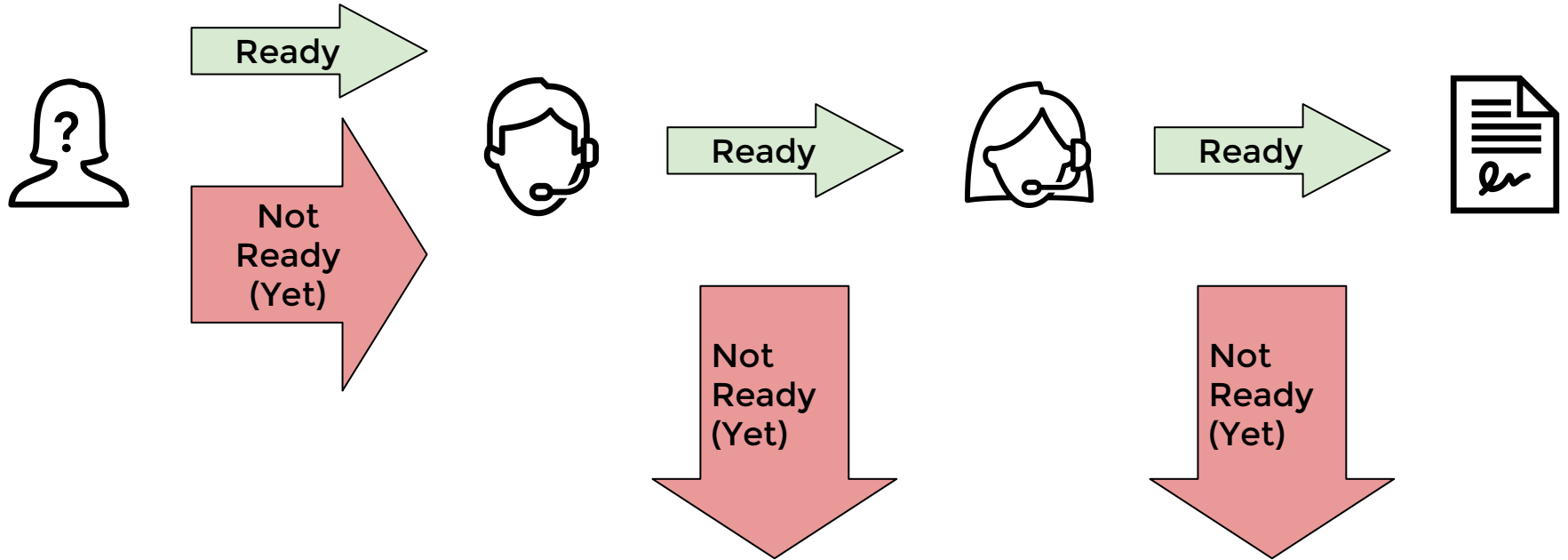
**80%**

Of prospects, qualified or not, will buy  
in the next 24 months

# What you hope is happening



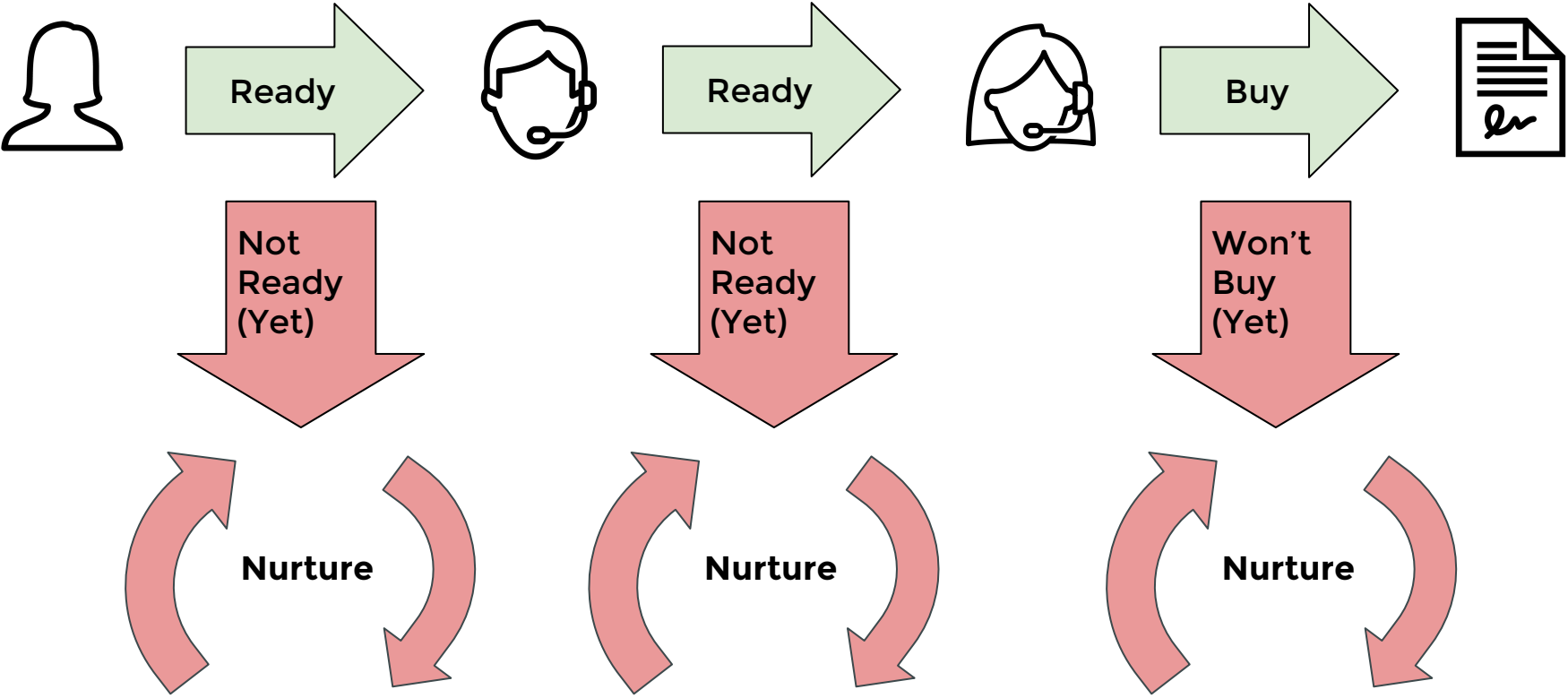
# What's really happening



# We might not be able to get here...



# But you can probably get here



**A really nice place to be**



**50%**

**More sales-ready leads for companies  
that excel in lead nurturing**

**33%**

Lower cost per lead



HubSpot

eloqua

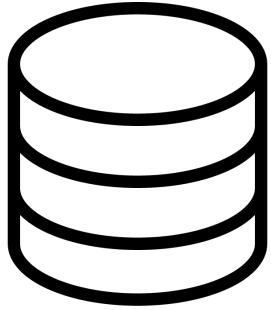
salesforce pardot

Marketo®

act-on

SILVERPOP

Infusionsoft.



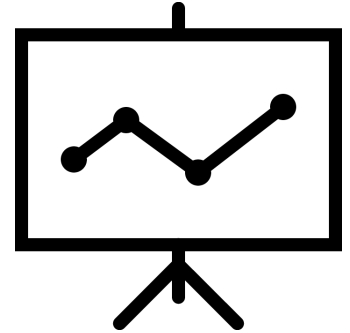
Capture  
& Store



Segment



Engage



Report



Segment



Engage

**6x**

More revenue from personalized email

**Nurturing:**

**Automated relationship-building**



**Lead Nurturing:**

**Automated relationship-building with leads**

# Is

A simple email drip campaign

A drip campaign plus “hot lead” routing

Multiple email drip campaigns; switch prospects between them depending on behavior

A drip campaign plus retargeting

Upsell for existing customers

# Isn't

A newsletter

Having your reps call every prospect

Emails just to check in, with no tailored information

A sales pitch

# Good Nurture Programs

Responsive

## Commercial

1: Big Data Problems

2: Evaluating  
Databases

3: How Our Product is  
Different

4: The Value of  
Commercial Support

5: Commercial  
Features

...

