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info
NEWSLETTER for ACT! by Sage

Nurture Marketing With ACT! by Sage

The concept of nurture marketing is not new, but the principles behind it are as valid today as they ever were. The term nurture marketing simply refers to consistent, low-key marketing efforts designed to build trust and name awareness among your prospects and customers. In this article we offer information and ideas to help you launch and monitor nurture marketing efforts using the tools in ACT! by Sage.

Lead Nurturing

Marketing research indicates that most companies leave 50 to 80 percent of potential sales on the table by ignoring prospects who are not yet ready to buy. Sales teams generally focus on the leads that show a high probability of closing quickly. However, your marketing team needs to focus on the leads that for whatever reason have longer buying horizons.

Through nurture marketing, rather than direct sales activities, you can position your firm as problem solvers and trusted advisors—the ones to call when a business need arises.

Build Loyalty

Turning prospects into customers is important. Perhaps an even more crucial element in your company's success is retaining the customers you have. Your current customers are your most cost-efficient source of new revenue; typically, the cost of the sale is lower and the sales cycle is shorter. In many industries, particularly service industries, up to 70 percent of a company's revenues come from existing customers.

Nurture marketing helps build customer loyalty and goodwill, keeps your firm top-of-mind, and is an excellent way to introduce new products and services of potential interest to your customers.

Segregate Your Audience

Direct your nurture marketing efforts to both customers and prospects, and to subsets within those groups. A customer who hasn't purchased from you in ages needs a different message than one who purchases regularly. Prospects in different stages of the sales cycle might receive different messages, each targeted to their level of interest.

The beauty of ACT! is the ease in which you can segregate your database of customers

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and prospects, using both standard and custom fields within ACT!. This allows you to target your marketing efforts geographically, by salesperson, by opportunity stage, by lead source, by probability of close, and by dozens of other criteria.

The Groups feature in ACT! is an excellent way to segregate a list of contacts that share a common attribute. You can create a mass e-mail directed toward a particular Group to deliver an informative white paper related to their industry. Schedule a series of follow-up phone calls to another Group to invite them to an upcoming conference or trade show.

Choose Materials With Your Audience In Mind

Before launching any campaign, take the time to consider what your audience may want from you. Sounds simple, but companies too often assume that their own product or service information is the only possibility for marketing collateral. Industry white papers, case studies, invitations to Web casts, or a reprint of a useful article all make excellent nurture marketing collateral by providing real value to your prospects and customers.

Ensure that all of your communications have a consistent theme that ties them together and associates them with your firm. Include your logo and your company tag line—it helps remind your audience that they already know you. The Template functionality within ACT! goes a long way toward ensuring consistency, while still giving your communications a personalized look and feel.

Track Your Activities

Using ACT! as the starting point for all your marketing activities ensures that you keep a record of each communication. By analyzing what you sent, when, to whom, and the associated responses, you begin to develop a picture of what kinds of activities work for various subsets of your customer and prospect database. This information allows you to refine future marketing activities, giving every contact more of what they want.

Swiftpage is an effective e-mail marketing tool that integrates with ACT! and allows you to send e-mail messages efficiently and track the open, forward, and click rates of those messages.

Track Your Opportunities

Are you maximizing the power of the ACT! Opportunities feature? The Opportunity function within ACT! is a great way to ensure leads are not overlooked. Create an opportunity for every new lead and assign a stage to the lead. Your first stage might be ***Not Yet Qualified***. By creating an Opportunity, you can easily schedule follow-up activities, monitor your pipeline, identify your competitors, learn where new business is coming from, and track your successes and the reasons behind those successes.

Persistence Pays

You want to give your prospects ample opportunity to enter and move within your pipeline. Nurture marketing can serve as a tool to help you to gauge their interest level. It may take multiple contacts over a protracted period of time to even get a prospect to be willing to talk to you. Many market researchers suggest it takes between 10 and 20 contacts to prompt a reaction in an audience. Without a strong customer communications tool like ACT!, maintaining a lengthy nurture marketing initiative would be difficult at best.

Persistent marketing works—by consistently putting your message and your company in front of prospects in a helpful, non-sales-focused way, you position your firm as competent professionals and experts in your field, increasing the chances you will be called on when a need arises. Nurture marketing is an effective method of keeping your name in front of customers and prospects alike, and ACT! can help.

Please call us if you have any questions.

((Tips & Tricks))

Create A New Opportunity Process

With ACT! by Sage you can create custom processes to manage your opportunities, and you can rename or reorder existing processes to better match your company's workflow.

1. From within the Processes dialog, click Create New Opportunity Process.
2. Type the name of the Opportunity process and a Description if needed.
3. Click the Active check box to allow the new process to be selected when creating a new opportunity. Click Next to advance.
4. Now you can give each sales stage a Name, Description, and Probability. To add any additional sales stages, click the Add button. To move a sales stage up or down, click the Move Up or Move Down buttons.
5. When finished adding sales stages, click the Finish button. The original Processes dialog appears and your new sales process will be listed.
6. Click Close to close the Processes dialog. Your new opportunity process will now be available when creating or modifying opportunities.