

7 effective lead nurturing activities you can set up in a day

Matthew Stibbe Articulate Marketing

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About me

Matthew Stibbe, CEO Articulate Marketing

Geek, writer, marketer, boss, entrepreneur, wine bore, former pilot and game designer



Articulate Marketing

- Founded in 2003
- Specialists in B2B marketing (pottery not so much)
- HubSpot Diamond Partner
- B Corp
- Climate-positive employer



The highest standards for the biggest names

We have been directly rostered by world-class clients

Including: Microsoft, Dell, Claranet, HPE, Google, LinkedIn, Symantec, HSBC



Why is nurturing important



Inbound marketing generates contacts but that doesn't guarantee sales. You need to nurture people along their buyer's journey.



How many touches does it take to make a sale?

The simple answer is: more than most people think!

Source: [Rain Group](#)

Number of Meetings, Conversations, or Demos to Generate Qualified Opportunity



Quick-win lead nurturing techniques

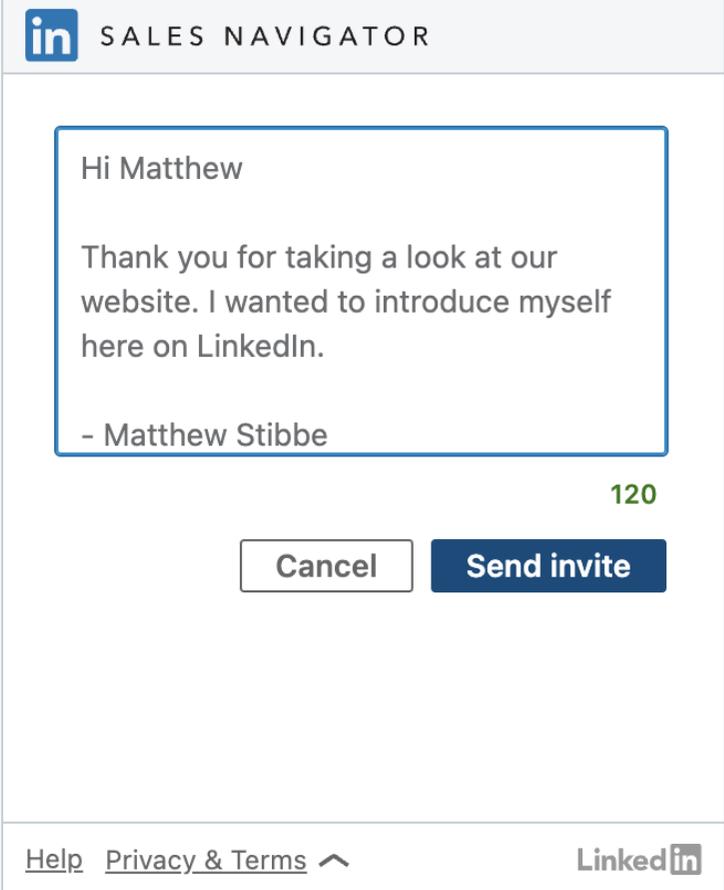


1. LinkedIn introduction

Introduce yourself on LinkedIn for every lead. Takes 2-3 minutes. Easy to personalise.

Include LinkedIn InMails in your sequence

Consider apps that integrate with LinkedIn (e.g. HubSpot Sales Pro)



The screenshot shows the LinkedIn Sales Navigator interface. At the top, there is a header with the LinkedIn logo and the text "SALES NAVIGATOR". Below this, a text box contains the following message: "Hi Matthew", "Thank you for taking a look at our website. I wanted to introduce myself here on LinkedIn.", and "- Matthew Stibbe". To the right of the text box, the number "120" is displayed in green. Below the text box, there are two buttons: "Cancel" and "Send invite". At the bottom of the interface, there is a footer with the text "Help Privacy & Terms ^" and the LinkedIn logo.



2. Email templates, sequences and workflows

Draft reusable, boilerplate emails

Short, sweet and actionable

Targeted (ideally by lifecycle stage and/or product interest)

Arrange into drip email sequences



3. Send a postcard

Nobody sends letters any more. So here's a chance to do something unusual and memorable.

