

A man in a light-colored shirt is smiling and holding a clipboard, standing in the center of a group of people. The background is a blurred office setting with a whiteboard on the left. The entire image has a dark blue overlay.

Amplifying Lead Acquisition and Nurture

WHEREOWARE **acoustic**

Agenda

1 Why Lead Acquisition is Critical

2 Create Compelling Content

3 Website and Marketing

4 Nurture and Follow Up

5 Measure

6 Takeaways and Next Steps

Smart growth through digital marketing strategy and activation



Our Services

Since 1999, we've helped clients grow their business through

E-COMMERCE

Sell more online through modern, feature-rich e-commerce websites and optimized customer experiences.

MARKETING OPTIMIZATION

360-degree digital strategy to acquire new customers, reduce churn, and increase customer lifetime value.

CUSTOMER ACQUISITION

Increase nurture and conversions through proven, data-optimized, multi channel campaigns.

Our Clients

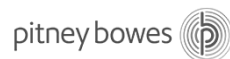
Accelerating valuable relationships between clients and their customers for 20+ years.



UTTERMOST



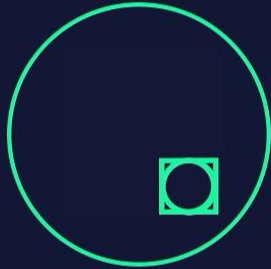
Cuisinart®



WHEREOWARE

acoustic

Marketing Cloud



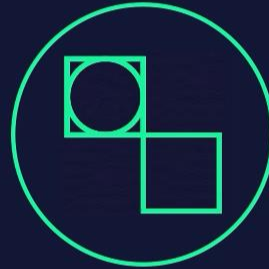
Campaign



Content



Analytics

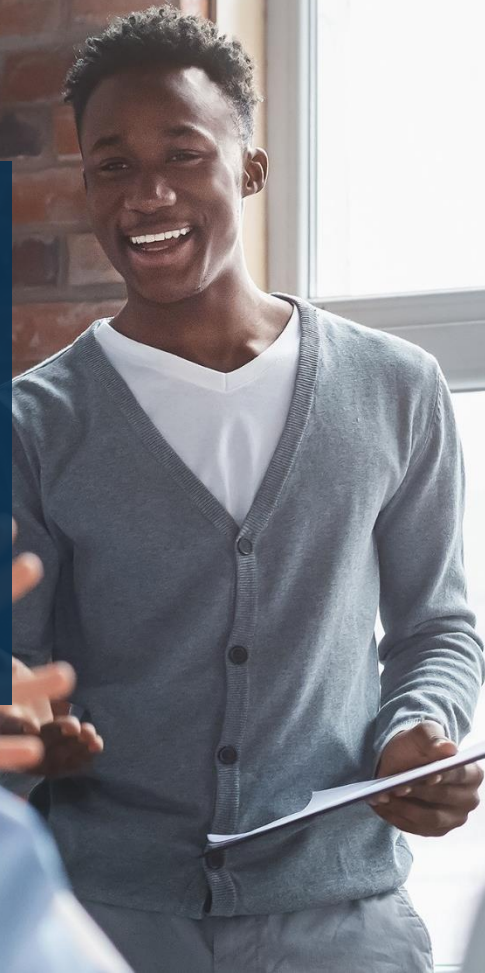


Personalization



Exchange

Why Lead Acquisition is Critical





The top priority for marketers in 2020
is “generating leads.”

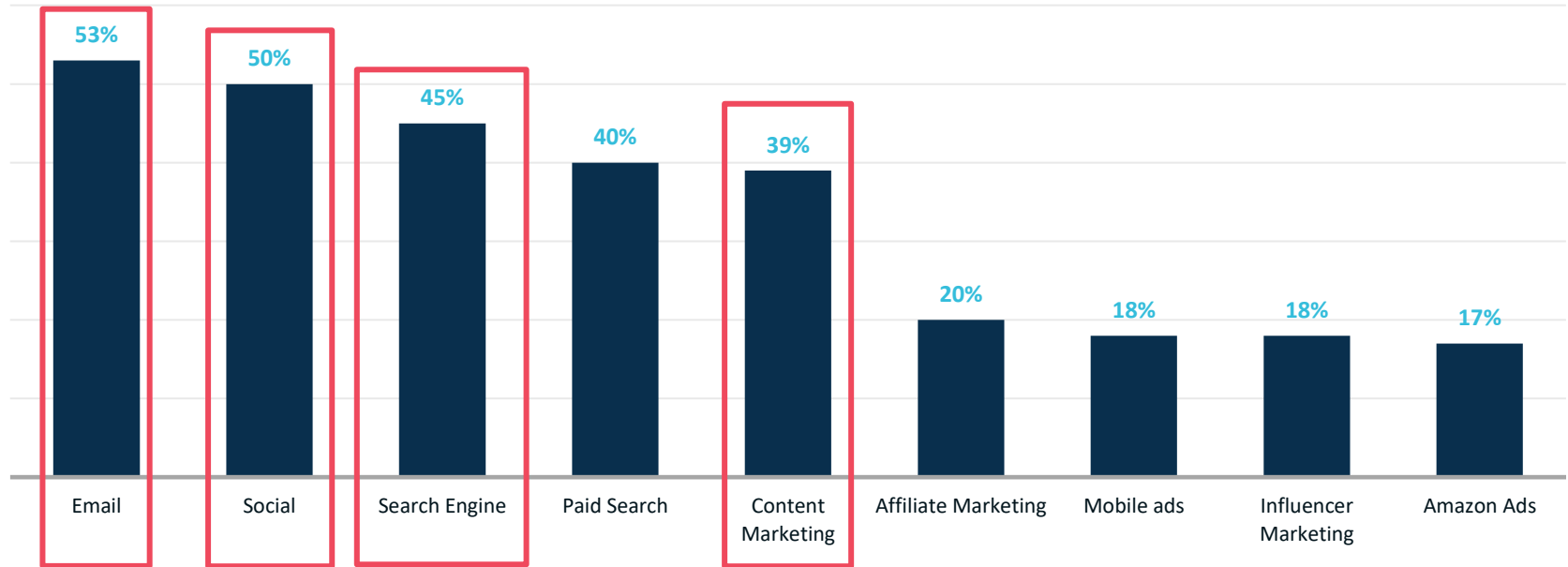
- Hubspot 2019

8 in 10 digital marketers feel **under more pressure** to meet acquisition and revenue goals than they did one year ago

– WBR Insights and SheerID

Email and social media drive customer acquisition

Which marketing tactics have been most successful for driving customer acquisition? Select your top 3.



Key steps to amplify lead acquisition + nurture

1.

CREATE INFORMATIVE CONTENT

2.

OPTIMIZE YOUR WEBSITE +
MARKETING

3.

NURTURE +
FOLLOW UP

Step 1: Informative Content

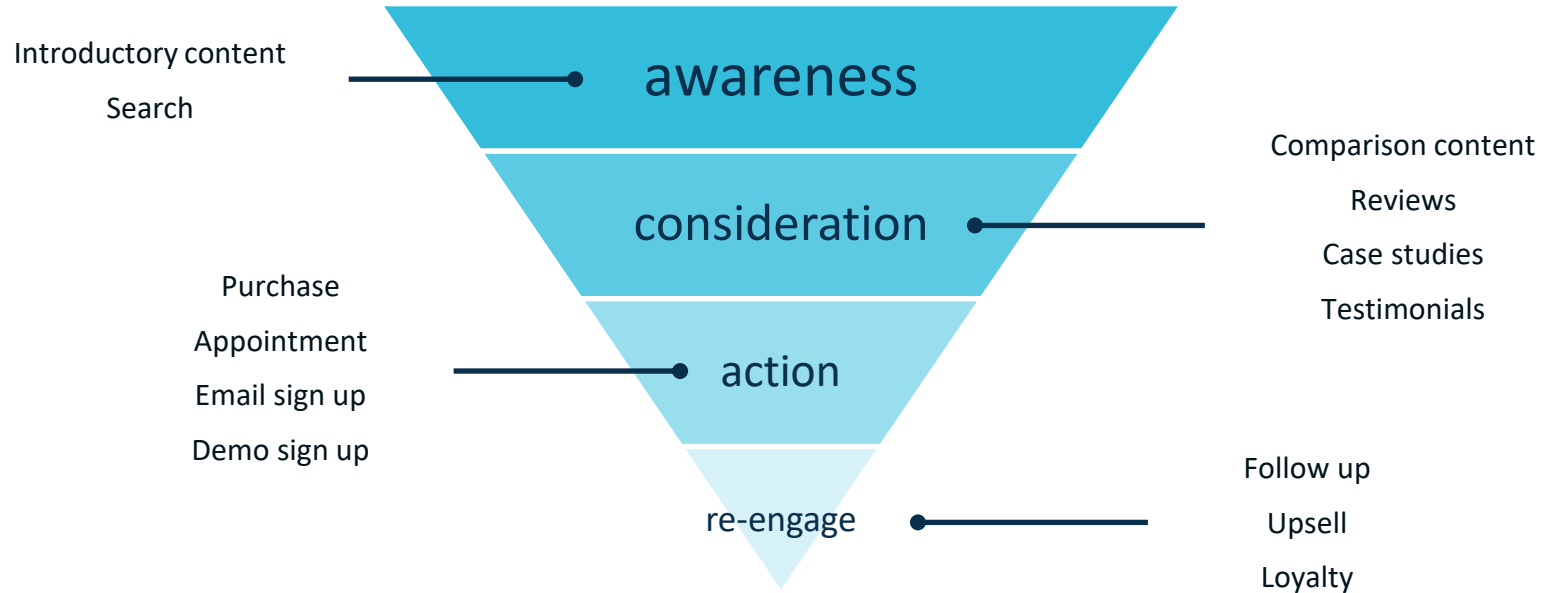




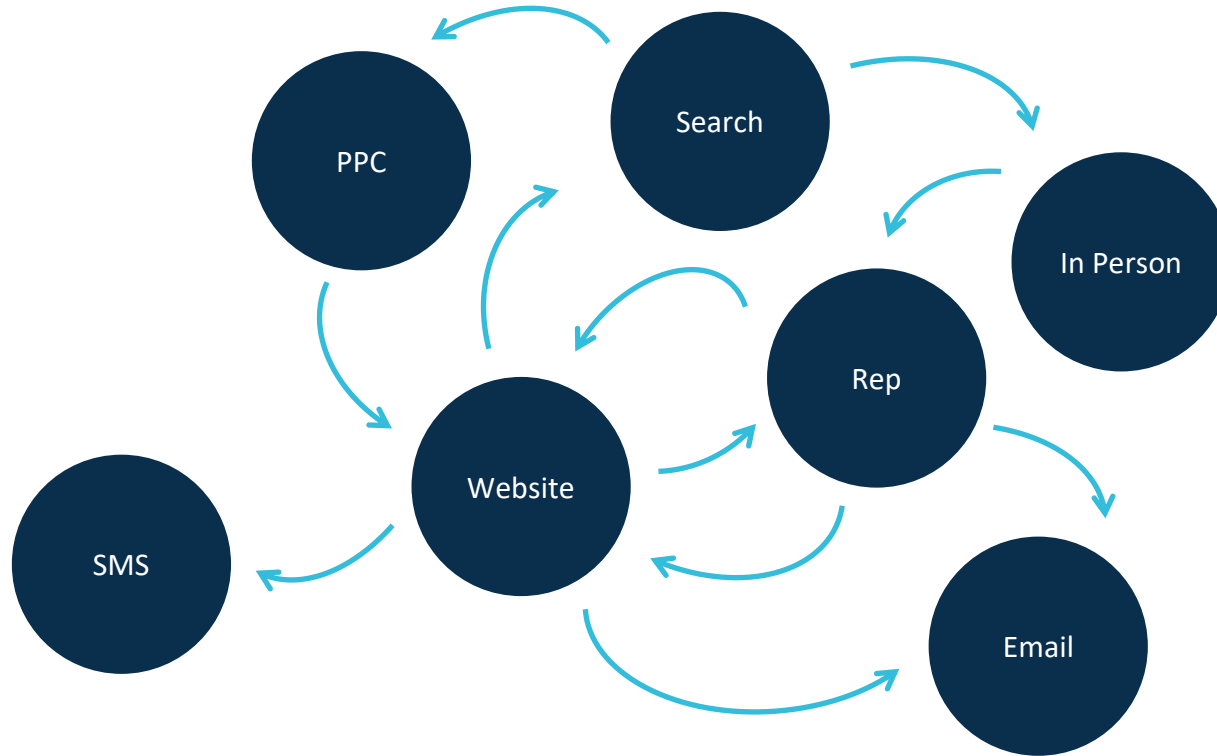
55% of marketers say creating content
is their **biggest marketing priority.**

