1. Establish Project
- Establish project research goals, start discovery

2. Review all Research
- Discovery period, anywhere from 1-10 days
- 43% of respondents report a slowing of the sales cycle, putting more pressure on the online marketing mix to nurture leads through a prolonged purchase process.

3. Share with Internal Team
- Start socializing research
- Research shows that 35-50% of sales go to the vendor that responds first
- Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads.

4. Nurture
- Effective nurturing strategies are built around the customer’s journey through the buying process.
  - Lori Wutscher, Forrester Research

5. Share with Influencers
- Nearly 2/3 of B2B marketers identify engaging key decision makers as their top challenge.
- The average sales cycle has increased 22% over the past 5 years due to more decision makers being involved in the buying process.

6. Procurement/Bid Process

7. Vendor Decision – Establish Start Dates

8. Implement

What has happened in the B2C space is now happening in B2B. With the availability of seemingly infinite amounts of resources, it is the duty of the marketer to develop a clear voice with an unmoveable message at the core. The best way to make sure that message is through a commitment to listen to the consumer and respond with meaningful information.

Lead nurturing allows you to communicate on a step-by-step basis to develop a relationship with your prospects – to become a trusted source of valuable content. Don’t oversaturate with endless nurturing content, like the B2B pizza-slice that comes to you, which buries that most often, 80% of the efforts are a direct result of only 20% of the cases. Don’t overload your customers with messaging. Keep it simple and, most importantly, keep relevant.