

8 BAD NURTURING HABITS IN ABM

And How to
Break Them



INTRODUCTION

Nurturing is a staple of any B2B marketing strategy, including account-based marketing (ABM), because your buyers are not always ready to buy from you.

According to [LinkedIn](#), only 5% of your buyers are in-market for your solution; the other 95% are not yet ready to buy, so nurturing helps create demand for your solution and keeps your brand top-of-mind for when they eventually start their buying journey. Nurturing also helps you build trust and stronger relationships with buyers through relevant and personalized content and messaging before they speak to your sales team.

As buyers gain more independence in researching solutions, marketers lose that personal interaction and often get stuck deploying ineffective nurturing habits.

If you're reading this eBook, you're ready to take the first step in confronting these bad habits and correcting them to get the most out of your account-based nurturing program.

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BAD HABIT #1:

Nurturing Leads, Not Accounts

With ABM, you want to nurture at the account level, not your individual leads. While it is still a good practice to nurture leads, particularly if the account you are targeting has a one-person buying committee, it's important to shift your focus towards an account-based approach.

Nurturing accounts in B2B ensures that you're accounting for a multi-person buying committee and providing them with a strong customer experience as they move through the buying journey.

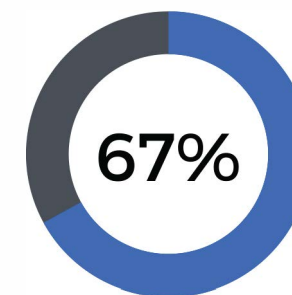
Let's take a closer look at the difference between lead and account nurturing:

- **Lead nurturing** focuses on educating and driving behavior change for a single individual, who is often the primary decision-maker for a particular solution.
- **Account nurturing** focuses on educating and driving behavior change across the entire account, providing the most relevant information for each member of the buying committee.

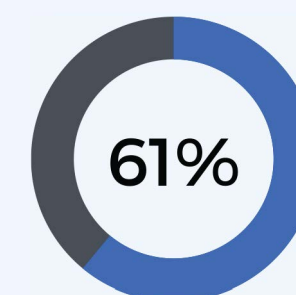
You nurture B2B accounts because:

- ☐ Most accounts have more than one decision-maker on their buying committee
- ☐ Each decision-maker has their own pain points
- ☐ Nearly half of the decision-makers on a buying committee never speak to a sales rep
- ☐ The buying committee makes the decision together to purchase a solution

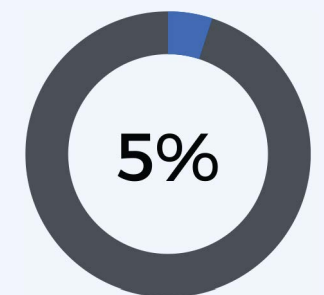
ABM is all about building strong relationships with the best-fit accounts with the highest likelihood of purchasing your solution. But with a large buying committee, lengthened buying journeys, and less direct contact with your team, accounts often need more help moving through the buying process. And that makes account nurturing a critical component of an effective ABM strategy.



67% of B2B buyers want more communication and reassurance while making a purchase



61% of B2B buyers report that they involve more people in their purchase process than in years past



B2B sales reps have roughly 5% of a customer's time during their entire B2B buying journey

BAD HABIT #2:

Nurturing for Personalization Without Segmentation

Before you can create an account-based nurture program, you have to know who you're targeting. To understand who you're targeting and start personalizing your approach, you need to gather account data and segment your accounts based on similar characteristics.

You can use your own first-party data to fill in the blanks, but a major benefit of ABM are partners like Madison Logic that provide additional insights, like buyer intent data and historical engagement data. The more data you gather on an account, the clearer your picture will be for segmentation.

Data sources you can use to segment your accounts include:



Firmographic data: Information about a company, like what it does, where it's located, and how much money it makes.



Technographic data: Information about a company's current technology stack, like its computer systems and software.



Buyer intent data: A potential customer's interest in buying something that can come from online searches, social media, and engagement metrics.



Historical engagement data: A record of a person or company's past interactions with a business or brand.

Segmenting your accounts based on this data allows you to tailor your programs based on your account's characteristics and their needs.



Putting the Person Back in "Persona"

In B2B, there typically isn't just one person making the decision, it's an entire buying committee. So serving generic, broad, and impersonalized content to any single decision-maker is a bad look.

Instead, you have to put the person back in "persona" to really personalize the experience and influence all the decision-makers toward your brand. The best marketing doesn't feel like marketing, it's more of a conversation and a positive experience.

How?

- ❑ Talk to your sales and customer support teams and learn more about the makings of your target accounts. Who sits on the buying committee? What are their titles? What roles do they play? For example, a CMO will have a different nurture path than a demand marketer.
- ❑ Identify the buying committee pain points and challenges they need a solution to solve. In order to address the concerns of a specific person who may be dissatisfied with the reliability of their current tool, you could focus on the predictability of your own solution. Do this by conducting interviews and surveys, or consulting with your sales team to gather insights.
- ❑ Follow their digital footprint. Use engagement data and track an individual's personal identifiable information (PII) to understand where they go for their information. How much time did they spend on your site? How did they get there: email or social media? Leverage this information to map out a more effective journey.

You need this segmentation to make your nurture programs thrive. It's key to personalization and customization so the audience that receives it says, "Wow, they really know me!"



BAD HABIT #3:

Nurturing on the Fly, Not with a Full-Funnel Strategy

Have you ever been guilty of promoting an eBook but had no plan for follow-through to those accounts that downloaded it? Creating a strong nurturing program that moves accounts successfully through the buyer's journey is a tedious process, and it's easy to get stuck in a cycle of nurturing on the fly.

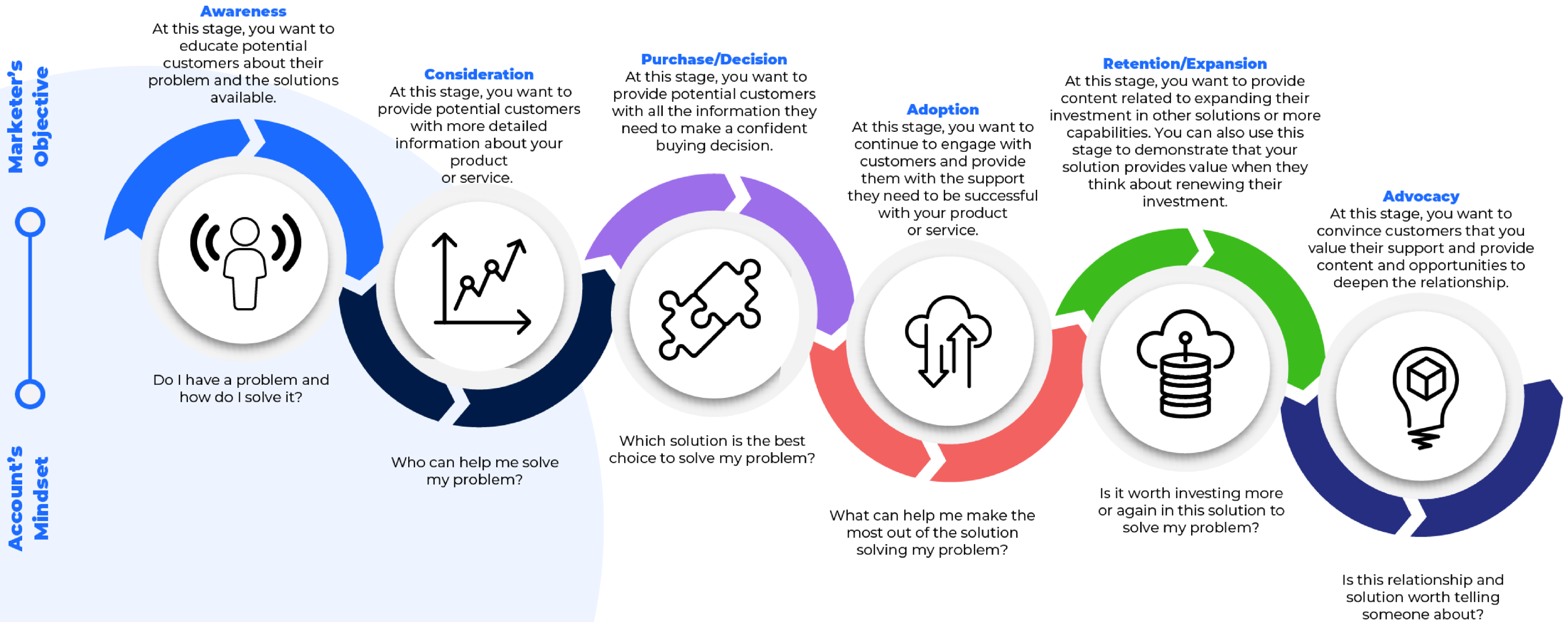
Without a well thought out nurturing plan, you risk losing buyers' interest. You're not the only provider wanting their attention. A competitor could easily swoop in and change the account's direction because they're not getting what they need to progress with you.