— w3 Labs

The traditional customer journey



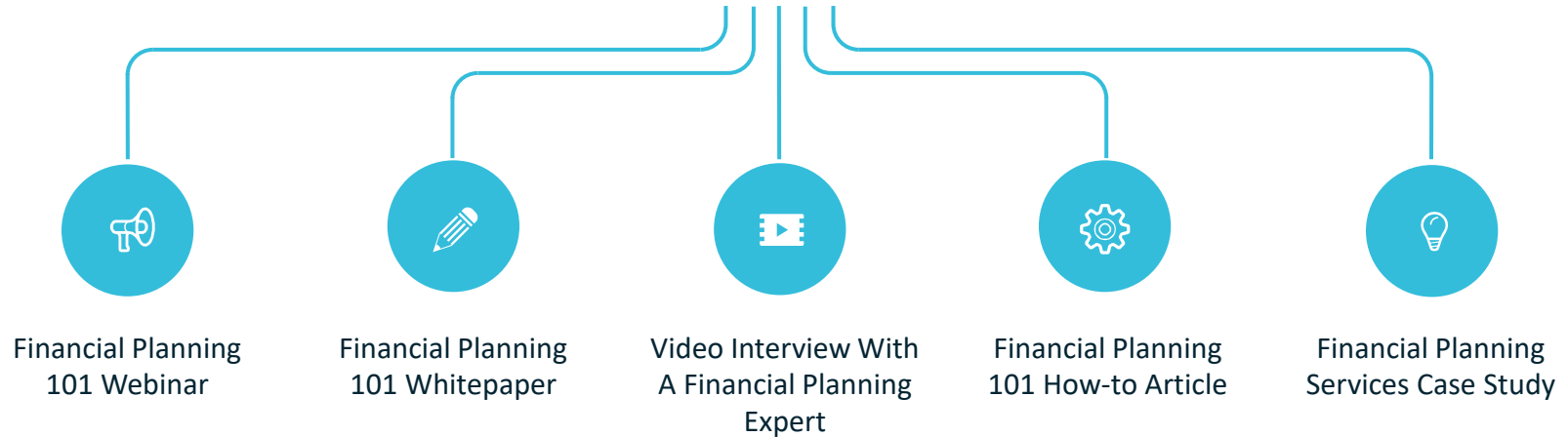
Warning: Customer journeys are no longer linear