- Design and print some nice cards at moo.com
- Writing a quick note by hand takes five minutes
- Or integrate direct mail with PostGrid.com and do it at scale



4. Quick survey

You can do this by email or on LinkedIn

- 'I'm really interested in the biggest problems faced by companies like yours.'
- Let them write in the answer or pick one of three or four options
- Write an say thank you and send them the results a few weeks later.

Can be manual or you can use LinkedIn Polls or a tool like Typeform

1→ Does your website represent your company's identity and values?

A No. Our website doesn't resonate with our company, its brand identity or our values. Honestly, I'm a bit embarrassed about it.

B It has its moments, but the overall tone, visuals and messaging is inconsistent.

C Yes! One scroll through our website and you'd 'get' our company identity and values completely.

OK ✓



5. Webinar newsletter

We've been running webinars for a couple of years but only started this a few months ago. Already we have 500+ subscribers.

Subscribe to get webinar notifications 📧❤️

Sign up to any webinar or use this form to subscribe to our webinars to get reminders (about once a month) about upcoming webinars, as well as a tree planted on your behalf.

First name*

Matthew



Last name

Stibbe

Email*

matthew@articulatemarketing.com

Get regular email epiphanies from our blog

We are committed to your privacy. Articulate uses the information you give us to contact you about our relevant content, products and services. You can unsubscribe from these communications at any time. For more information, see our [Privacy Policy](#).

Subscribe and plant a tree



6. Blog RSS newsletter

Once people have finished any normal nurture and follow up, enrol them as a subscriber for your blog newsletter.

Set up an automated RSS email that goes out whenever you publish a new blog post.



Hi there,

Answer the question 'How good is your marketing?' with our quick 10-minute performance scorecard. Read the blog and watch the video at the link below to find out more.

Happy marketing,

Artie

(Artie the Articulate robot is the face of our [automated marketing emails](#). He can also be found sharing marketing insights over on our [website](#) and on [social media](#).)

P.S. Reply to this email and one of my human colleagues will get in touch with you.

Recent blog posts

Articulate Marketing nominated for IIP Small Employer of the Year 2022



7. Plant a forest

- [Ecologi.com](https://ecologi.com) (full disclosure: we're a client of theirs, they're a client of ours).
- API integration every time someone fills in a form on our site we plant a tree.
- Can do it manually by just buying trees once a month.
- Contributed to a 5x improvement in our site-wide conversion rate in 8 months

7 effective lead nurturing activities you can set up in a day



We've seen roaring success with recent experiments in lead nurturing, from automated workflows to savvy sales sequences. Now, Articulate Marketing CEO, Matthew Stibbe, will share seven insights for how to do great lead nurturing with minimal effort. Join the webinar and get these top tips.

- Wednesday 26th October 2022
- 10am British Summer Time (BST)

1 webinar sign up = 1 tree 🌳

Sign up for this webinar and - thanks to Ecologi - we'll plant a tree on your behalf (yes, really).

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Get weekly email epiphanies from our blog

We are committed to your privacy. Articulate uses the information you give us to contact you about our relevant content, products and services. You can unsubscribe from these communications at any time. For more information, see our [Privacy Policy](#).

Sign up and plant your tree



Together with our commitment to Net Zero and being a Climate Positive Employer, we have planted a FOREST!

Articulate Marketing has so far planted **4,939** real trees in their forest! Below you'll find a break down of the projects they've supported.

Project	Number of trees
Mangrove planting in Madagascar	2,122
Forest restoration in Kenya	1,282
Reforestation projects in Mozambique	563
Planting forest gardens in Uganda	380
Planting forest gardens in Tanzania	298
Our reforestation projects in the UK	126
Saving Endemic Moroccan Fruit Tree Species	123
Planting trees and supporting water security in Kenyan forests	25
Restoring Andean Polylepis Forests in Peru	10
Restoring Polylepis Forests in the Ecuadorean Andes	5
Restoring Andean Forests in Argentina	5



And finally...





Let's talk

Video and slides appearing soon on articulatemarketing.com

Email me with questions at matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet

