

# Lead Nurturing

Driving sales for the IT industry

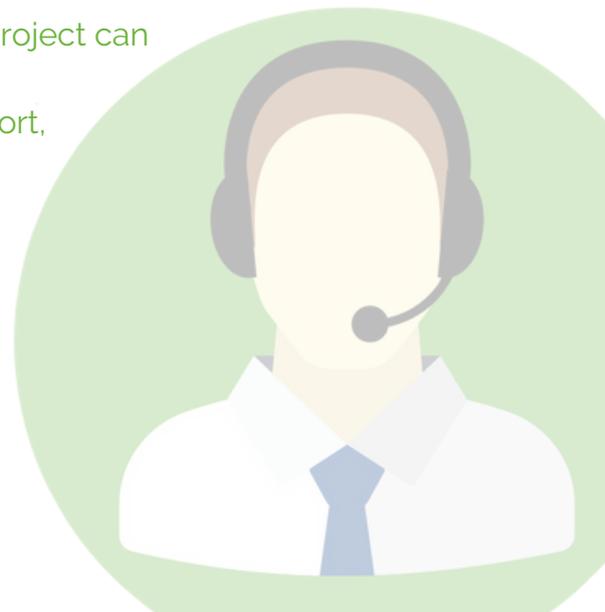


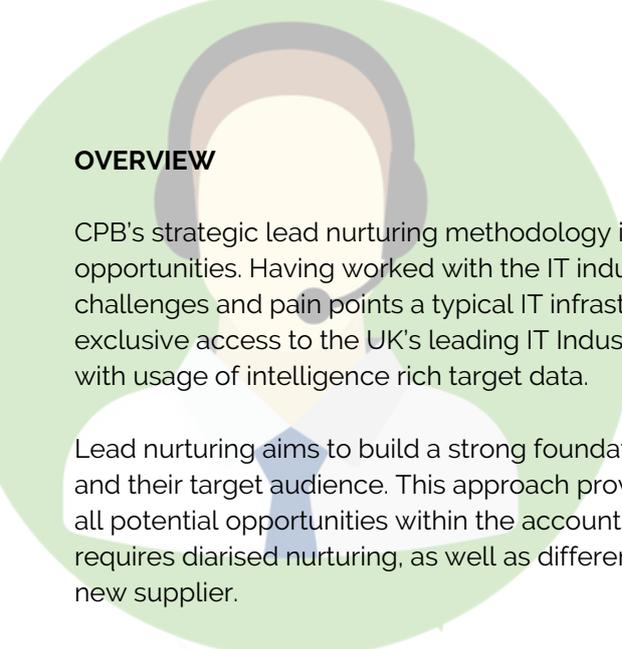
## INTRODUCTION

Everyone involved within a sales process will know that effective nurturing of a sales opportunity through its sales cycle is crucial to getting the ideal outcome – a sale!

The duration of how long a lead or opportunity needs to be nurtured for until it is ready to go into pipeline is like asking 'how long is a piece of string?' Many factors contribute to delays or projects being halted, with opportunities often closed off and not pursued further, to focus on more immediate prospects.

However, it's worth bearing in mind that in the world of IT, a project can be put back on the radar as quickly as it was initially paused! Therefore, an efficient strategy for continuous nurturing of short, medium and long-term opportunities is key to ensuring that you don't miss out!





## OVERVIEW



CPB's strategic lead nurturing methodology is a long-term approach to qualifying, cultivating and developing sales opportunities. Having worked with the IT industry since 1998, CPB's agents have an excellent understanding of the challenges and pain points a typical IT infrastructure faces, as well as the intricacies of project progression. With exclusive access to the UK's leading IT Industry end user database, ProspectaBase, each campaign is complemented with usage of intelligence rich target data.

Lead nurturing aims to build a strong foundation and effective communication channel between CPB's customers and their target audience. This approach provides a deep understanding of the prospects' needs and a wide view of all potential opportunities within the account. Each opportunity will have its own progression timescale, which requires diarised nurturing, as well as different preferences to how the end user wishes to engage, particularly with a new supplier.

CPB's agents are experts at treating each opportunity individually and progressing each project as per the qualified information, until it is at a mature enough stage for handover for sales qualification.

CPB's lead nurturing approach is ideal for clients who need to concentrate on immediate prospects and don't have the means or resource to develop medium to long term sales opportunities.

## LEAD GENERATION ACTIVITY OPTIONS

Nurturing a prospect requires regular and relevant communications across multiple channels. CPB's innovative marketing services, allow you to create an integrated nurturing approaching.

### Digital & Social Marketing

CPB's eNewsletter, TechKnow.Online, provides a unique opportunity to interact with an engaged IT audience. TechKnow is an IT industry news website and e-newsletter that offers independent news and views; keeping its subscribers up to date with all the best bits, bytes and announcements in the IT world. With over 180,000 subscribers, TechKnow.Online provides advertising space supported by a granular analytics engine to monitor end user engagement. Each placement is complemented by ongoing social activity with the TechKnow.Online social feeds. Interactions/click throughs are automated by Lengo to enter appropriate email nurturing funnels.

