

*Lead Nurturing
Readiness
Assessment*





Lead Nurturing Readiness Assessment

A smart lead nurturing strategy helps you build and maintain relationships with viable prospects until they become ready to buy, thereby enabling your salespeople to focus their efforts on more well-qualified prospects without completely dropping long-term leads. As a result, you can expect a better return on your lead generation dollars, a steadier flow of sales-ready leads, a higher lead-to-close ratio, and less tension between your sales and marketing departments.

Despite all these benefits, most companies today do not have a lead nurturing strategy in place, or are at least inclined to recognize it needs improvement. But first, you need to know where you stand.

That is the purpose of this lead nurturing readiness assessment: to help you evaluate your lead nurturing approach.

How to use this readiness assessment

The assessment is divided into six sections. Each section deals with a specific component of lead nurturing. Please answer the questions as best as you can and write your score at the bottom of each section. When you're finished, tabulate your total score to find out the results of your readiness assessment.



SECTION 1

Alignment with business objectives

1. Do you know how many qualified opportunities you need to meet your revenue/growth objectives?

Yes (0 pts) No (3 pts)

2. Do you know how many marketing responses/inquiries you need to convert into qualified opportunities to meet those objectives?

Yes (0 pts) No (3 pts)

3. Do you have a specific budget for lead nurturing?

Yes (0 pts) No (3 pts)

SUBTOTAL OF SECTION 1

SECTION 2

Marketing and sales alignment

1. Do you have an ideal customer profile to identify your top prospects?

Yes (0 pts) No (3 pts)

2. Do you have a unified definition of what a sales-ready lead is?

Yes (0 pts) No (3 pts)

3. Do you use a lead scoring system?

Yes (0 pts) No (3 pts)

4. Do you have a lead-routing process to discard unqualified opportunities, nurture long term leads, pass hot leads to sales and reengage stalled leads?

Yes (0 pts) No (3 pts)

5. Do you have a process in place to ensure marketing leads receive a follow-up call within 48 hours?

Yes (0 pts) No (3 pts)

SUBTOTAL OF SECTION 2



SECTION 3

**Marketing database****1. Do you capture all leads in a marketing database (CRM, or marketing automation solution)?**

- Yes (0 pts) No (3 pts)

2. Is your marketing database...

Relevant (right account, right contact)?

- Yes (0 pts) No (3 pts)

Big enough to reach your marketing goals?

- Yes (0 pts) No (3 pts)

Up to date?

- Yes (0 pts) No (3 pts)

3. Would you say you have email addresses for approximately...

- 20% of your contacts or less (4 pts)
 21-50% of your contacts (3 pts)
 51-75% of your contacts (1 pt)
 more than 76% of your contacts (0 pts)
 Not sure (2 pts)

 SUBTOTAL OF SECTION 3

SECTION 4

**Marketing assets****1. Do you already have assets that can be leveraged as educational offers, such as (select all that apply):**

- Your own customer success stories
 White papers
 Analyst reports
 Exclusive research
 Best practices articles
 Survey & survey results
 Event or seminar invitations



- Links to recorded webinars, podcasts, etc.
 Blog posts
 Vertical solution brochure
 Your own book or eBook
 Other: _____
 None of the above (5 pts)
 All of the above (0 pts)
 Less than three marketing assets (3 pts)

2. Do you have marketing collateral for each phase of your prospect's buying cycle (i.e. awareness, preference and consideration phases)?

- Yes (0 pts) No (3 pts) Not sure (2 pts)

3. Do you have landing pages or offers on your website that allow you to capture the contact information of visitors?

- Yes (0 pts) No (3 pts)

4. Do you systematically track visitors to your website?

- Yes (0 pts) No (3 pts)

5. Do you give prospects the opportunity to select the type of communication they prefer (email, direct mail, follow-up by phone, etc.)

- Yes (0 pts) No (3 pts)

6. Do you give prospects the opportunity to choose the frequency of the communications they receive?

- Yes (0 pts) No (3 pts)

7. Do you give prospects the opportunity to select the topics that pertain to their primary interest?

- Yes (0 pts) No (3 pts)

8. Do you have an email broadcasting tool that allows you to track open rates, click-through rates, bounce rates, unsubscribes, etc.?