Additionally, the buying journey is not dictated by you. Decision-makers tend to do most of the research independently and determine their own buying journey. Accounts can stop in the Awareness stage or take longer to make a Purchase Decision, for example. If you're not providing them with the content they need to move from stage to stage, it can lead to missed opportunities and elongate the sales cycle even more.



If you want to progress buyers through their journey like the image above, you need a solid plan in place to help guide your buyers with purpose and intent. Nurturing with a full-funnel strategy keeps your buyers' attention, keeps them engaged, and keeps you top-of-mind as they move through the funnel. You can't wait on buyers to navigate the buying journey and easily identify your solution with a few touches here and there. Resist nurturing on the fly and activate a full-funnel strategy so you have content to move them where they are and when they need it.

A full-funnel strategy for nurturing accounts involves providing potential customers with a comprehensive and consistent experience throughout the entire buying journey, from initial awareness of a problem or post-purchase engagement. When you use a full-funnel strategy, you're building your organization's reputation from start to finish and beyond in the customer relationship and keeping your brand and content top-of-mind throughout.



Full-Funnel Nurturing with Marketing Automation

Being everywhere for everyone all at once seems like a tall order, but marketing automation solutions are a marketer's best friend when nurturing accounts. Marketers can automatically identify where a prospect is in the buyer's journey using marketing automation data and setting trigger actions like:

- Website behavior
- Downloads
- Email opens
- Social media engagement

Is the person just researching the topic to get a general overview of what kind of product they need? Or has the person already narrowed down their choice and is about to place an order? Where an account is in the buying journey requires a different approach from your team.

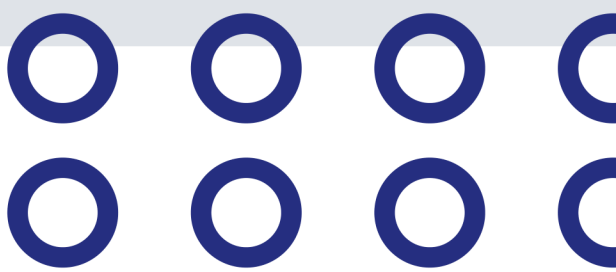
The software evaluates various sources of customer data, such as website traffic, inquiries through customer relationship management (CRM) systems, and social media interactions, to determine the likelihood of a potential customer making a purchase. By assigning a score to each account, the software helps the marketing or sales team to focus their efforts on the most promising prospects. The team can then use strategies like targeted email campaigns or personalized sales calls to close the deal with these qualified accounts.

Madison Logic makes it simple to activate a full-funnel, always-on account nurturing strategy through an integration with your marketing automation solution and CRM with the ML Platform. With these integrations, you can inform and guide your nurturing programs based on the insights from your most important sales and marketing tools.



BAD HABIT #4:

Nurturing with Just Email



“Email” and “nurturing” have become synonymous with each other, but the reality is nurturing is so much more than just email. With email nurturing, you’re competing with spam filters, expired contacts, and the dangers of frustrating your buyers with too many emails. We’re not saying to get rid of email nurturing completely, but buyer habits have indefinitely changed, and email engagement has gone down.

Buyers research and evaluate solutions on many channels these days: social networks like LinkedIn, Google, your website, and third-party publisher websites. And when buyers research and evaluate solutions has also changed. It can now happen at any time, so you need to be more dynamic and relevant with your content delivery.

What this all means is that you have to be in more places outside of email. Break out of this habit with a multi-channel nurturing strategy that reaches your buyers wherever they go to self-educate and engage. Companies that use multi-channel marketing experience 3X higher success rates than those that don’t.

“Anytime you can surround buying committees on multiple channels in multiple different stages of the funnel, you’re always going to have a better-quality output of the leads and the pipeline that you’re getting.”



Thomas Matthews
Senior Marketing Manager



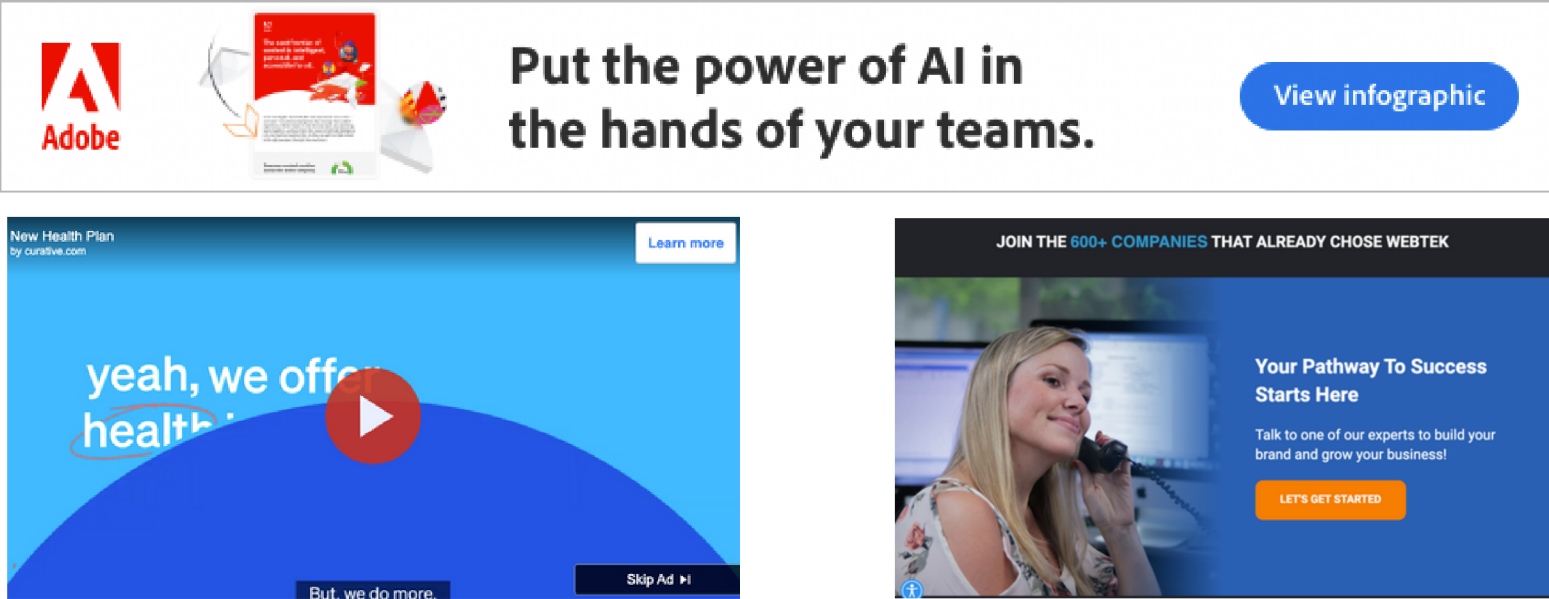
Nurture with Display Advertising

According to the [Marketing Rule of 7](#), a buyer needs to see a message at least 7 times before they want to speak to a provider. It's exhausting to try and work a 1-1 message via email this way.