Maximize content – hub and spoke

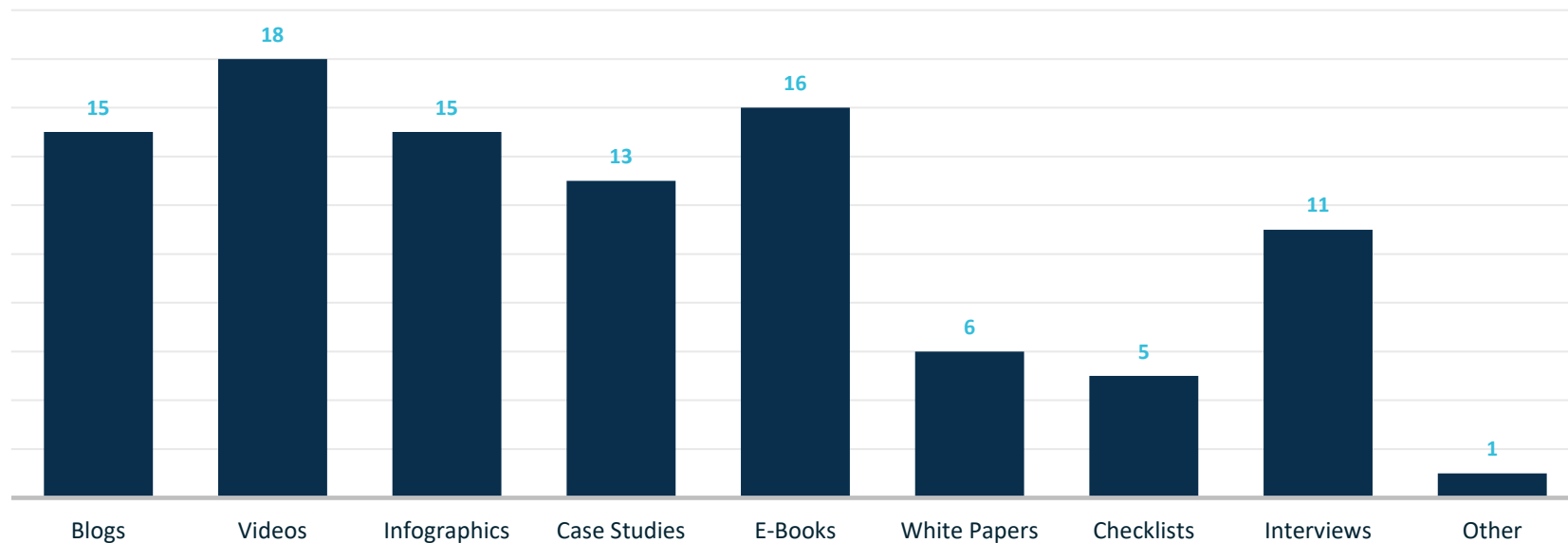
SpeedySavings Bank


Ultimate Guide to Financial Planning E-book



Examples of hub and spoke content variety

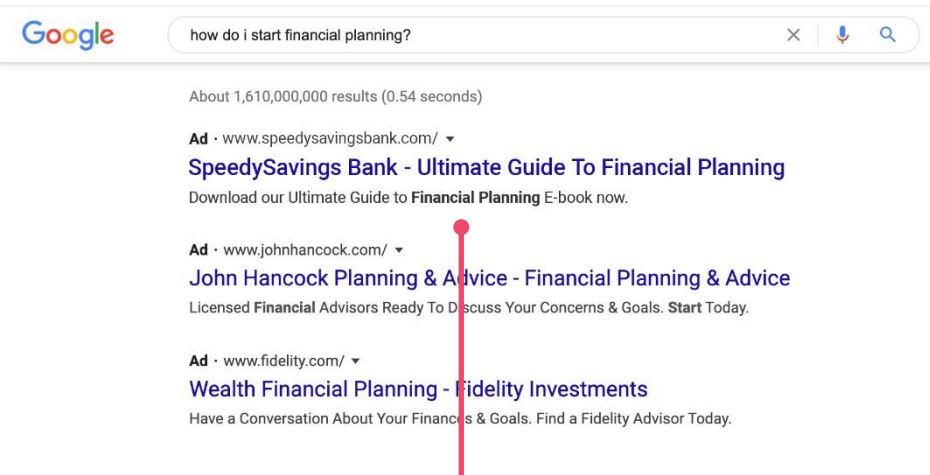
What are the **primary forms of media** used within your **content strategy**?



A woman with blonde hair, wearing a yellow and black striped shirt, is looking at a whiteboard. The whiteboard features a hand-drawn sketch of a mobile app interface with various elements labeled in red: 'MENU', 'LOGO', 'FIND PROFILE', 'DESCRIPTION', 'PREVIEW', and 'PRIVACY POLICY'. There are also several colorful sticky notes attached to the board, including one that says 'CHECK LIST' and others with text like 'DESIGN', 'QUESTIONS', and 'PLAN'. The scene is set in a bright, modern office environment.