## Free For Now

1: Big Data Problems

2: Join Our Open  
Source Community

3: Evaluating NoSQL  
Databases

4: Small Customer  
Case Studies

5: Enterprise Version

...

## Free Forever

1: Big Data Problems

2: Join Our Open  
Source Community

3: Popular Webinars

4: Upcoming Events

5: Resources

...

**Commercial**

**Free For Now**

**Free Forever**

← **Click on “ Enterprise”  
email**

← **Download enterprise  
content**

**Nurture track  
burnout**



← **Click on “Support”  
link**

**Role = “Student”**



**Awareness**

**Consideration**

**Decision**

## Awareness

Commercial

1: Big Data Problems

2: How Our Database is Different

3: Evaluating Databases

4: The Value of Commercial Support

5: Commercial Features

Free For Now

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2: Join Our Open Source Community

3: Evaluating NoSQL Databases

4: Small Customer Case Studies

5: Enterprise Version

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## Consideration

## Decision

## Engineer

## Marketer

## CXO

### North America

#### Commercial

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### EMEA

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# Good Nurture Programs

Responsive

Useful



ECOMMERCE DIGEST



## How to Use Video to Increase Conversions and Sales in Your Ecommerce Business

Video is insanely popular, yet using video is still one of the most under-utilized ecommerce strategies. We've talked about the importance of product photography in the past, but great product photos are table stakes at this point. If you want to take your ecommerce business to the next level and blow past your competition, you can't afford to ignore the power of incorporating video into your mix.

[Read now](#)

**Matt Kiernan**

To: heroku@justindunham.net

Reply-To: Matt.Kiernan@logentries.com

Centralizing your logs

November 12, 2015 at 7:20 AM

MK



Hi there,

I believe that managing your logs from a central location can make it easier to find the answers you're looking for. If you're interested, here are three of my favorite blog posts on log management:

- [Log Analysis for Containers](#)
- [Using Log Data Streams for Real Time Analytics: 4 Common Use Cases](#)
- [State of Log Management for AWS](#)