Your accounts are going to travel to multiple places online and [display advertising](#) capabilities allow you to dynamically and automatically nurture them with banner, video, and pop-up ads as they move. You can choose the CTA that pushes them into the next nurturing touchpoint in the program, like downloading an asset or requesting a demo.

Use display advertising for:

- Re-engaging an account showing in-market activity.
- Targeting accounts that match your ideal customer but haven’t made contact with you personally.
- Engaging with accounts in various stages of the buyer’s journey.



Nurture with LinkedIn

If you’re not running content and advertising on LinkedIn as a part of your ABM strategy, you’re missing the opportunity to target your best accounts on the largest professional social network that validates their job title and role in the company. This is also a great place to nurture your best accounts as they move through their buyer’s journey. Take a look at four use cases you can use for nurturing on [LinkedIn](#).

Coordinated experience and messaging

Reinforce your LinkedIn campaigns with nurture programs featuring the same message and content across channels. Consistency is key to generate higher engagement and owning the customer experience.

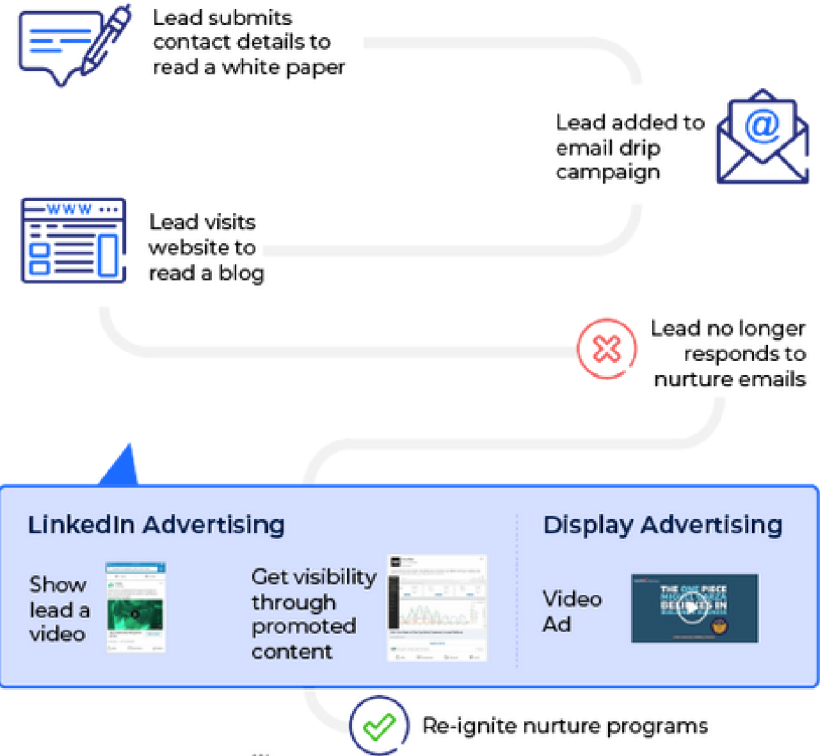


Organic nurturing

A great way to connect with your audience is to be more personal and human, and LinkedIn is a great place to do that. Talk to your accounts through likes, comments, and resharing. These interactions should be viewed as touchpoints in nurturing and are efficient ways to stay top-of-mind in a personal way.

Re-targeting campaigns

Reach accounts who stopped responding, got stuck in the buying journey, or slowed their engagement through LinkedIn advertising. This will get them re-engaged with your brand and guarantee that you're reaching the right contacts within those accounts.



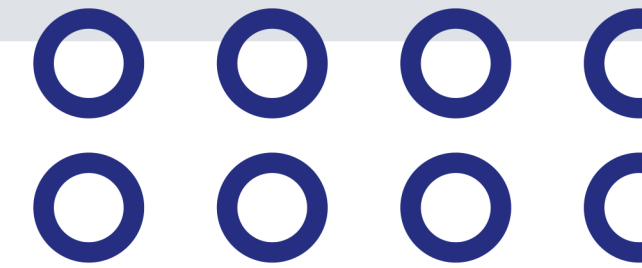
1-1 nurturing

LinkedIn supports Sponsored Content and Messaging to share your thought leadership content, showcase ads about your products and services, or promote events like webinars and roundtables. When a contact on a buying committee interacts with your messaging, you can capture them as leads and add them to be nurtured.



BAD HABIT #5:

Nurturing Without Well-Baked Content



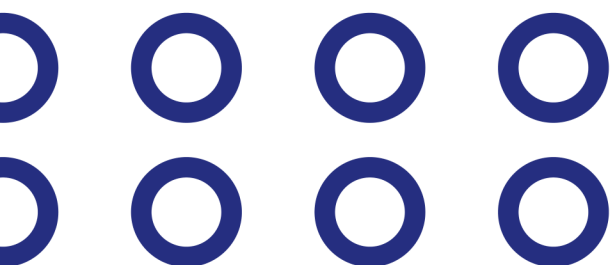
A lot of marketers cite this challenge: creating highly relevant and personalized content for nurturing campaigns. When marketers don't have well-baked content, their nurturing efforts have little to no effect. Research shows that 47% of buyers view three to five pieces of content before engaging with a sales rep, so the content you share is part of the nurturing process.

To nurture successfully:

- ➡ You need content
- ➡ You need to map your nurturing content to the buying journey
- ➡ You need to personalize the content

When initiating your nurture program, don't reach for new targeted content and overlook existing marketing collateral like webinars, eBooks, and white papers. You can actually adapt and repurpose existing content for nurturing and look at your existing content to discover gaps. We'll cover this later.

Here are the three steps to segment your new and existing content.



Step 1: Segment by Content Purpose

Think about the buying journey and the four key purposes your content serves. You want content that demonstrates to your accounts that you:

- ✓ Understand their problem
- ✓ Know how to solve their problem
- ✓ Have the solution for their problem
- ✓ Value them as a customer

Segmenting content by purpose will help you map your existing content based on your overall goal. For example, if you're looking to nurture an account that said "no" to your first conversation, you would want to engage them with content that reinforces that you know how to solve their problem and shows that you have the solutions to do so.

The next page is our vision of how content fits into the buyer's journey and the focus you want to address.

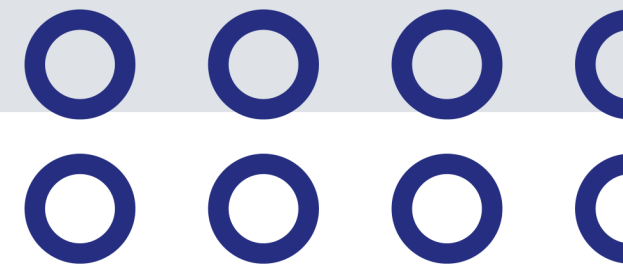
Mapping Content to the Buyer's Journey

Content Focus



Buyer's Journey





Step 2: Segment by Content Impact

Segmenting on content impact can tell you what is working within your content strategy and gives you the green light to repurpose. Take stock of your existing content and ask a few questions:

- What assets have the most downloads?
- Which assets in your LinkedIn posts have the most engagement?
- Which assets do your sales team rely on the most when speaking to accounts?
- Which ads have the most impressions/clicks?

When you're segmenting existing content on impact, be sure to look at the additional account data and data from your CRM/sales insights that tell you:

- **Account outcome:** "Did this account move into our sales pipeline and convert after engaging with this content, or did the account need more information before it spoke to our team?"
- **Stage of the buying journey:** "Was this content more impactful in the awareness stage or did it influence the account to make a final purchase decision?"
- **Progression of the account:** "When did the account engage with the content and how long did it take the account after to progress through the buying journey?"