### eMarketing

CPB's email automation engine, Lengo, creates a seamless flow of email communications for an end-to-end eMarketing nurturing campaign. With communications being dispatched throughout the duration of each multi-touch activity to raise awareness, follow up on engagement, promote branding and nurture a prospect until it is ready for telemarketing follow up. Interactions, views and click throughs are identified via a granular analytics engine and automated by Lengo to enter appropriate email nurturing funnels.

### Web Traffic Monitoring

Website traffic monitoring and analysis is vital to identify visiting companies and behaviours. Complemented by CPB's exclusive access to ProspectaBase, we quickly identify IT contact names and infrastructure intelligence for the companies identified as having visited the website.

### Multi-touch Marketing

Utilising either all, or a combination of, the aforementioned marketing techniques, CPB's multi-touch campaigns reach a target audience with a consistent message in a variety of formats to reinforce branding and messaging. A multi-touch approach maximises effectiveness by reaching out to prospects in a variety of ways at one time. Subsequent analysis of touch points and engagement across the various outreach channels is the key to converting an "interaction" into an "opportunity".



## TYPICAL LEAD SCORING LADDER

Lead scoring (LS) is measured on a scale of LS0-LS4. The LS ladder below outlines how CPB typically grades projects as they progress. Each campaign is bespoke; CPB will create a grading structure that's right for you.

**LS0** – Account requires qualification. CPB's agents attempt to get through to the decision maker or senior influencer to qualify project plans.

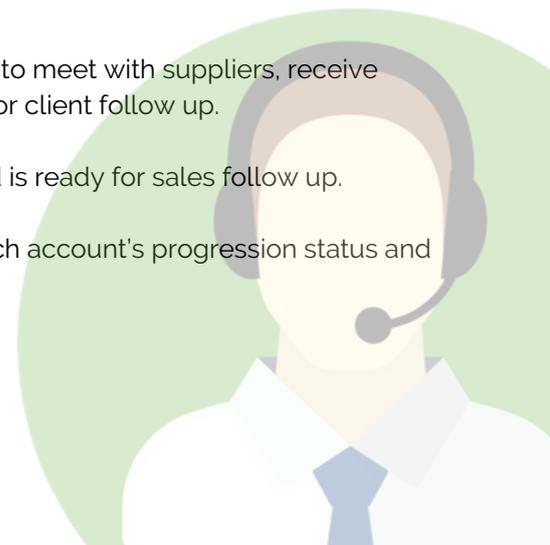
**LS1** – A potential project has been qualified with a decision maker or senior influencer, but there is nil movement or progression planned for 6+ months. CPB's agents will diarise regular follow up to check on project movement, as well as sending relevant communications.

**LS2** – A potential project has been qualified, with a view of progressing in the next 3-4 months, but the end user is not yet ready to engage with a supplier. CPB's agents will diarise regular follow up to check on project movement, as well as sending relevant communications.

**LS3** – Project is live or due to go live within 8 weeks and the end user is looking to meet with suppliers, receive demonstrations or pricing. A meeting, web meeting or call back is set up, for client follow up.

