

Rev up ROI and Revolutionize RPM through funnel Optimization

How Funnel Optimization, Lead Nurturing and
Marketing Automation Accelerate
Revenue Performance Management (RPM)





Executive Summary

B2B Marketers have to take a large part of the responsibility of revving ROIs and improving RPM. To do just this it is important for them to understand that lead generation, lead scoring and marketing analytics is not enough anymore. They have to look further into concepts such as lead nurturing, demand generation and marketing automation.

Funnel optimization and demand generation tactics are some of the ways B2b Marketers can breathe a sigh of relief and hope to ensure a higher percentage of qualified leads get converted to customers.

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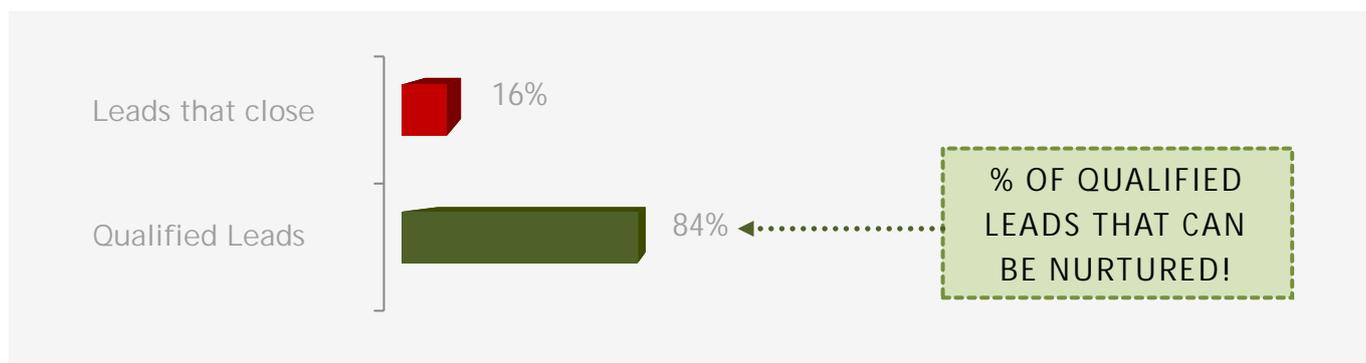
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INTRODUCTION

It is estimated that by 2015, global GDP could grow by US\$2.5 trillion with the help of Revenue Performance Management (RPM). Keeping this statistic in mind, B2B marketers are buzzing strong with Revenue Performance Management (RPM) and with an eye on accelerating ROI; they are choosing Funnel Optimization and Demand Generation Tactics.

Based on a report by Aberdeen research, almost 84% of qualified leads are not ready to close and the rest 16%, close!

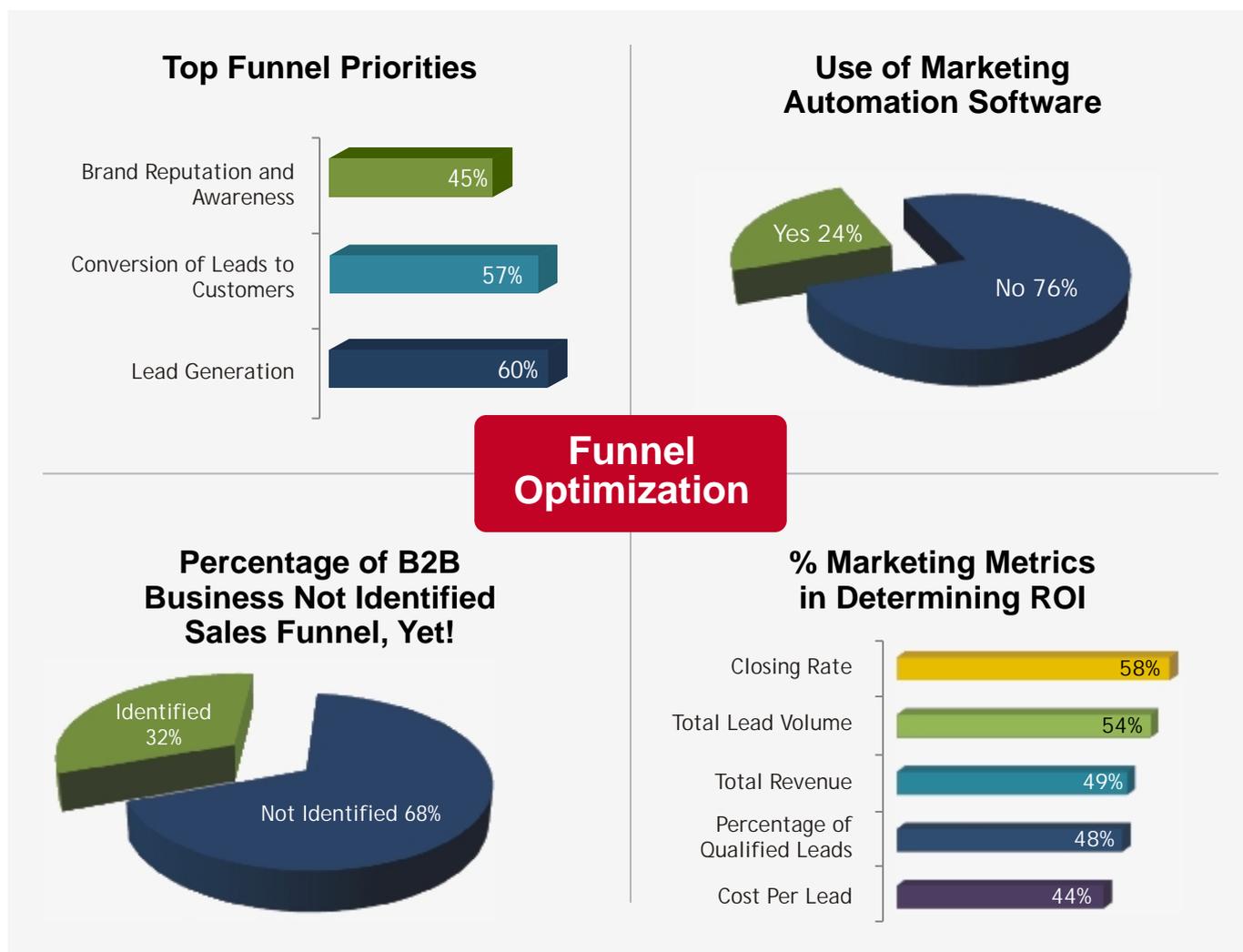
If the 84% qualified leads are not nurtured, you can imagine what will happen, they will move on to other solutions. While B2B businesses have been focusing on lead generation, lead scoring and marketing analytics, there has to be a current shift in perspective to lead nurturing, demand generation and marketing automation.