Hope you enjoy,

Matt

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# Good Nurture Programs

Responsive

Useful

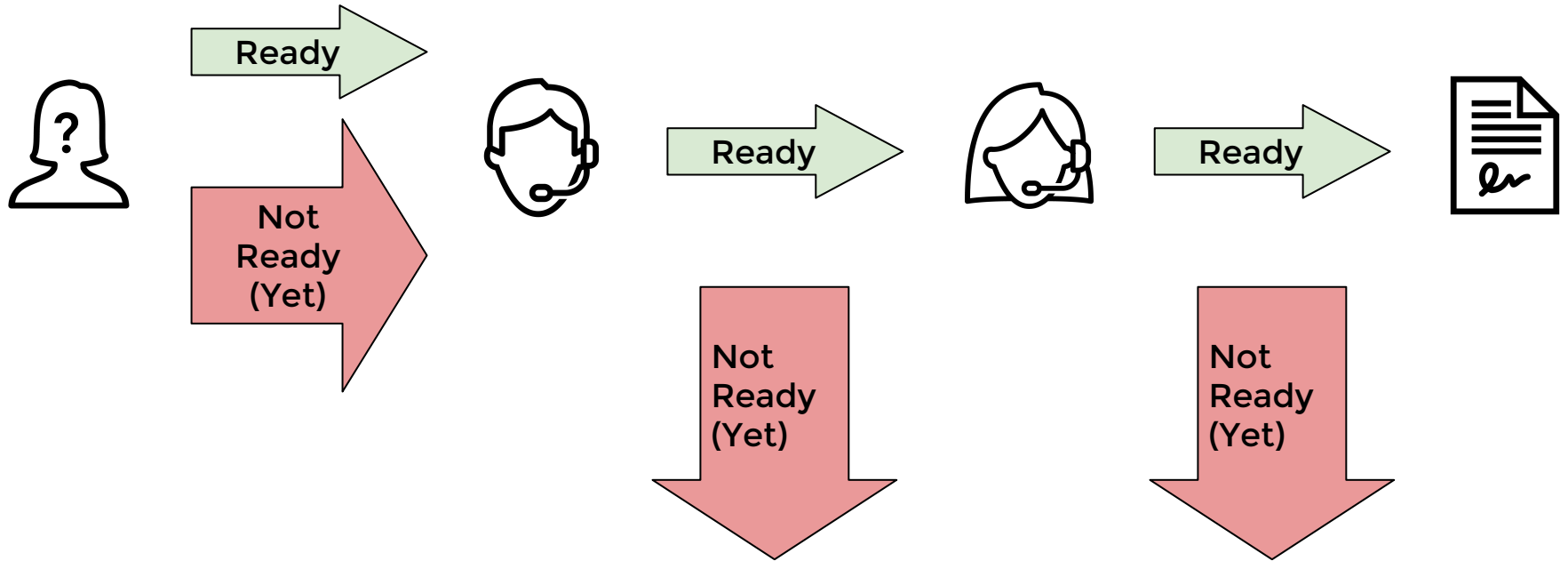
Data-Driven

Track

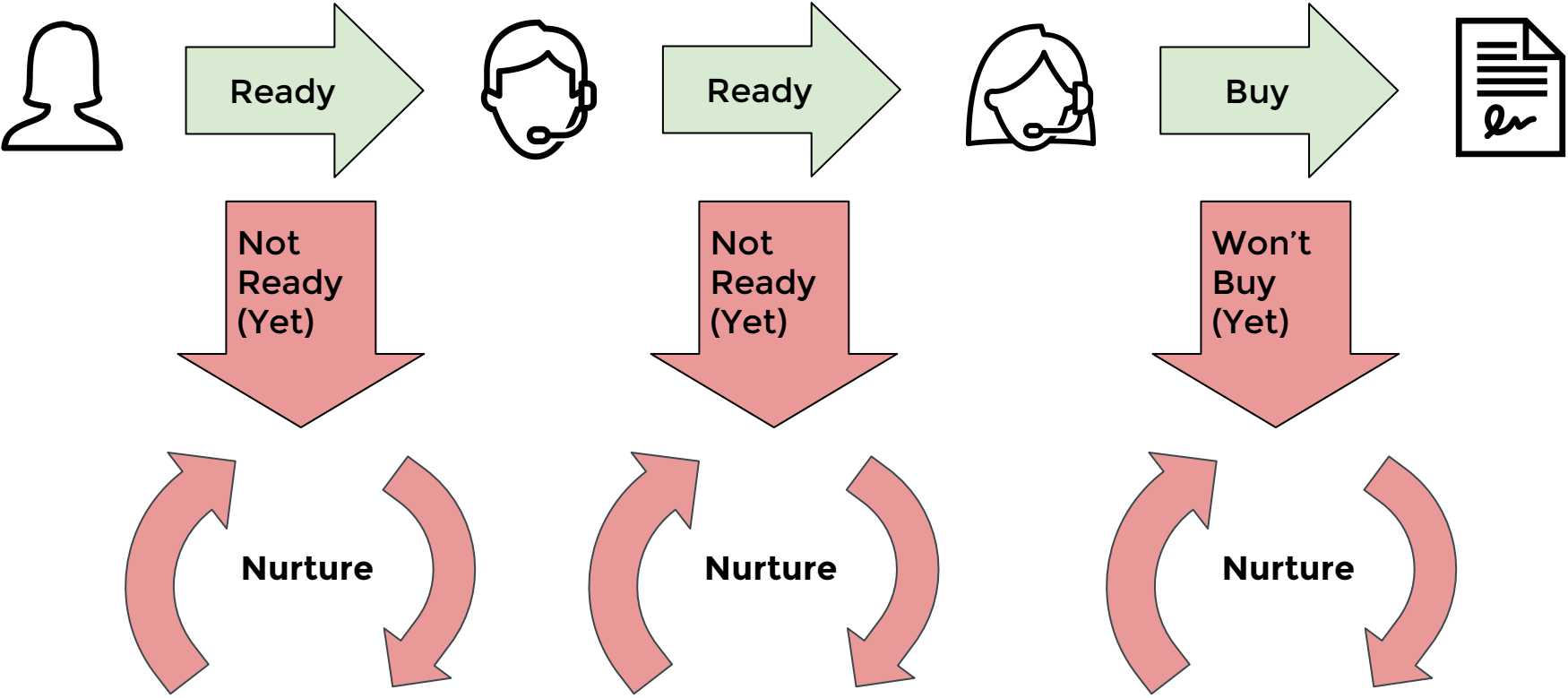
Emails

Scoring

# What's really happening



# But you can probably get here





Days  
Conversion %



Days  
Conversion %



Days  
Conversion %

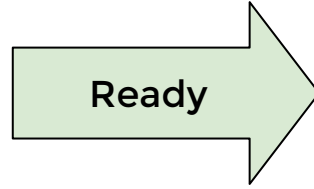


1/4/2016

1	Send	1,000
	Open	500
	Click	250
	C/O	50%
	Bounce	100
	<i>% of Sent</i>	10%
	Unsub	100
	<i>% of Sent</i>	10%
