

ADDED VALUE

PHYSICS TODAY

AMPLIFYING YOUR SALES EFFORTS WITH MARKETING RESEARCH AND TIPS

FALL 2017

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A Landing Page — What Is It?

By Boris Dzhangarov

As the definition goes, a landing page is a webpage that lets you capture the information of the visitors via a conversion form or lead-capture form. A worthy landing



page will only target valuable audiences, such as traffic from email campaigns or the visitors

who might have clicked on an ad that promotes your webinar. When you create landing pages, they permit you to target your audience, give them something valuable, and convert more visitors into leads, thereby obtaining their information. *N*

This is an excerpt from an article originally published at bizcommunity.com/Article/196/16/164126.html.

The Power of Lead Generation Is in Your Own Hands, Wherever You Advertise

LEARN MORE ABOUT GENERATING LEADS, NO MATTER WHERE OR IN WHAT FORMAT (PRINT, DIGITAL, ETC.) YOU ADVERTISE.

In this buyer-driven market, it's harder than ever to get in front of a customer who is ready to make a purchase. With a little insight and the right messaging, you can stay in front of prospects as you guide them through the sales funnel.

In this issue, you'll read about how the right lead-nurturing program brings your acquisition much closer to a conversion. *Physics Today* can help you fill that funnel with marketing-qualified leads.

Our audience analysis tells us that engaged readers are serious about their work and are active buyers for the products and equipment you sell. Since our audience spans the physical sciences and possesses average buying power of \$1.4 million per lab every year, spending is happening across many disciplines.

So, how can you generate leads from *Physics Today's* audience of desirable prospects?

- Display clear calls to action with a clean design that engages prospects by using free content/information. This motivates buyers to surrender basic details (name and email) in return for your offer. The less you ask for, the more likely they are to perform the action. Examples include: "download now," "learn more," and "register today."
- For digital ads, you can acquire this information by offering polls, surveys, opt-in lead forms, or smart sharing within the ad.
- Include simple opt-in forms to sign up for whatever you are offering, such as free trials, white papers, demos, webinars, e-books, etc. Again, you can

include these forms either in the digital ad itself or create a landing page that is linked to the ad.

- Use a unique URL for the landing page. Link to this URL for digital ads and display it in print ads to monitor traffic coming from these efforts.
- Customize the landing page for the ads you place within *Physics Today* (or any publication). For example, the page should include similar art, conceptual themes, and messaging as the ads.
- Optimize the landing page to capture leads. Do not make multiple offers or request too much information. Minimize the details on the page and stick to simple forms. Once you capture an email, later touchpoints will fill in the gaps on that prospect. *N*

The diagram illustrates the anatomy of a landing page optimized for lead generation. It features a blue header with a logo placeholder (X LOGO) and a title: "Place Your Amazing Informative Title Here". Below the title is a text area with instructions: "Use this space to explain your product and why it is a must have for your potential customers. Make a point of how many benefits your product carries and how it blows away the competition. Below, you will make a list of these benefits:". A red box highlights a list of three benefits: "Place benefit #1 here", "Place benefit #2 here", and "Place benefit #3 here". To the right is a form titled "Indicate the Purpose of your Form Here" with a field for "Your Email Address *" and an "ENTER" button. Below the form is a disclaimer: "CompanyX does not share, sell, rent, or trade personally identifiable information with third parties for promotional purposes." and a "Privacy Policy Link". At the bottom is a text area with instructions: "Use this space for a concluding statement of reassurance and enforcement. Paint a quick picture of the successes they will be experiencing in the near future once they start using your products."

Anatomy of a landing page, optimized for lead generation.

3 WAYS AUTOMATED LEAD NURTURING CAN SUPERCHARGE THE SALES CYCLE

By Alex Embling

So, you've launched an inbound campaign and started to attract good leads. That's great, but it's just the start. Now you have to keep those leads happy, while gently guiding them through the buyer's journey to sales-ready qualification. If your sales cycle is a long one, that's not always easy.

Sending leads inappropriate content and interrupting them with unsolicited sales calls is increasingly ineffective. Instead, to increase close rates, avoid wasted sales time, and reduce the sales cycle, leads should be nurtured with appropriate content to ensure they understand the value of your solution before sales teams contact them.