These additional insights help you determine where this content should fall in your nurture program, how to further personalize the asset, and what the predicted outcome of engagement may be.

Step 3: Segment By Account and Persona Attributes

Segmenting content by account attributes is important to nurturing because it allows you to tailor your content to the specific needs, interests, and preferences of each account and persona. This helps you increase the relevance and impact of your content and improve the overall effectiveness of your nurturing efforts.

When targeting just accounts, segment content by known or desired:

- Regions
- Topics
- Company size
- Industry
- Stage of the buyer's journey



When targeting personas, segment by attributes like:

- Job titles
- Pain points
- Responsibilities
- Content preferences
- Engagement level



For example, you would not give a CFO at a construction company a product sheet on accounting software suited for a hospital. Or display an ad discussing how to be GDPR compliant to a company that only does business in the U.S.

Personalized content can make or break an audience's experience with your brand, so when you're targeting specific people, make sure your content speaks to their individual concerns.

Repurposing for New Assets

Good content is good content, and you can fill your nurturing bucket without creating lots of new assets. Do you have a larger asset that performed well? Repurpose it! It's a really great nurturing and overall content marketing practice to create a family of assets from one of your more successful long-form pieces.

Take a look at your long-form assets, and diagnose:

- Does this asset answer a defined need?
- Can this asset support other assets that are smaller and cover a main concept that's already covered in this primary asset?
- Is the messaging and the topic still relevant and current?

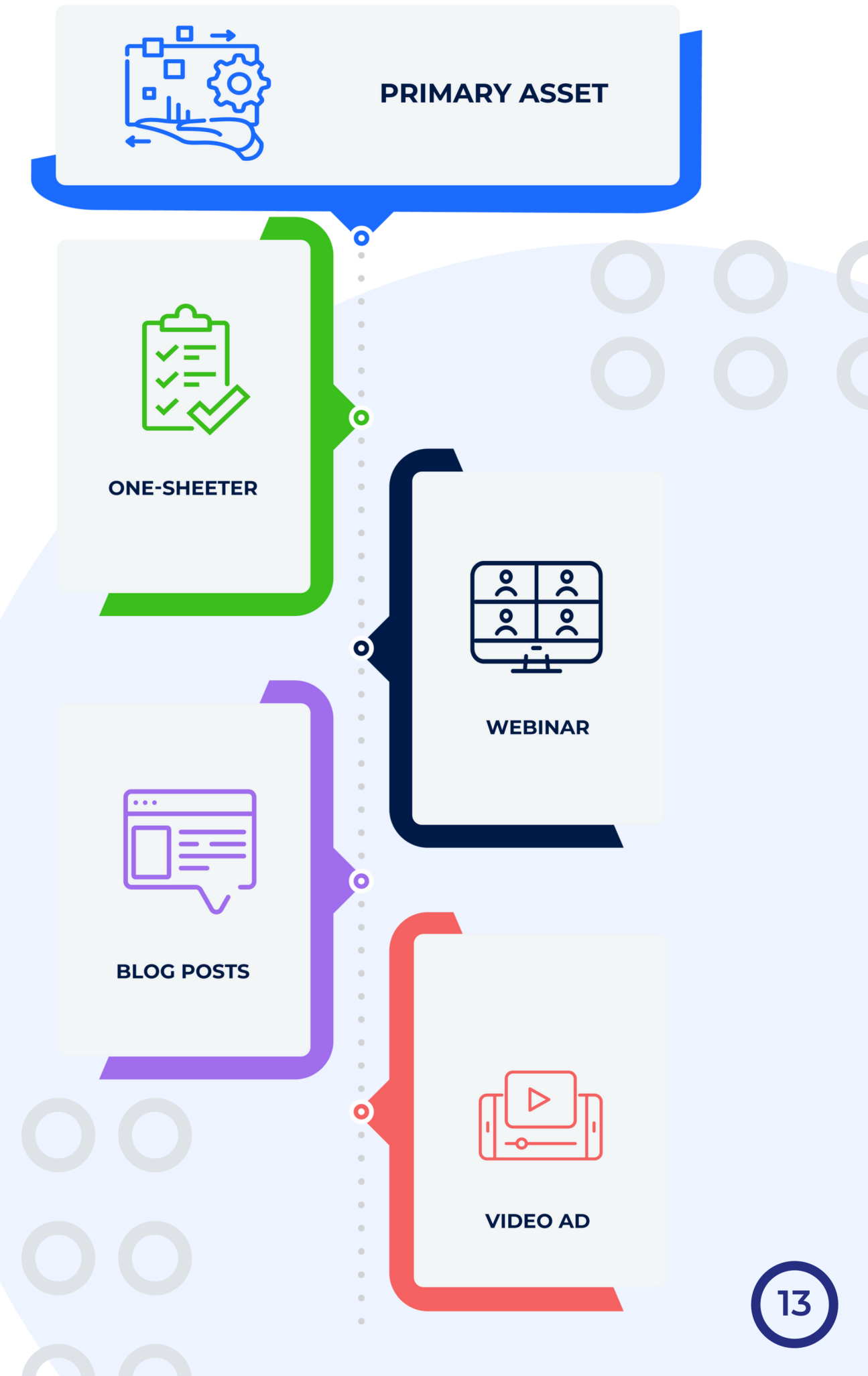
If you answer yes to these points, start breaking that larger asset down into things like blog posts, infographics, and more. Repurposing existing content helps you maximize the return of all your hard work and marketing budget.

Creating New Content

After you take stock of your existing content, you may need to fill some gaps. If you need to create new content, focus on:

- Addressing the pain points you hear from your sales team and your customers through feedback surveys and pulse checks.
- Exploring your competitors' content and messaging to see if you're missing an opportunity.
- Updating existing content that may be outdated with new messaging and ideas that map to the buyer's journey.
- Creating new content that maps to the buyer's journey.

Nurturing accounts does not have to be based on new content only, but you do need to make sure that your messaging is consistent and relevant to buyers. When you nurture without a well-baked content plan, you're not providing a relevant and consistent experience that will help you accelerate those accounts into your pipeline.



BAD HABIT #6:

Nurturing Without Sales in Mind

Not too long ago, a salesperson would take a prospective decision-maker out for a long liquid lunch or lucrative dinner and coax a deal out of them. But now in today's digital age, sales teams turn to their marketing teams to provide personalized messaging, create demand, and make it easier for them to close the deal once accounts are qualified.

Yet, despite this shift, the connection between these two groups is still necessary. It's important to keep sales in mind when nurturing accounts by asking them questions like:

- What was the average length of the sales process and how can marketing provide content that supports an account's progression?
- What assets did the account like?
- How long did it take to close the deal, and what did you use to follow up within that process?
- Whom did you talk to the most or which buyer persona was responsible for making the purchase decision? What did they care about? What do they still need answers on?
- Was the account a qualified opportunity or did you need to massage it with more relevant and impactful messaging?

Remember BANT? It's a methodology to qualify leads by sales. You can use the same methodology for accounts in ABM, but marketing can take an extra role to help sales with the A and N in BANT through nurturing. Your nurturing helps to demonstrate your brand's "Authority" as a solution provider and secure the "Need" for your brand's solution from accounts.

Your relationship and collaboration with sales is a two-way street; you need to share your nurturing program results with sales, and they need to help you identify gaps, weak points, and other ways to engage the best accounts. Additionally, the data you gather from nurturing and getting to know your accounts can help sales personalize their outreach to accounts in the final stages.

If you're trying to create demand through a nurturing program and not leaning into it with help from your sales team, you're just making both of your jobs harder.

B **BUDGET**
How much is the prospect willing and able to spend?

A **AUTHORITY**
Who makes the ultimate decision?

N **NEED**
Does the prospect have a true need for my product?