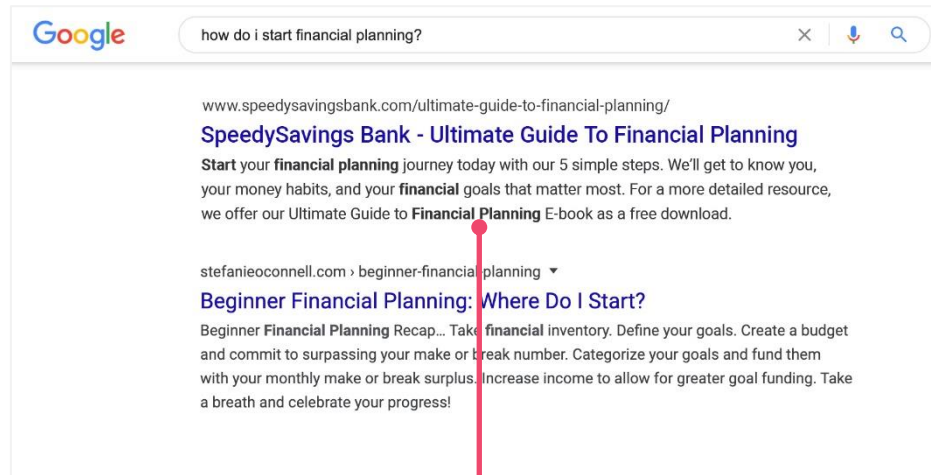
Optimize Your Website + Marketing

How content helps you acquire leads



PPC Ad

Drive target leads to your content



Search Listing

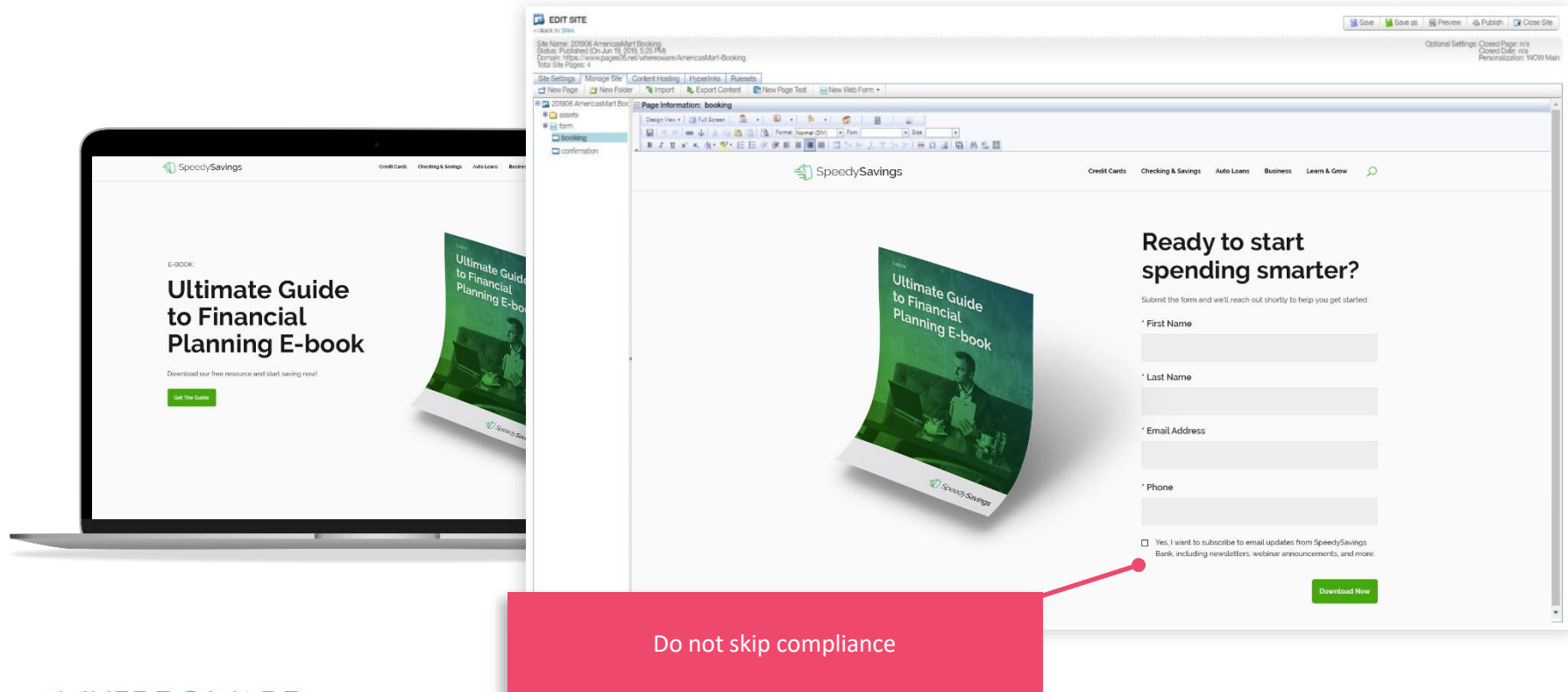
Content drives SEO + organic traffic

See it in action — SpeedySavings Bank



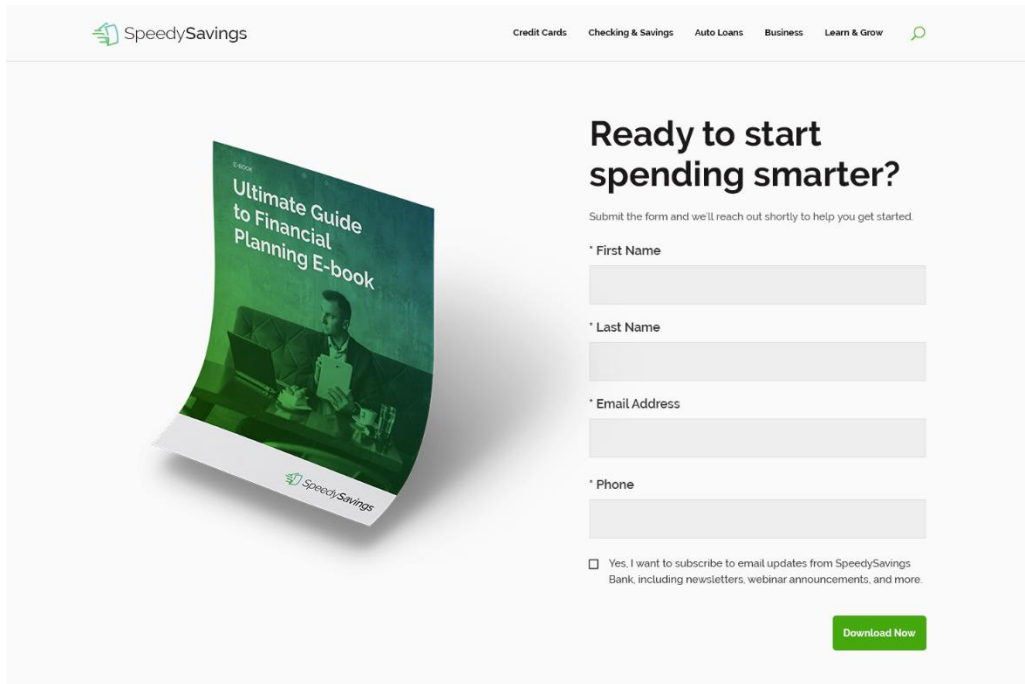
Two opportunities to
grow your email list

See it in action - SpeedySavings Bank



Webform best practices

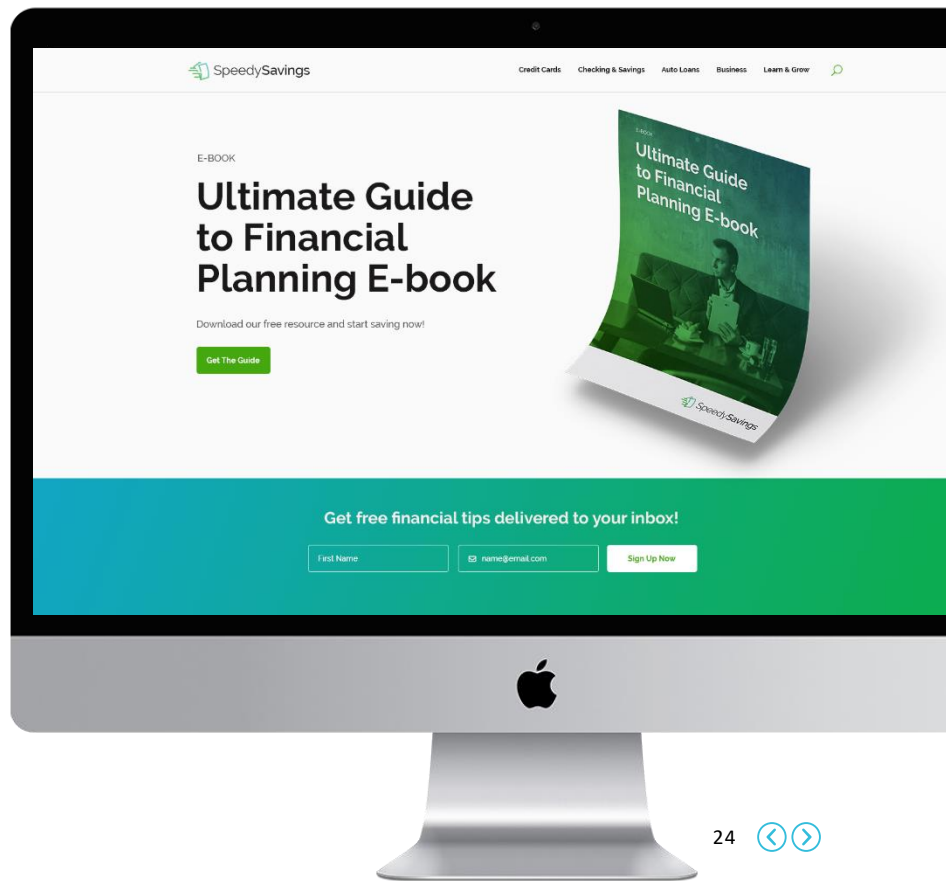
- Short
- Straightforward
- Descriptive Labels
- Cites Required Fields
- Proportionate Container
- Compliant (GDPR/CanSpam)