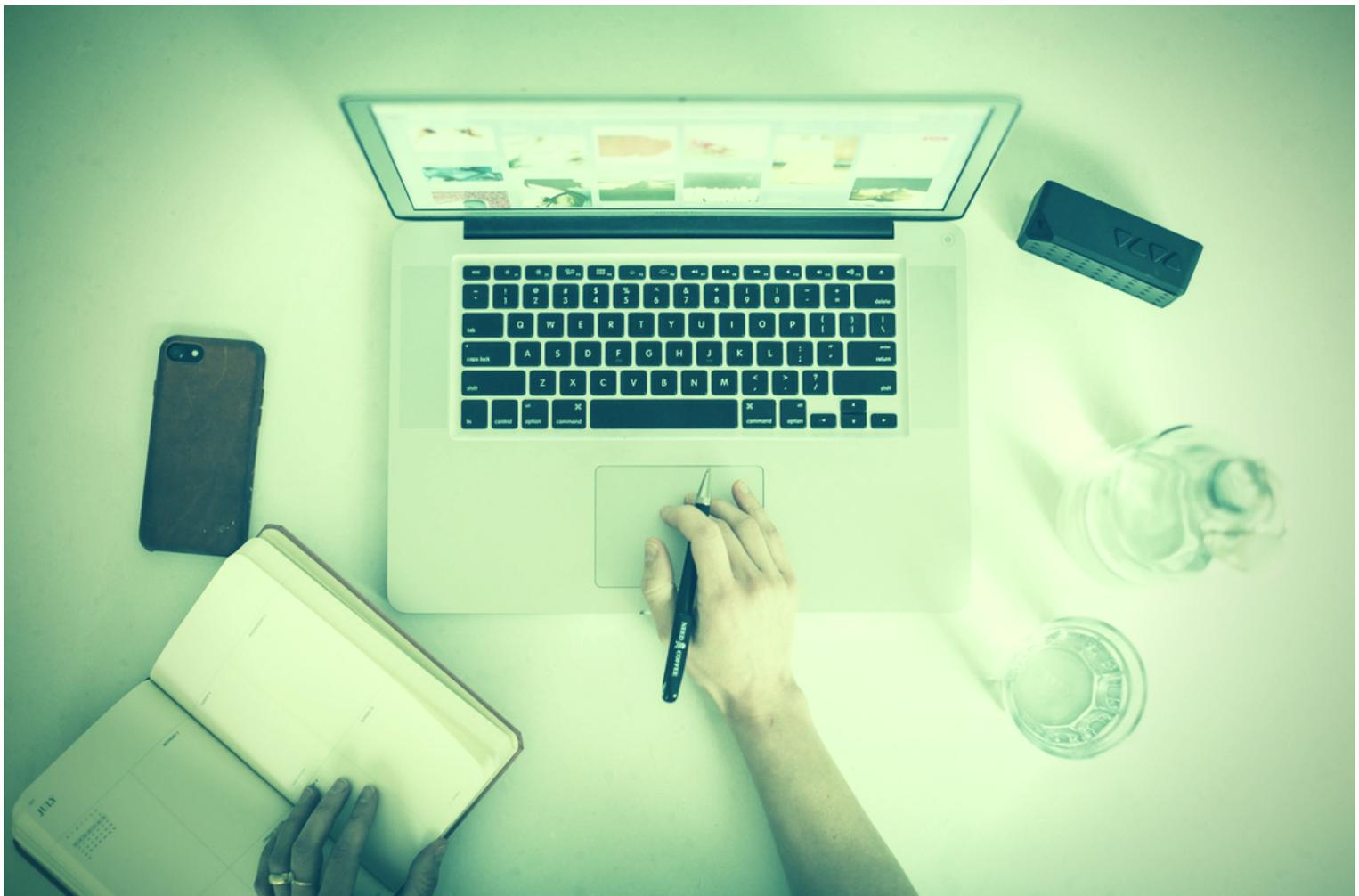
**LS4** – Opportunity has gone through CPB's vigorous quality control process and is ready for sales follow up.

Throughout the lifespan of a nurturing programme, you will have visibility of each account's progression status and detailed qualification notes, via the CPB Sales Lead Manager portal.



## LET'S GET PLANNING

- 1.** A campaign briefing takes place to agree target data demographics and the proposition being taken to market, as well as preferred call to action and lead timescales. During the briefing, collateral for any digital, social or eMarketing activities that are running alongside the campaign is also agreed. This briefing is aimed at ensuring that the client's expectations are in line with what the CPB Account Manager feels is achievable.
- 2.** Timescales for activity kick off are agreed and a schedule of dispatch dates/times is compiled for all other services (if applicable).
- 3.** We recommend meeting your CPB team to deliver training and to get to know everyone who is representing your company during the campaign, a date is diarised for an onsite meeting (...if you're busy, this can, of course, be done via a web meeting).
- 4.** A briefing document is prepared by CPB and circulated for approval. It is this that forms the basis for educating CPB's marketing services agents on the task in hand.
- 5.** A data list is created, based on the target demographics discussed during the initial briefing. The list is shared with you securely for review and for all necessary exclusions to be applied.
- 6.** eMarketing, digital marketing and social comms are set up, ready for dispatch (if applicable).





## LET'S GO LIVE!

Documents have been approved, collateral has been set up for dispatch (if applicable) and CPB's marketing services agents are now ready to hit the phones!

1. Calling commences, to identify and qualify sales opportunities, as per the agreed proposition
2. Decision makers or senior influencers within the target organisations are approached and the CPB agent endeavours to identify if a sales opportunity exists and qualify it accordingly
3. The delivery of eMarketing, digital marketing and social (if applicable) is overseen by your CPB Account Manager. Analysis report is created for all remits, 72 hours after the dispatch.
4. Where an opportunity is identified, the agent will generate conversation notes and update the LS grading accordingly. This will be automatically updated in the Sales Lead Manager portal, for constant visibility of each account's status.
5. Each opportunity is nurtured, as per the agreed parameters, with CPB's agents diarising follow up and sending relevant collateral to the end user.
6. Once an opportunity reaches LS4 / ready for handover and sales progression, the Sales Lead Manager portal will generate an automatic alert, prompting you to log in and action the lead.
7. A daily statement of results is circulated, outlining calling stats of the previous day.

## OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

## CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 20 vendors, and this number continues to rise.



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