Many marketers may think they already run effective lead-nurture campaigns. But using automated lead nurturing as part of an inbound campaign ensures all leads get quick responses and are automatically sent the right content for them. No lead is forgotten, and no content is wasted.

CHALLENGES OF LONG SALES CYCLES

According to Gleanster Research, 50 percent of qualified leads aren't ready to buy. They might be open to education and delighted that you can identify their pain points. But actually signing up for your solution? They're not there yet, and may not be for a while, depending on the length of your sales cycle.

That means sectors with long sales cycles, such as the SaaS and software industries, which have an average cycle of three to 18 months (and there's some suggestion that B2B sales cycles are getting longer across the board), face huge challenges in keeping leads interested and moving smoothly through the sales funnel.

They might lack appropriate content to last the length of the sales cycle, or simply fail to notice leads wandering off the path. Equally,

they might bore leads with repeat content, or lose them in bottlenecks.

The upshot can be lost leads and a lot of wasted effort by both marketers and sales teams. The wrong content discourages leads from moving along the sales path. Sales teams engage with leads at inopportune moments, wasting everybody's time. Automated lead nurturing tackles these challenges.

WHAT IS AUTOMATED LEAD NURTURING?

We know that lead nurturing works. A DemandGen report finds that nurtured leads produce, on average, a 20 percent increase in sales opportunities versus non-nurtured leads.

But, traditionally, nurture is labor-intensive.

The average buyer's journey is complex, and the content that helps move them through the sales funnel from awareness (of a problem) to consideration (of solutions) and decision (of what solution to buy) needs to be expertly honed and perfectly timed.

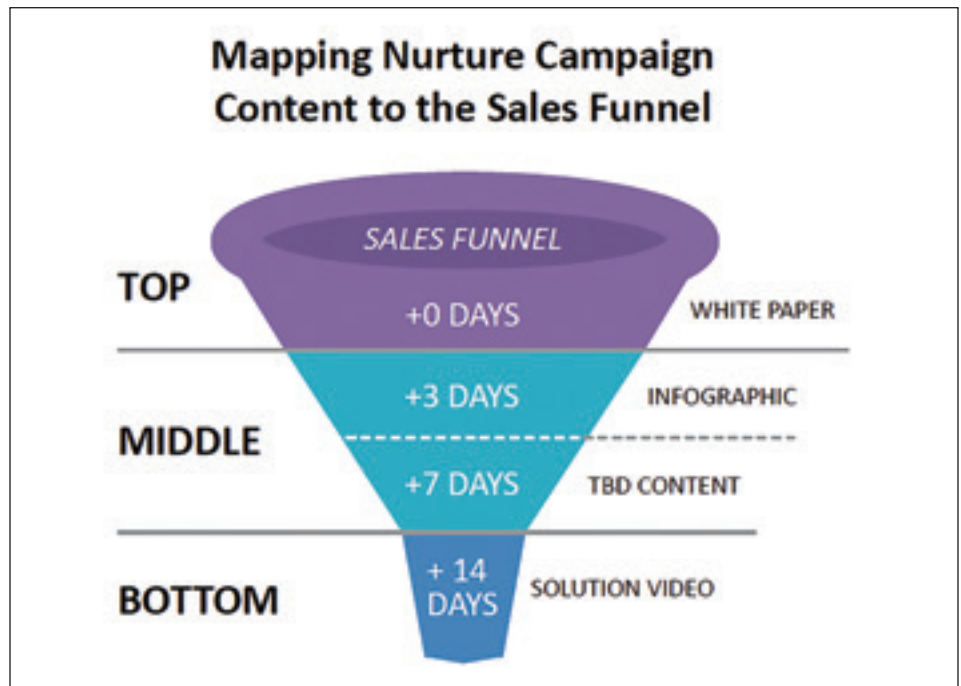
Random one-off emails to your database won't cut it in a competitive world, especially during a long sales cycle. Talking up the detailed benefits of your solution to someone who is only vaguely aware of a problem is pointless at best. By the same token, emailing simplified educational material to a highly educated lead desperately seeking a solution is potentially counterproductive.