- Yes (0 pts) No (3 pts)

 SUBTOTAL OF SECTION 4



SECTION 5

Marketing automation

1. Do you use marketing automation software?

Yes (0 pts) No (3 pts)

2. Does your marketing automation software integrate with your CRM? (skip this question if you don't have marketing automation)

Yes (0 pts) No (3 pts)

3. Do you have another way of sending a predefined sequence of emails based on the prospect's behavior (i.e. visit to your site, downloaded offer, etc.)

Yes (0 pts) No (3 pts)

4. Can you easily create landing pages and registration forms?

Yes (0 pts) No (3 pts)

5. Do you track the sources of leads to know which is more effective than the others?

Yes (0 pts) No (3 pts)

SUBTOTAL OF SECTION 5

SECTION 6

Evaluation

1. Do you use control groups to measure the effectiveness of your lead nurturing initiatives?

Yes (0 pts) No (3 pts)

2. Do you at least track key metrics such as lead-to-close ratio, prospect-to-lead ratio and suspect-to-prospect ratio either through a marketing dashboard or manually?

Yes (0 pts) No (3 pts)

3. Can you calculate the ROI of your lead nurturing initiatives?

Yes (0 pts) No (3 pts)

SUBTOTAL OF SECTION 6



Tabulate your score

Place the subtotal for each section in the spaces on below and add them together to determine your overall score.

	+	+	+	+	+	=
SECTION 1	SECTION 2	SECTION 3	SECTION 4	SECTION 5	SECTION 6	TOTAL

Assess your results

Overall score of 41-90

With a score this high, the real question is how does lead nurturing fit into your overall marketing strategy? Lead nurturing can be extremely effective but you need to think about what you are trying to achieve. If you have a lead generation problem, that should be resolved first, so make sure you know who your best prospects are and how to reach them cost-effectively.

Overall score of 19-40

While some elements of your lead nurturing strategy have been properly lined up, such as your definition of a qualified lead, your lead management process and the marketing assets you can use to educate prospects and move them down the buying cycle, your score suggests that other elements may be in need of improvement. We suggest going back to the survey to identify which areas need improvement and also reevaluating the effectiveness of your lead nurturing initiatives on a regular basis.

Overall score of 18 or less

Congratulations! You seem to have mastered lead nurturing. At this point in time, your primary challenge may be measuring the ROI of your lead nurturing initiatives and scaling up. Marketing automation software may be the answer to take your lead nurturing strategy to the next level. By automating your lead nurturing campaigns, you could engage into more advanced lead nurturing programs that would deliver customized marketing communications based on the level of maturity of your prospects in the buying cycle. As you fine-tune your programs and test new approaches, you may want to reevaluate the effectiveness of your lead nurturing approach on a regular basis.



Where do you go from here?

Communications bNurture inc. is a business to business marketing communication agency that specializes in delivering steady-drip marketing campaigns that help IT organizations convert 20% of their long-term leads into sales-ready leads. We can assist you with:

-  Marketing consulting to achieve your revenue goals
-  Marketing coaching to stay on track with your implementation plan
-  Content development (website copywriting, case studies, eNewsletters, etc.)
-  Tactical marketing execution (landing pages, email campaigns, Pay-Per-Click, etc.)
-  Graphic design services (brochure, Word & PPT templates, etc.)

To receive future whitepapers, articles, check lists, and marketing tips, make sure you subscribe to our quarterly eNewsletter at **www.bnurture.com/Newsletter.com**.

In the meantime, feel free to learn more about the benefits of lead nurturing and how to calculate the ROI of your lead nurturing initiatives.

More Sales-Ready Leads • Greater Sales Effectiveness • Measurable Marketing Performance

bNurture Communication helps IT organizations develop B2B lead generation and lead nurturing programs that generate more sales-ready leads in a measurable and cost-effective manner.