	Promote	100
	<i>% of Sent</i>	10%
	Next	700



# How do we know?



# Scoring

Name	Company 	Score
@comcast.net		25
@comcast.net	 	63
@gmail.com		47
@hotmail.com		275
@gmail.com		25
@gmail.com	 	-47

Asset Download	20 points
Web Page View	2 points
Email Click	3 points
Webinar Registration	10 points
Webinar Attendance	15 points
Early-Stage Asset Download	15 points
Late-Stage Asset Download	20 points
Visit Careers Pages	-30 points
Inactive For 1 Month	-20 points

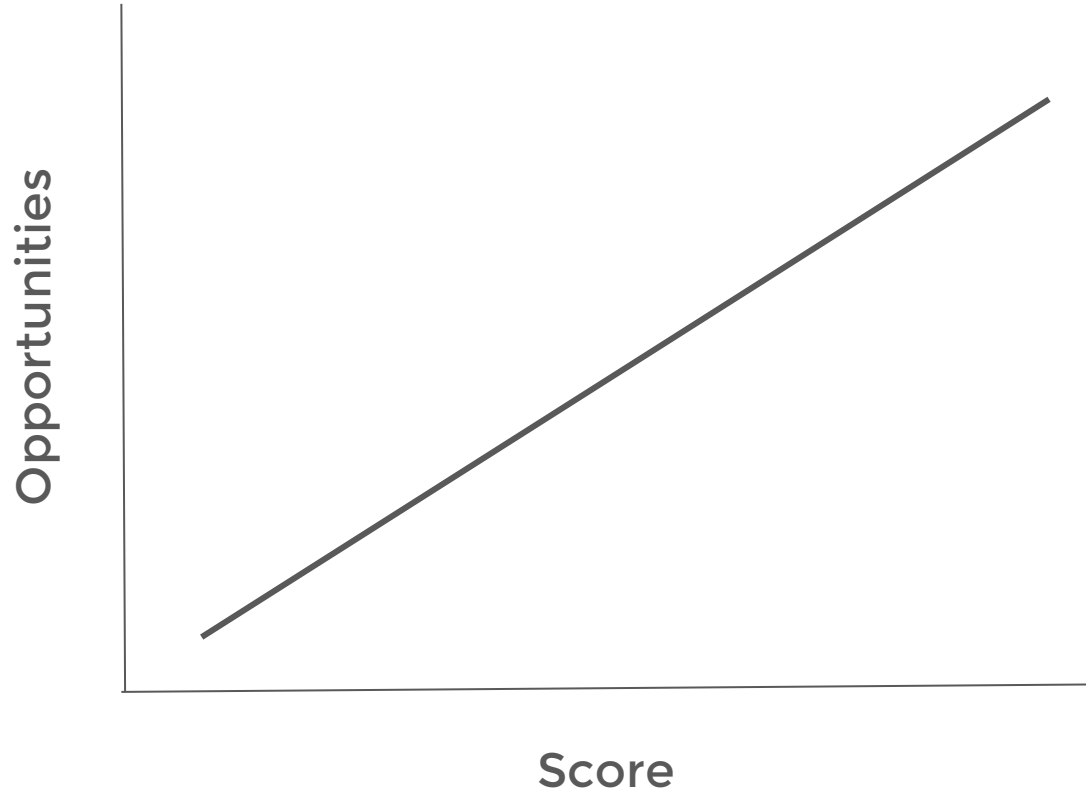
## Latent Behaviors (Engagement)