The screenshot shows a webform on the SpeedySavings website. The header includes the SpeedySavings logo and navigation links: Credit Cards, Checking & Savings, Auto Loans, Business, Learn & Grow, and a search icon. The main content area features a 3D-rendered image of a green e-book titled "Ultimate Guide to Financial Planning E-book" by SpeedySavings. To the right of the image is a form titled "Ready to start spending smarter?". Below the title is a subtext: "Submit the form and we'll reach out shortly to help you get started." The form contains five input fields, each with an asterisk indicating it is required: "First Name", "Last Name", "Email Address", and "Phone". Below these fields is a checkbox with the text: "Yes, I want to subscribe to email updates from SpeedySavings Bank, including newsletters, webinar announcements, and more." At the bottom right of the form is a green button labeled "Download Now".

Opportunities to Capture Lead Info

- Content downloads
- Email sign up
- Sales appointments
- Modal popover
- Webinars
- Demo sign ups
- Point-of-sale
- Referral Campaigns



A smiling man with short dark hair, wearing a grey V-neck cardigan over a white t-shirt, stands in a modern office. He is holding a clipboard in his left hand and gesturing with his right hand. The background features a brick wall and a large window. In the foreground, the blurred backs of two people are visible. A dark blue semi-transparent rectangle is overlaid on the left side of the image, containing the text "Nurture + follow-up".

Nurture + follow-up

Prioritize follow up with lead alerts + scoring

Create a Lead Alert

Lead Alert **Email** CRM Task Chatter

Reply To Address

info@company.com

Subject Line

A lead has downloaded the e-book: Ultimate Guide to Financial Planning

Mail Body

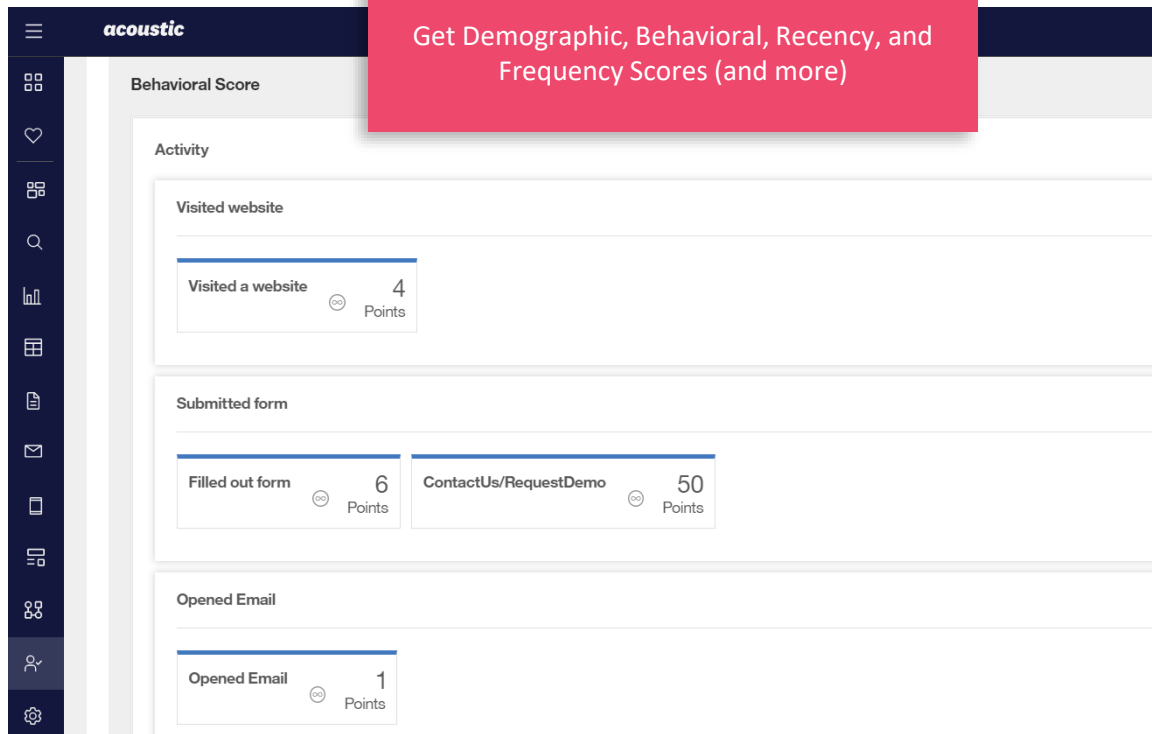
The following lead just downloaded the e-book, The Ultimate Guide to Financial Planning:

%%Email%%
%%Name%%
%%Phone Number%%

Please complete follow-up within 1 business day

☒ Add Contact Insight to mailing body

Pull In Personalized Fields



Get Demographic, Behavioral, Recency, and Frequency Scores (and more)

Full lead activity

acoustic

Contact Insight

<<Back to: Database S

Email: john@email.co

Engaged in Programs: 4 [Add Contact To Program](#)