T **TIMELINE**
How much time will the prospect need?

BAD HABIT #7:

Nurturing Without the Right KPIs

Another bad habit we want to break is how marketers measure their nurture programs. Without the right measurement, it's impossible to determine the effectiveness of your nurturing programs.

The bedrock of the problem with measurement is not using the right KPIs. Only relying on pretty metrics like impressions, downloads, and open rates is not enough to gauge your nurturing success. It only provides part of the picture. If you're nurturing in a full-funnel strategy, you should be measuring the same. That's how you can indicate how your nurturing is preparing your accounts to have deal-closing conversations with sales and you've done your job well.

To decide what goals and KPIs are best for you to track, first sit down with your sales teams. Together, you should come up with goals you can both track and agree upon.

We recommend you break it up by the four main stages (like the image to the right) of the account lifecycle, starting with Awareness and expanding beyond to Post-Purchase. You want to measure nurturing beyond the sales pipeline because you need to nurture your existing customers to maintain that relationship. Additionally, full-funnel insights for how your program performs will help you learn and grow.



BAD HABIT #8:

Nurturing with One Program

The one-size-fits-all approach will not resonate with your audience or personalize their experience for any part of your marketing strategy. So why would you nurture with one program? Typically, marketers find a nurture track or program that they like, and apply it liberally; that habit needs to be broken, especially in ABM.

Having more than one nurturing program is more beneficial because different programs can target different segments of your audience based on their specific needs, interests, or behavior or address the problem associated with the buying journey stage.

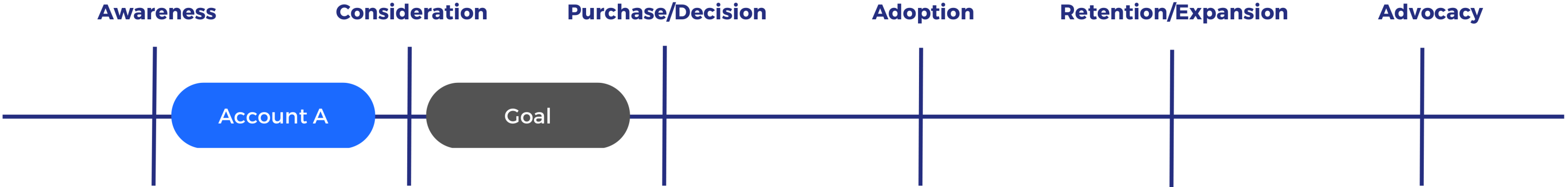
By creating multiple programs, you can tailor your messaging and content to better engage each segment and guide them through a unique buyer journey. This leads to higher conversion rates, increased customer loyalty, and improved overall marketing performance.

Additionally, having multiple nurturing programs can help you test different tactics and strategies to find the most effective approach for each segment, allowing you to continually refine and improve your marketing efforts.

So let's take a look at six of our favorite and most common nurture programs with example nurture paths you can use for each.

- 1 Solution Nurture
- 2 Opportunity Acceleration Nurture
- 3 Reengagement Nurture
- 4 Recycle Nurture
- 5 Renewal/Retention Nurture
- 6 Customer Expansion Nurture

Solution Nurture



Problem: Prospect Account A isn't sales-ready or qualified and they need more content to ignite a need to talk to your sales team.

Marketer's objective: Move Account A into Purchase/Decision stage and make them feel ready to speak to a sales rep.

Sample entry actions into nurture program:



- ✓ Account isn't responding to sales outreach
- ✓ Account has not reached out to sales themselves
- ✓ Account has slowed engagement behavior with your content (for example: no touches in 7 days)

Sample account exit actions from this nurture program:

Requests a demo/more product specific information
Increases engagement with additional content



Qualified account state OR
Purchase/Decision Stage

“ Solutions nurtures are intended to educate new prospects on your solution and why they should purchase. The main goal is to educate your audience with top-funnel content, such as high-level overviews or ungated blog posts, then move them down the funnel toward resources. This helps warm up prospects so they're informed about your solutions and feel comfortable speaking with sales. ”

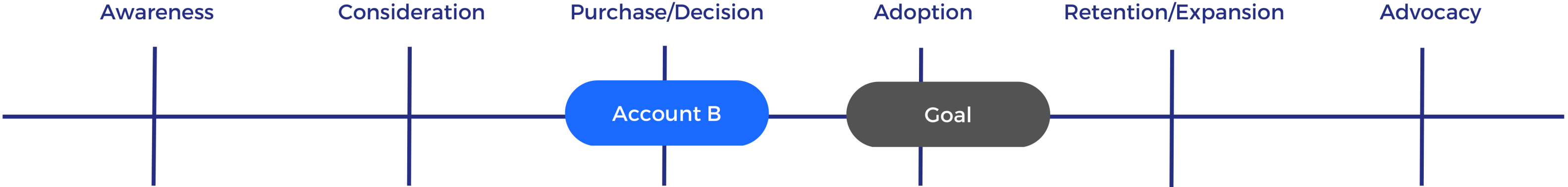
Johanna Shirman
Senior Marketing Manager
MADISON LOGIC.

Content Map

Awareness: Educating accounts about a problem and the solutions available	What is the problem and how can you solve it: Expert content, analyst reports, white papers, eBook, display ads, social ads
Consideration: Providing more detailed information on how to solve a problem with your solution	We understand this problem and we can solve it: Display ads, social ads, webinars, buying guides, blog posts, email (after inbound request)



Opportunity Acceleration Nurture



Problem: Prospect Account B is not moving to the final stages of closing a deal and is “stuck in the sales pipeline” due to internal or external factors.

Marketer’s objective: Understand what barriers the account has and overcome last-mile objections to accelerate the need to close the deal.

Sample entry actions into nurture program:



- ✓ Account isn’t responding to sales outreach
- ✓ No sales contact or RFP signed

Sample account exit actions from this nurture program:

Requests a demo/more product specific information
Increases engagement with additional content



Qualified account state OR Purchase/Decision Stage

“

These types of nurtures are intended to support the ongoing sales process. It’s important to work closely with your sales team to ensure alignment on content and timing while also gathering intel on any conversations they’re having. Utilize low-funnel content like data sheets and decision guides to help move the opportunity to closed.

”

Johanna Shirman
Senior Marketing Manager
MADISON LOGIC.