Automating lead nurturing, on the other hand, allows for the systematic tracking of lead engagements with your content and site, and accurate pinpointing of that lead's stage in the sales cycle. That means you can drip-feed appropriate content at the right time—leads are never forgotten and opportunities never missed.

Forrester Research finds that companies who excel at lead nurturing generate 50 percent more sales-ready leads at 33 percent lower costs. Automated lead nurturing, done properly, is the gold standard in its field.

3 PILLARS OF AUTOMATED LEAD NURTURING

Many marketers already automate some of the nurturing process, but it is the combination of three key points that makes automated lead



nurturing especially powerful.

- **Nurturing.** You likely do this already and send your leads content—from blog posts to infographics and case studies. But, according to Pardot's State of Demand Generation report, 77 percent of buyers want different content at each stage of their research. Targeting your content formats and focusing on the lead's buyer journey stage is vital, and creating automated email workflows makes the process easier.
- **Segmentation.** When leads interact with your content, tracking their responses in detail

allows for segmentation. Leads are divided into appropriate contact lists, likely by niche or pain point. Without an automated workflow, the next round of emails would be adjusted manually. With an automated process, emails can be introduced to designated contact lists, delivering relevant information at the right time.

- **Grading.** Marketing automation lets you pinpoint exactly where a lead is in the sales cycle, so your contact lists—and the content sent to them—is constantly refined and updated. Contact lists can be divided and subdivided

again, targeting content with pinpoint accuracy. Grading leads based on their interactions with all marketing efforts allows you to move them smoothly through the sales funnel. When they reach a designated threshold (based on a points total) that suggests a sales-ready status, and then—and only then—they are passed to sales.

3 WAYS AUTOMATED LEAD NURTURING SUPERCHARGES YOUR SALES CYCLE

At its simplest, automating the sales process means being able to track and use a lot more data than would otherwise be possible and use that information to more accurately segment and target leads, thereby speeding up their path through the sales funnel. More specifically:

- Your sales team doesn't waste time educating leads about your product and service. A fine-tuned nurturing machine means leads are informed already, and they will not be passed to sales if they haven't been nurtured through to the decision stage.
- At the outset, automated lead nurturing takes time to set up. You need to create relevant content to support your segmented workflows, set contact frequencies, and make sure you have a lead-grading system to move leads from one stage in the process to another. But once your campaign is established, it will continue to work for you and give your marketing and sales teams time for other tasks.
- Automation means bottlenecks are quickly identified and easily rectified. Automatic reporting can show where in the funnel leads are getting stuck, and it allows you to develop your content accordingly. In a nutshell, content is continually honed to address sales barriers and smooth the path to purchase.

If you haven't automated your lead-nurturing process, there's every chance your sales team is wasting time on leads that aren't sales-ready, while irritating potential customers with mistimed and irrelevant contact.

Automated nurturing gently leads your targets through the sales funnel, breaking down barriers to sales with timely, appropriate content. The result? Your sales team will spend far more time on sales-ready leads, supercharging your sales cycle. **N**

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What is Lead Nurturing?

By Dan Sincavage

Lead nurturing refers to developing relationships with your customer base at all stages of the sales funnel. It means your hand is being held out, ready to assist, at any time that your lead or potential buyer requires help or more information. It is done through conscious communications and marketing efforts that speak to leads at different stages of the sales process. You provide answers when needed—verbally or in the form of content—as well as open venues for conversation.

According to Marketo, a provider of automated marketing services, 50 percent of leads are not yet ready to buy. Adding to that, a study by MarketingSherpa found that about 80 percent of new leads don't convert to sales. What can make a huge difference? Lead nurturing.

Lead nurturing is your way of being present in your prospect's mind, without the negatives that have been associated with sales (pestering, unsolicited calls, etc.).

Consider this: The Annuitas Group, a demand generation services company, observed that nurtured leads are likely to make 47 percent larger purchases.

If you are not implementing any lead-nurturing efforts yet, you should. The market

is buyer-driven. Your sales and marketing strategies have to focus on developing and sustaining relationships with your buyers. **N**

Dan Sincavage co-founded Tenfold and serves as its chief strategy officer. This is an excerpt of an article originally published at business2community.com/sales-management/lead-nurturing-the-what-why-and-how-01864931.



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