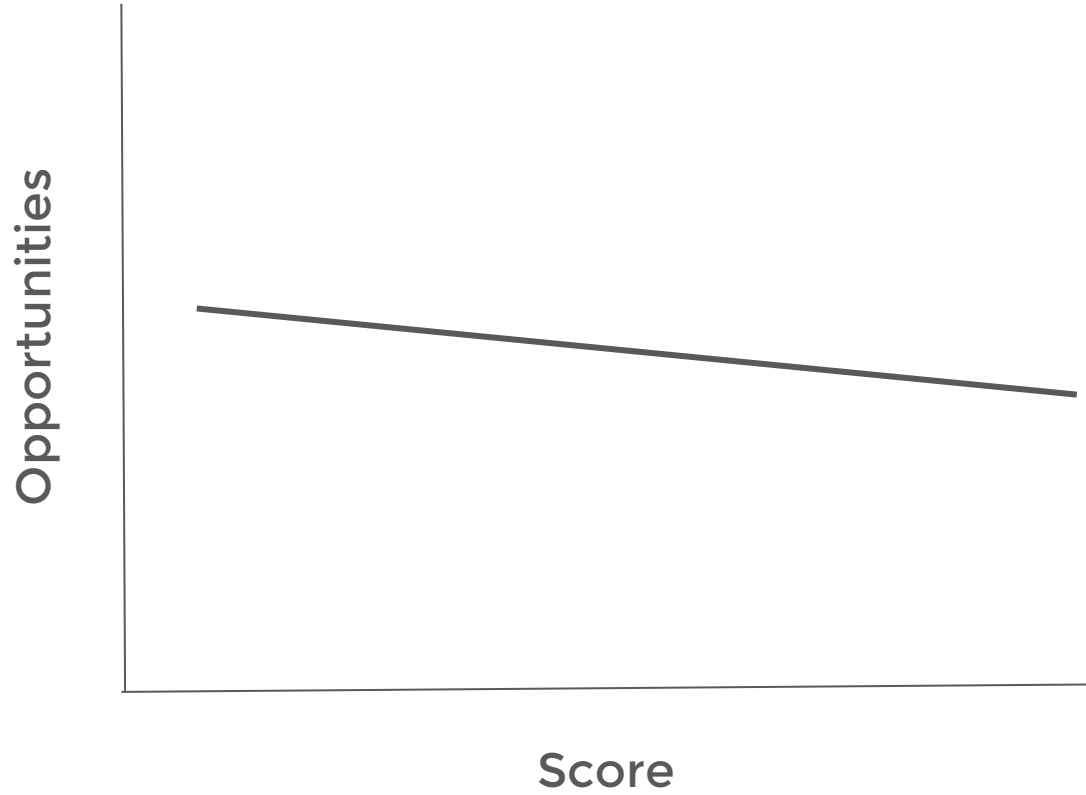
- Early Stage Content: +3
- Attend Webinar: +5
- Visit any Webpage/Blog: +1
- Visit Careers Pages: -10
- Decay Inactivity: -1, -5, -10

## Active Behaviors (Buying Intent)

- Pricing Pages: +10
- Watch Demos:
  - +5 Overview
  - +10 Detailed
- Mid-Stage Content: +8
- Late-Stage Content: +12
- Searches for Branded Keyword "Marketo": +8







# Parting Words

- Lead nurturing is an automated way of building a relationship with your prospects.
- The best way to build a relationship is to provide things that are valuable.
- Lead nurturing reduces expense, increases rep productivity, deal size, deal velocity, and has lots of other nice effects.



# You're Building a System

- Systems can be extremely powerful if you build them right.
- They can also be quite powerful if you build them wrong.
- Be data-driven.
- Start small.



**Thanks!**  
**No disassemble**



@jwyattd  
justindunham.net