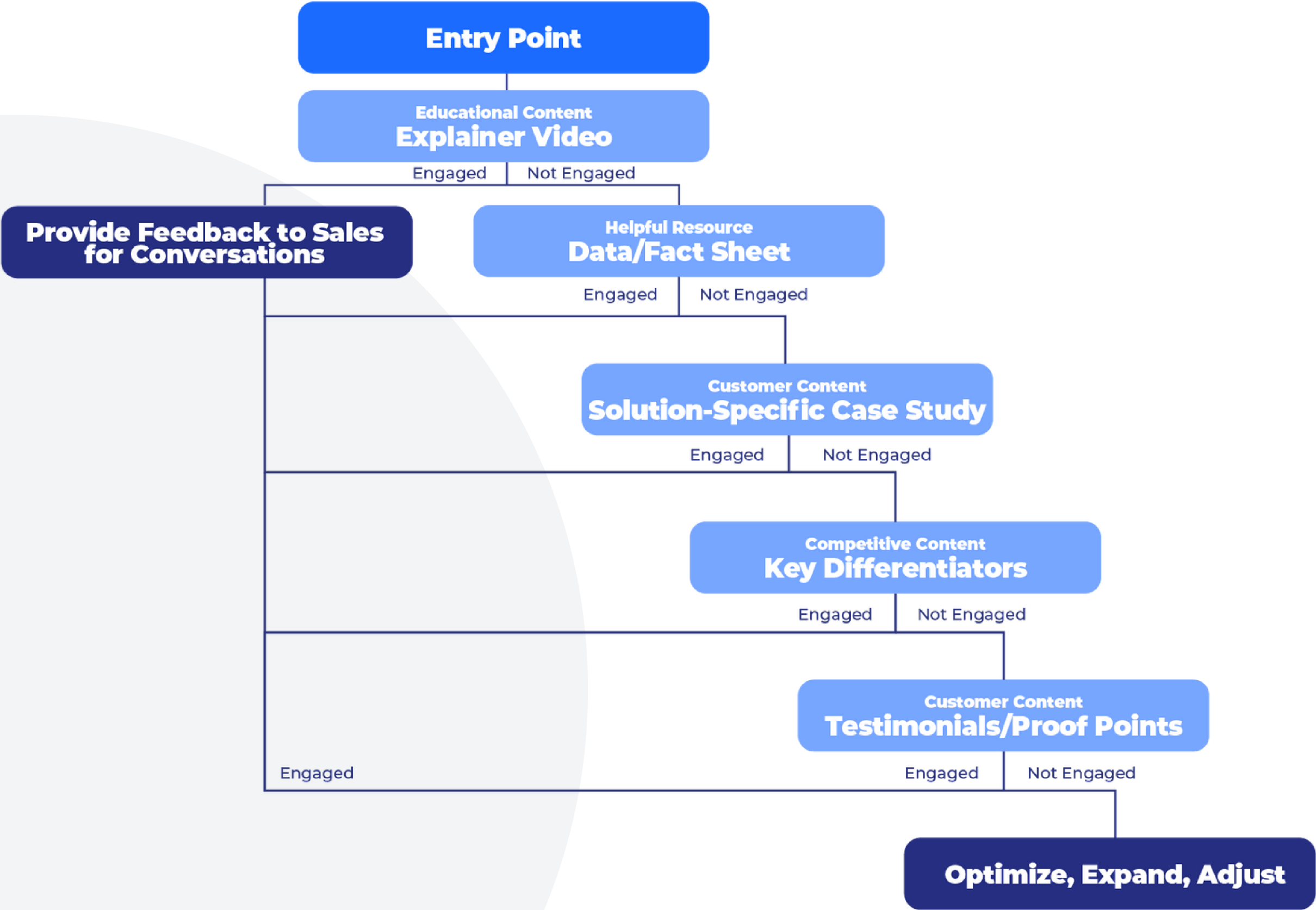
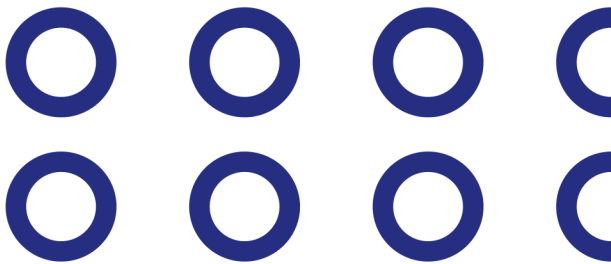
Content Map

Purchase/Decision: Provide account with the information they need to make a confident buying decision and trust your organization with the solution

Talk to sales about the barriers to purchase. Adjust key messaging and include content that speaks to overcoming barriers

You can trust us to solve your problem and you need to solve it quickly: Product sheets, cases studies, webinars, white papers, comparison sheets

Opportunity Acceleration Nurture Path



Reengagement Nurture



Problem: Prospect Account C was a qualified opportunity but stopped responding to the sales rep.

Marketer’s objective: Understand possible stopping points and get the account to reengage with your sales rep by leading them back into the conversation.

Sample entry actions into nurture program:



- ✓ Account isn’t responding to sales outreach
- ✓ Account needs more time to research a solution

Sample account exit actions from this nurture program:

Requests a demo/more product specific information
Increases engagement with additional content



Qualified account state OR
Purchase/Decision Stage

“

To reengage leads who have gone dark, use high-level, informative content like thought leadership or customer testimonials. The goal for these campaigns is to provide genuine value to your audience so they’re more likely to want to have another conversation with sales. It’s important to start these campaigns off slow rather than inundating cold leads with too many touches. Once they’ve begun to engage with a couple pieces of content, they may be ready to have another conversation with sales.

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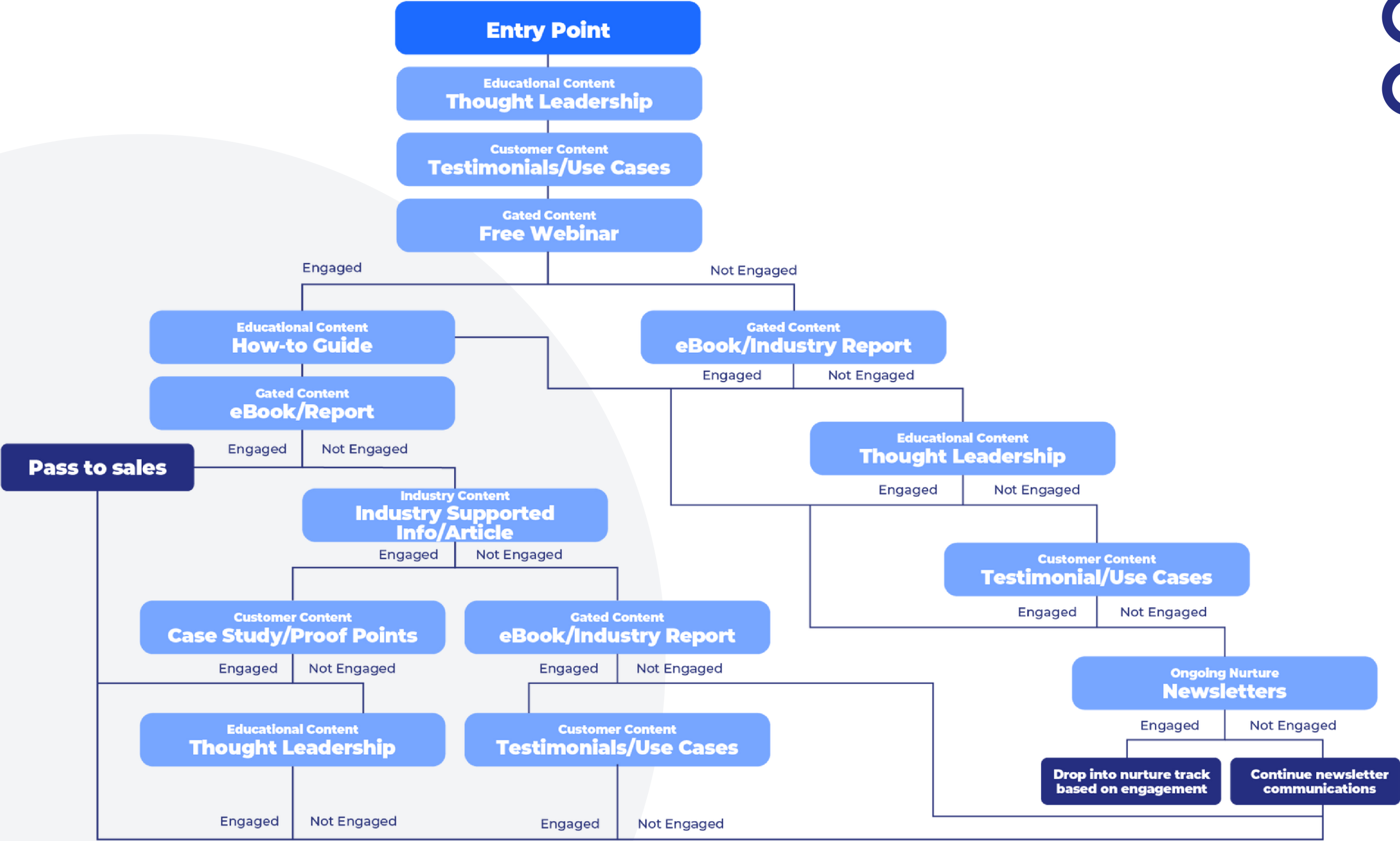
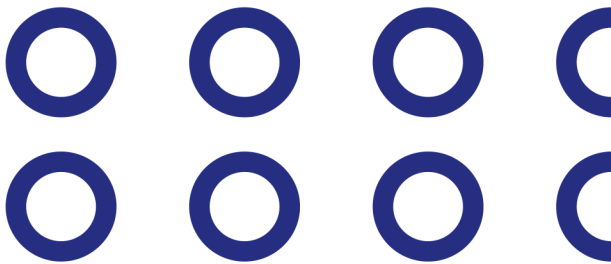
Johanna Shirman
Senior Marketing Manager
MADISON LOGIC.

Content Map

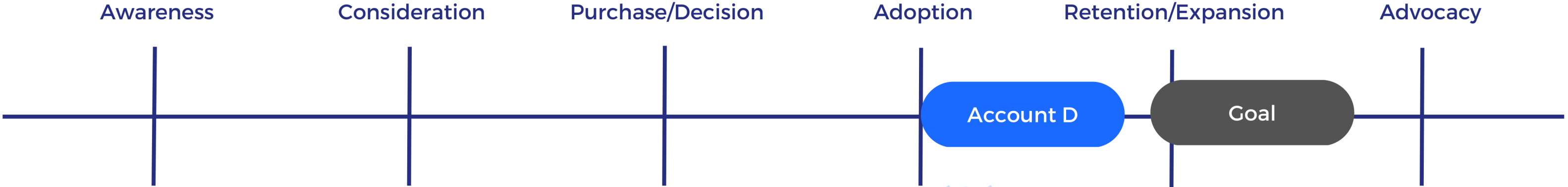
Consideration: Provide more detailed information on how to solve a problem with your solution

We understand this problem and we can solve it: Expert content, analyst reports, white papers, eBooks, display ads, social ads

Reengagement Nurture Path




Retention/Renewal Nurture



Problem: Prospect Account D is reaching the end of the investment lifecycle and has not initiated or responded to a renewal/continued investment discussion.

Marketer’s objective: Reinforce the value of your solution and remind the account of how their business improved by investing.

Sample entry actions into nurture program:

- 
- ✓ Account is not a renewed customer
 - ✓ Account is in danger of churn
 - ✓ Sales has not heard from the account to renew its investment

Sample account exit actions from this nurture program:





Similar to opportunity acceleration nurtures, these go hand in hand with sales. By providing content that reminds customers how to best utilize your product, they’ll be more likely to remain a loyal customer when the time comes to renew.



Johanna Shirman
Senior Marketing Manager
MADISON LOGIC.

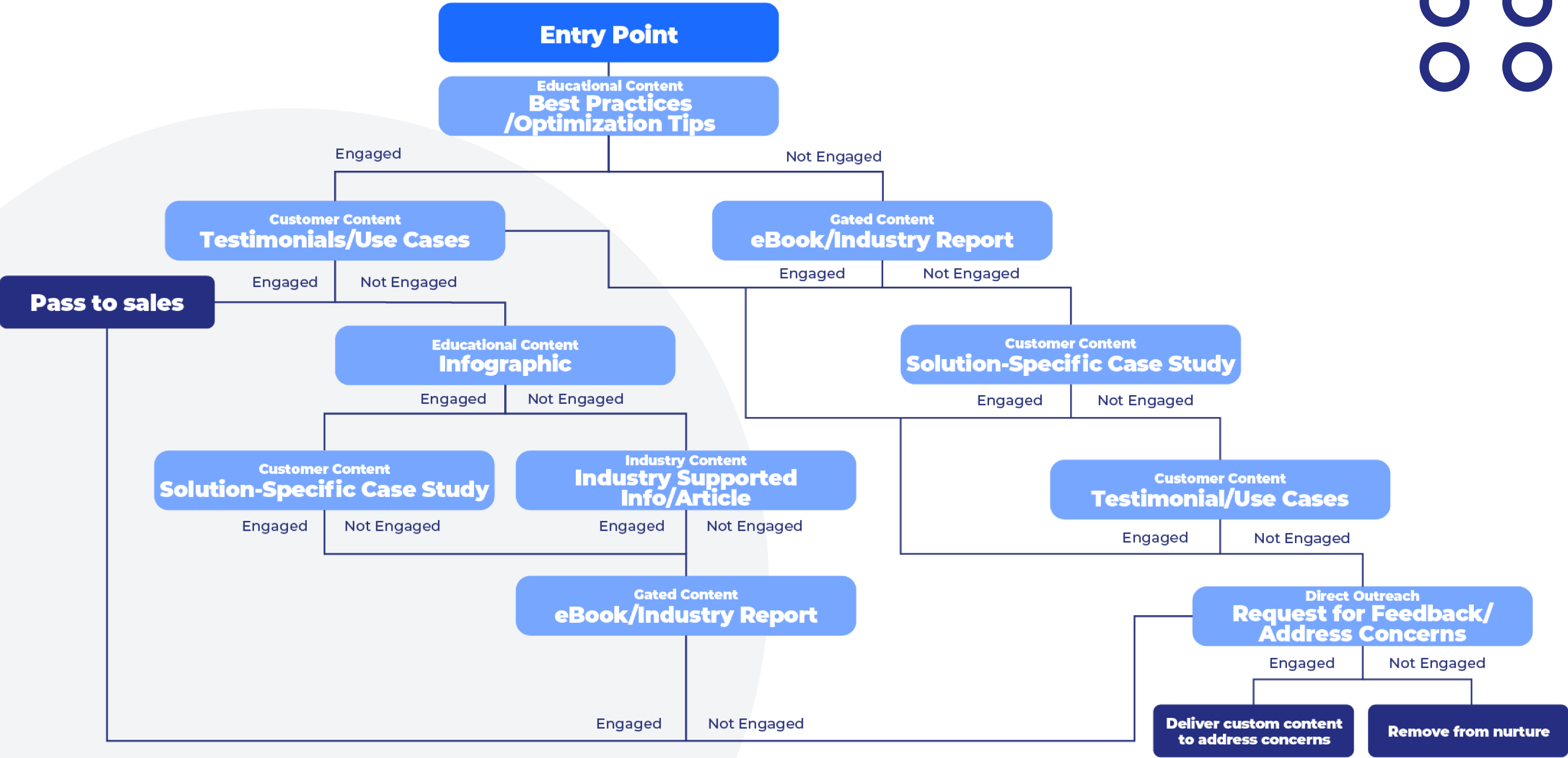
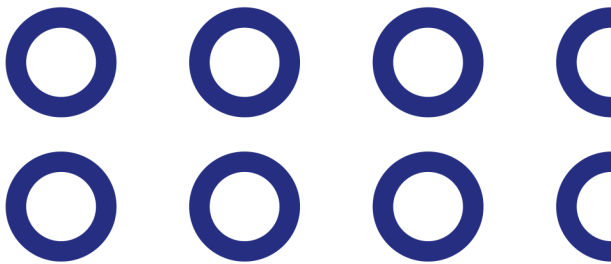


Content Map

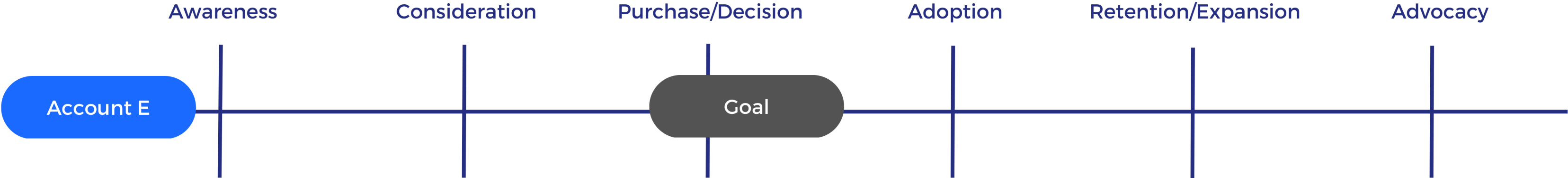
Consideration: Reinforcing the ability to solve and maintain a solution for a problem with your solution

What is the problem and how can you solve it: Expert content, analyst reports, white papers, eBooks, display ads, social ads

Retention/Renewal Nurture Path



Recycle Nurture



Problem: Prospect Account E left the sales pipeline with a "no" in the final purchase stage.