IBM Funnel 0

Pharos Scoring Model 189

Services Scoring Model 3038

Spotlight Leads 1014

Synch to Salesforce 6

Test_Scoring_model Good Prospects ★★★★★ 3440

WOW Asset Downloads 42

Whereoware Leads 1593

Edit Models Shown

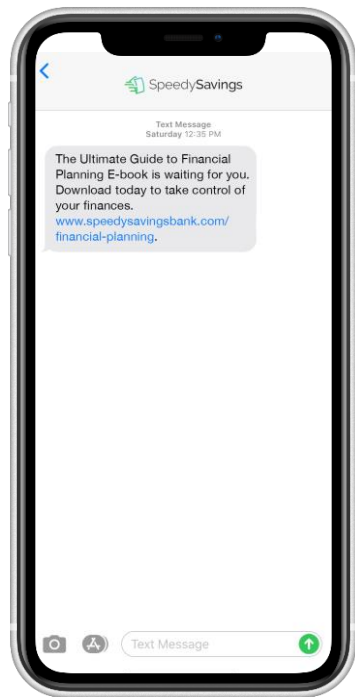
Messages

	5 Essential SEO Tips for B2B	22 Hrs Ago
	Last chance! Safeguard your email d	Jun 15, 2020
	WEBINAR: Safeguarding Email Deliver	Jun 11, 2020
	Email Deliverability and COVID-19 [Jun 9, 2020
	3 Steps to Safeguard Email Delivers	Jun 4, 2020
	6 Tips for Gmail Deliverability	May 28, 2020

Actions

	Opt-in Form Submit: Contact-Us Site: WOW Website	2 Min Ago
	whereoware.com	22 Hrs Ago
	2014 WOW Website	22 Hrs Ago
	cta1 Mailing: 2020-Newsletter-June(1)	22 Hrs Ago
	whereoware.com	22 Hrs Ago

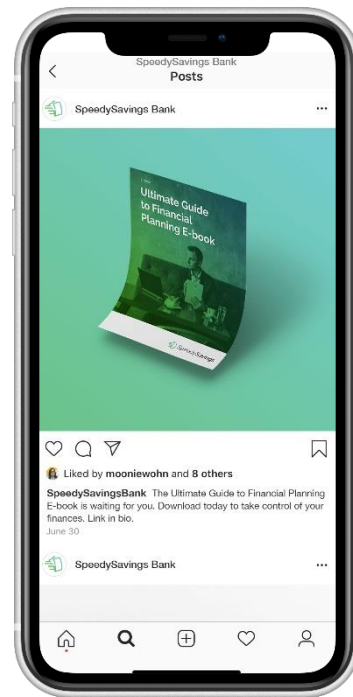
Didn't convert? Retarget



SMS MARKETING



ONE-OFF EMAIL



SOCIAL MEDIA

WHEREOWARE

Converted? Use data to guide the next steps

- Demographics
- Webpage visits
- Category visits
- Cart abandons
- Preference Center
- Order history



Automated re-engagement campaign

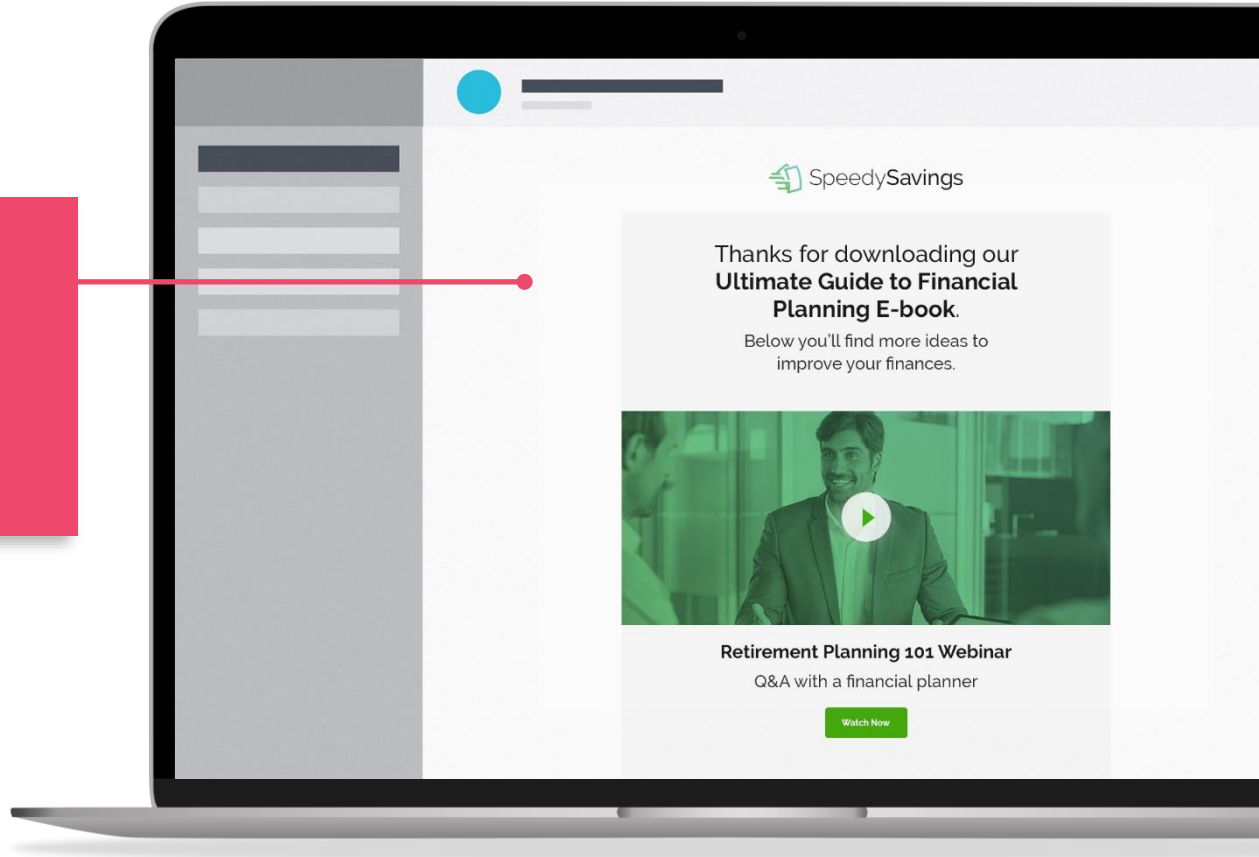
Downloaded:

