

# Guide to Lead Nurturing

## Contact fulfillment is in the works!

As you begin to receive leads during your campaign, it's now time to proactively enact a lead nurturing plan. We're here to share our recommended path.

### You SHOULD lead nurture.

Your lead generation campaigns provide a valuable touchpoint with software professionals – whether they are being introduced to your brand for the first time or learning about different solutions you provide. You'll get the most from your investment by engaging with your leads early and guiding them to conversion.

**45%**

Higher ROI in marketing departments that deploy lead nurturing campaigns.

Source: MarketingSherpa

**10%**

Or greater increase in revenue as a result of lead nurturing.

Source: Gartner Research

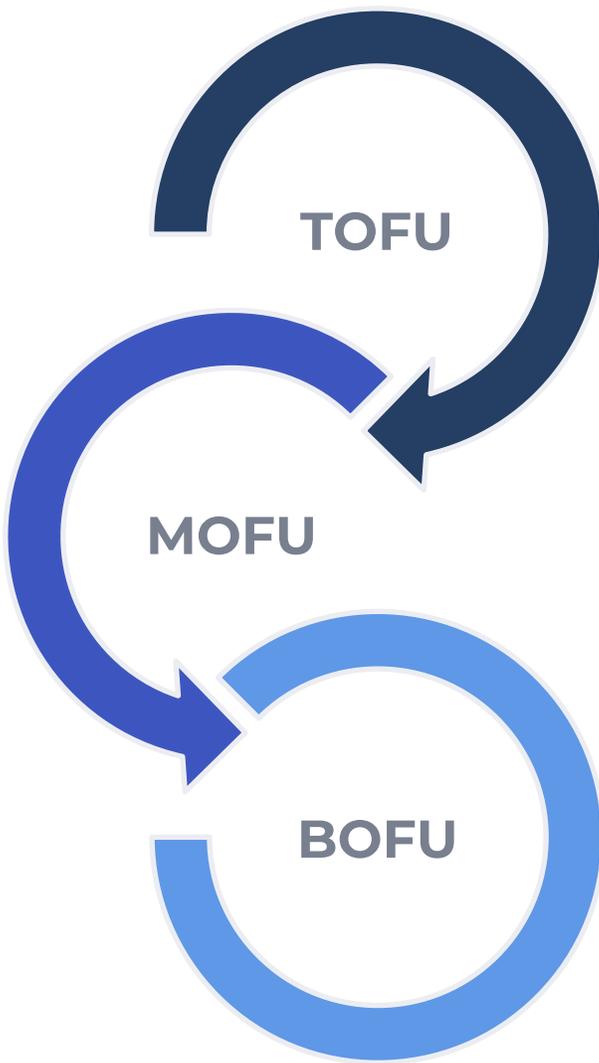
**4-10x**

higher response rate to lead nurturing emails compared to standalone dedicated email sends.

Source: DemandGen Report

## Down the funnel they go.

Both a point of segmentation and as a tactical guideline, you will find leads will fall under three stages of the sales funnel:



### Top of Funnel

Prospects considered TOFU are in the awareness stages of the sales funnel. Continue to produce and share educational content that establishes your brand as an authoritative industry source.

*Recommended tactics include: Guides, eBooks, Videos, Landing Pages, Articles, Blogs, Email*

### Middle of Funnel

Generate prospects by driving them into the consideration stage of their buyer journey. Your content should now focus on the prospect's evaluation process and positioning your brand within the industry.

*Recommended tactics include: Webinars, Case Studies, Comparisons/Fact Sheets, Email*

### Bottom of Funnel

At this stage, prospects are ready to be converted into Sales Qualified Leads (SQLs). Your collaboration with the SQLs now shifts to a more 2-way, conversational approach.

*Recommended tactics include: Free trials, demos, consultations*

## We're here to help.

We have the resources to help you engage and nurture leads. By leveraging DZone's brand recognition and industry reach, your messaging is amplified to software professionals in an environment they trust.



### Content Syndication

Directed to your new leads, distribute your white papers, eBooks, and more while benefiting from promotions to the DZone audience.



### Dedicated Email

Share your messaging via a dedicated email targeted to downloaders from your lead generation campaign.



### Webinar

Follow-up your campaign with engaging video formats, including webinars. Promoted both downloaders and the wider DZone audience, you further qualify your new prospects while garnering additional leads.

**Contact our team to receive more information and pricing for our lead nurturing solutions: [sales@dzone.com](mailto:sales@dzone.com)**