By 2015, global GDP could grow by **US\$2.5 trillion** with the help of **Revenue Performance Management (RPM)**

CHALLENGES

- 1/3 rd of B2B businesses have not identified their sales funnel
- Less focus by B2B Marketers on brand reputation and awareness
- Only around only 24% use marketing automation software



Source: - 2011 MarketingSherpa B2B Marketing Benchmark Survey

With reference to funnel optimization, B2B Marketers are focusing more on lead generation, rather than on conversion of leads to customers and brand reputation and awareness. The fact that almost only 32% of B2B businesses have identified their sales funnel, demand generation to accelerate RPM takes a back seat. With approximately only 24 % of organizations utilizing marketing automation

SOLUTIONS

How Lead Nurturing and Funnel Optimization Can Translate to Accelerating ROI and Revolutionize RPM

Lead Nurturing Funnel Optimization Stages	To Obtain	Tools of the Stage
Stage 1: Awareness	Source of Traffic Quality of Visit	Direct URL in browser organic search engines social media sites paid search engines paid online advertising referring sites email marketing campaigns
Stage 2: Initial Contact List	An initial list that you have the permission to contact, need not necessarily be leads	From the awareness stage an initial list can be built
Stage 3: Engaging Contacts	List of contacts who have expressed interest. E.g. Visitors who sign a form on your website or register for a webinar	Simple automation of acknowledging visitor's interest. E.g. Sending a mail to thank the user for registering. Low pressure call to actions
Stage 4: Identifying Prospects	To conduct lead scoring in order to segment list of contacts.	E.g. short listing contacts who are relevant to your business by screening through demographic profiles, occupation, job title, company size, industry, etc.
Stage 5: Lead Nurturing	<ul style="list-style-type: none"> • Pre- Marketing Qualified Leads (MQL) • Recycled • Reconstituted 	<ul style="list-style-type: none"> • Pre- Marketing Qualified Leads (MQL) - nurturing the core prospects from the database • Recycled - nurturing contacts that were contacted by the sales team but for some reason it did not proceed (for reasons such as not the right time or the right person). Customized nurturing programs can be developed. • Reconstituted - nurturing leads that are 'inactive'

Lead Nurturing Funnel Optimization Stages	To Obtain	Tools of the Stage
Stage 5: Marketing Qualified Leads	List of interested and marketing qualified users.	B2B marketers have to continue doing lead scoring to identify marketing qualified prospects.
Stage 6: Sales Qualified Leads	Leave no Lead Left Unturned	Sales representatives have to determine if the prospect is a sales qualified lead
Stage 7: Materializing Opportunities	Identifying not just cost per conversion or cost per lead, but cost per opportunity as well	Marketers need to monitor the revenue cycle from "engagement" to "opportunity"
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="flex: 1;"> <p>Marketers can relax at this stage and allow the sales professionals to take the opportunity forward</p> </div> <div style="flex: 1; text-align: right;">  </div> </div>		
Recycling	At any stage during this process sales professionals can send back prospects to marketing for nurturing	An advanced B2B Marketing organization will have a customized nurturing path for leads that need to be recycled based on the depth of the cycle they are positioned

CONCLUSION

B2B marketers need to understand that funnel optimization, lead nurturing and marketing automation helps not only in building relationships it also facilitates increase of ROI and improvement of Revenue Performance Management (RPM).

There has to be a change in perspective from lead generation to lead nurturing, from lead scoring to demand generation, and from marketing analytics to marketing automation

About Leadsberry:

Leadsberry offers high-quality lead management solutions customized for large and small businesses. Leadsberry's world-class lead management tool has helped businesses generate sky-high ROI by completely automating their lead nurturing process. Their marketing automation tool is one-of-a-kind wherein clients are able to generate, follow-up, score, nurture, analyze and convert leads into deals. Since inception Leadsberry's innovative lead nurturing tool has helped its clients automate their lead generation and follow-up completely and bolster their sales double.