Ultimate Guide to Financial
Planning E-book

Age: 65+

Visited Blog: 3 Ways To Retire Early

WHEREOWARE



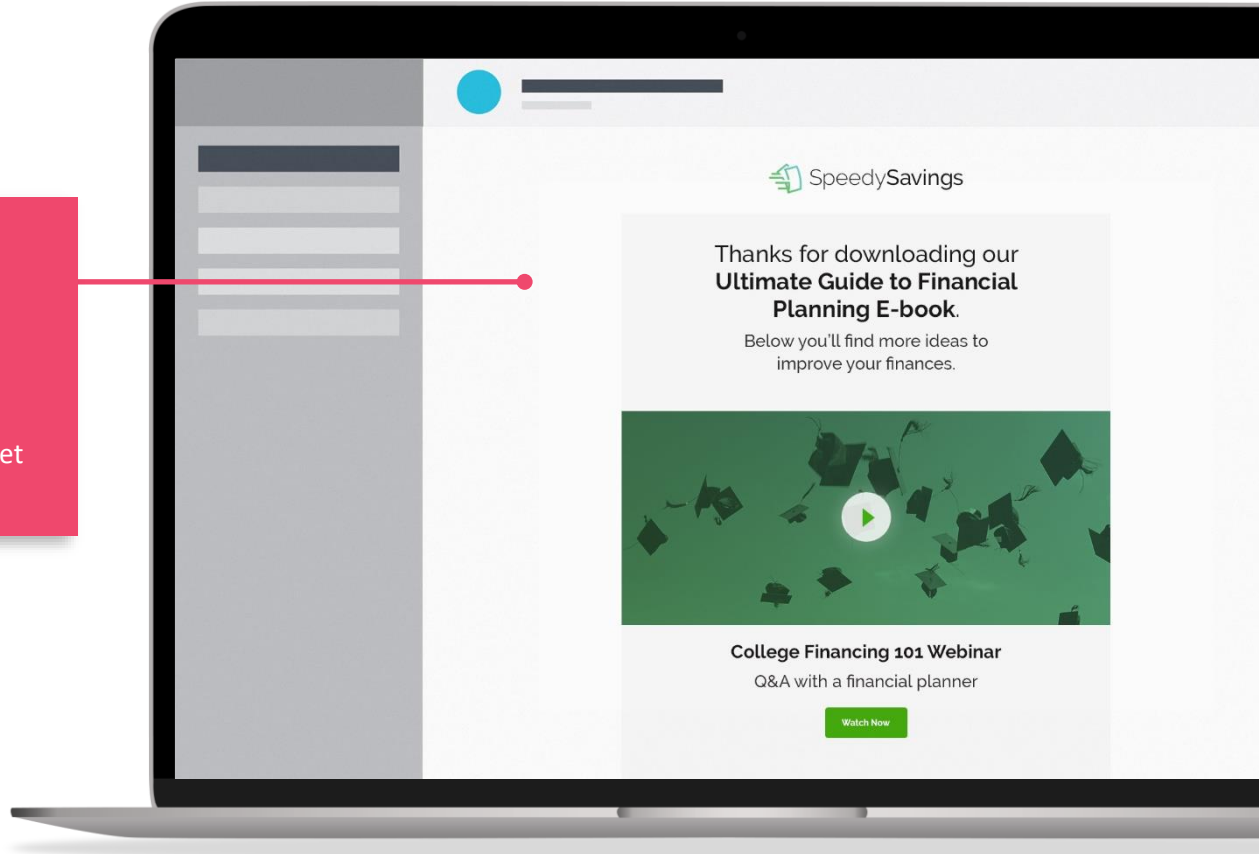
Automated re-engagement campaign

Downloaded:

Ultimate Guide to Financial
Planning E-book


Age: 15-20

Clicked Ad: Savings for College Worksheet



Lead Nurture Don'ts

- Oversend – be thoughtful and timely
- Send the same content to everyone
- Ignore your data
- Forget to loop in sales
- Just use one channel
- Skip value
- Get stale test and optimize

A smiling man with dark skin and curly hair, wearing a light blue button-down shirt, stands in a professional setting. He is pointing with a blue pen at a whiteboard. The whiteboard features a line graph with three colored lines (green, red, and blue) plotted against a grid. The man is looking towards the camera with a friendly expression. A dark blue semi-transparent rectangle is overlaid on the left side of the image, containing the text 'Measure Success' in white.

Measure Success

Measure success and tailor strategy

- Website traffic
- Engagement time
- Social media engagement
- Email engagement
- Bounce rate

Measure success and tailor strategy

- Website traffic
- Engagement time
- Social media engagement
- Email engagement
- Bounce rate

- Goal completions
- Attribution models
- Email sign up growth
- Download growth
- Search rankings

Takeaways + Next Steps



Key takeaways

- Customer journeys are no longer linear
- Personalize and segment
- Tailor content for stages and channels
- Use webforms and incentives to capture lead info
- Use data to prioritize follow-up and automate re-engagement

Need Help? Package Options

Combines SEO, email, content, Facebook organic and paid advertising, and reporting to achieve your customer acquisition, retention, and maximization goals - fast.

- **Quick Start** - focused on channels with the quickest business impact
- **Professional** - achieve significant results at great value
- **Pro+** - our most comprehensive package

Get started: email sales@whereoware.com

Get In Touch

Reach out if you have questions.

CONTACT US

Erin Alemdar

Senior Digital Strategist

[linkedin.com/in/erinalemdar/](https://www.linkedin.com/in/erinalemdar/)

CONNECT WITH US

sales@whereoware.com

[linkedin.com/company/whereoware](https://www.linkedin.com/company/whereoware)

[@wheroware](#)