Marketer's objective: Uncover why the prospect said "no" and change hearts and minds with content focused on answering those definitive reasons they said "no" and show that they will receive more value investing than not.

Sample entry actions into nurture program:



- ✓ Account became a lost opportunity
- ✓ Account has not responded to sales outreach

Sample account exit actions from this nurture program:

Requests a new RFP or contract for your solution



Qualified account state OR Purchase/Decision Stage

“

There are a variety of reasons leads don't convert. By tailoring a campaign specifically around your audiences objections, you can encourage them to look at your solution in a different light. Work closely with sales to understand specific concerns, then identify high-level content that addresses them from both internal and external sources.

”

Johanna Shirman
Senior Marketing Manager
MADISON LOGIC.

Content Map

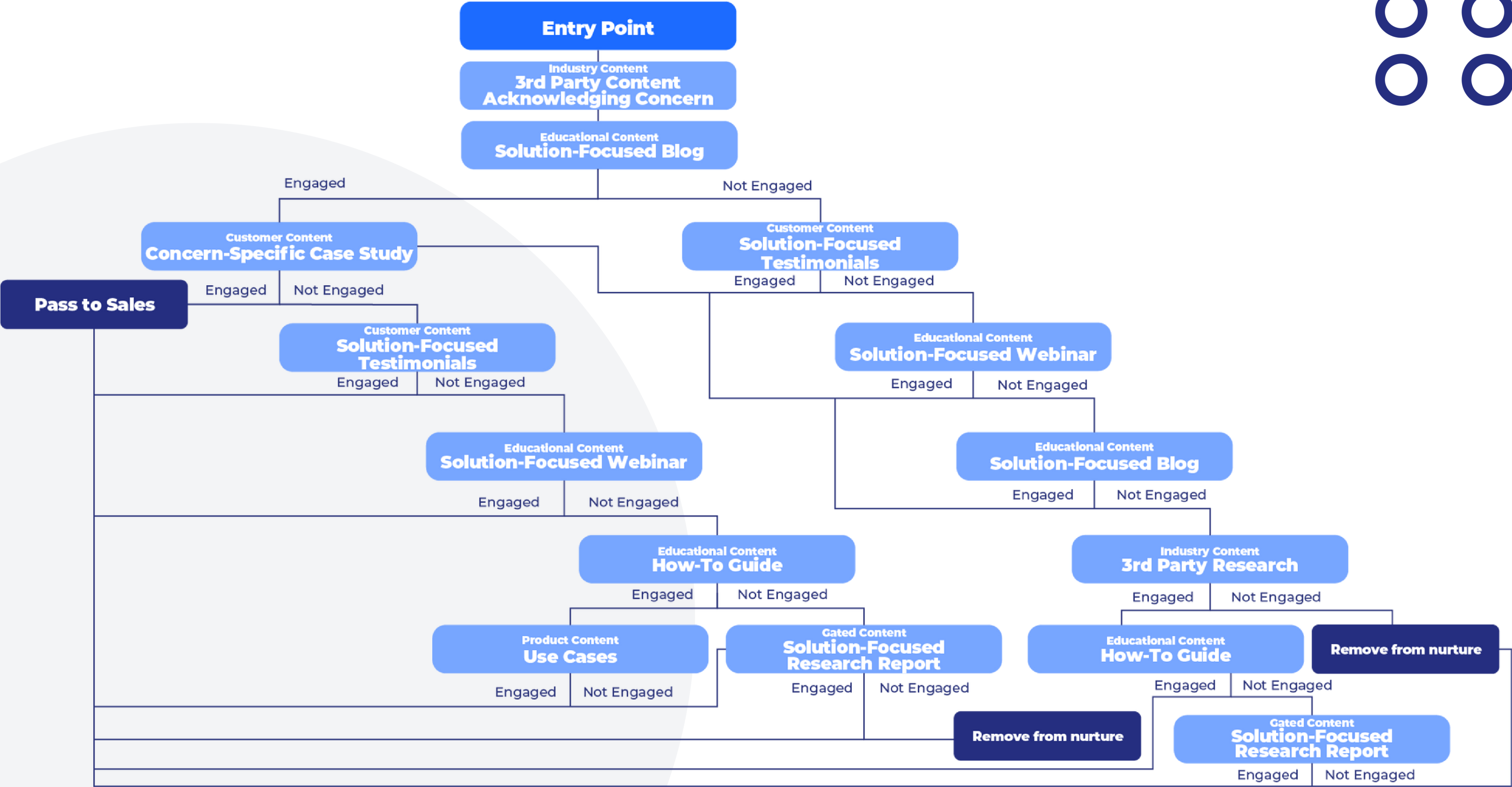
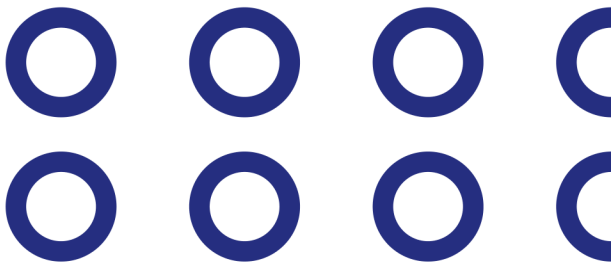
Awareness: Educating accounts about a problem and the solutions available

What is the problem and how can you solve it: Expert content, analyst reports, white papers, eBooks, display ads, social ads

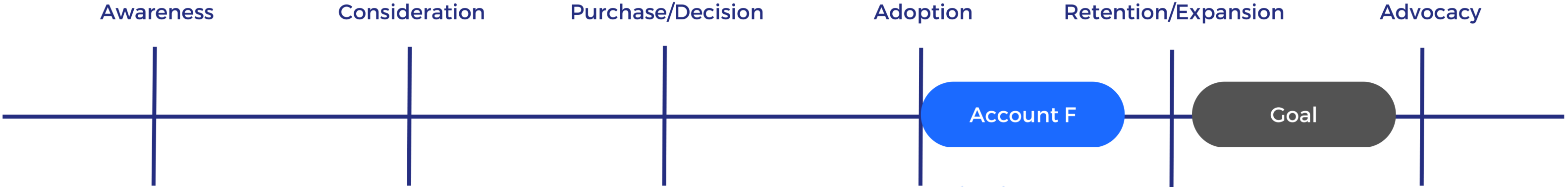
Consideration: Providing more detailed information on how to solve a problem with your solution

We understand this problem and we can solve it: Display ads, social ads, webinars, buying guides, blog posts, email (after inbound request)

Recycle Nurture Path




Expansion Nurture



Problem: Account F adopted one of your solutions, but they need to expand into other aspects to maximize their value and improve their business.

Marketer’s objective: Reinforce the value of your multi-solution investment with content that demonstrates the additional benefits the account would receive.

Sample entry actions into nurture program:

- 
- ✓ Account is an existing customer
 - ✓ Account fits the multi-product customer profile
 - ✓ Account has expressed interest in expanding their investment

Sample account exit actions from this nurture program:



“

Sometimes, getting a new customer in the door is just the first step. Identify customers who would be a good fit for additional offerings, and develop nurture campaigns to support the benefits of combining services. Utilize content around how these services can work together, then drop customers into nurture tracks based around their engagement. Be sure to start with highlighting the benefits of the offerings together, then introduce the individual services.

”



Johanna Shirman
Senior Marketing Manager
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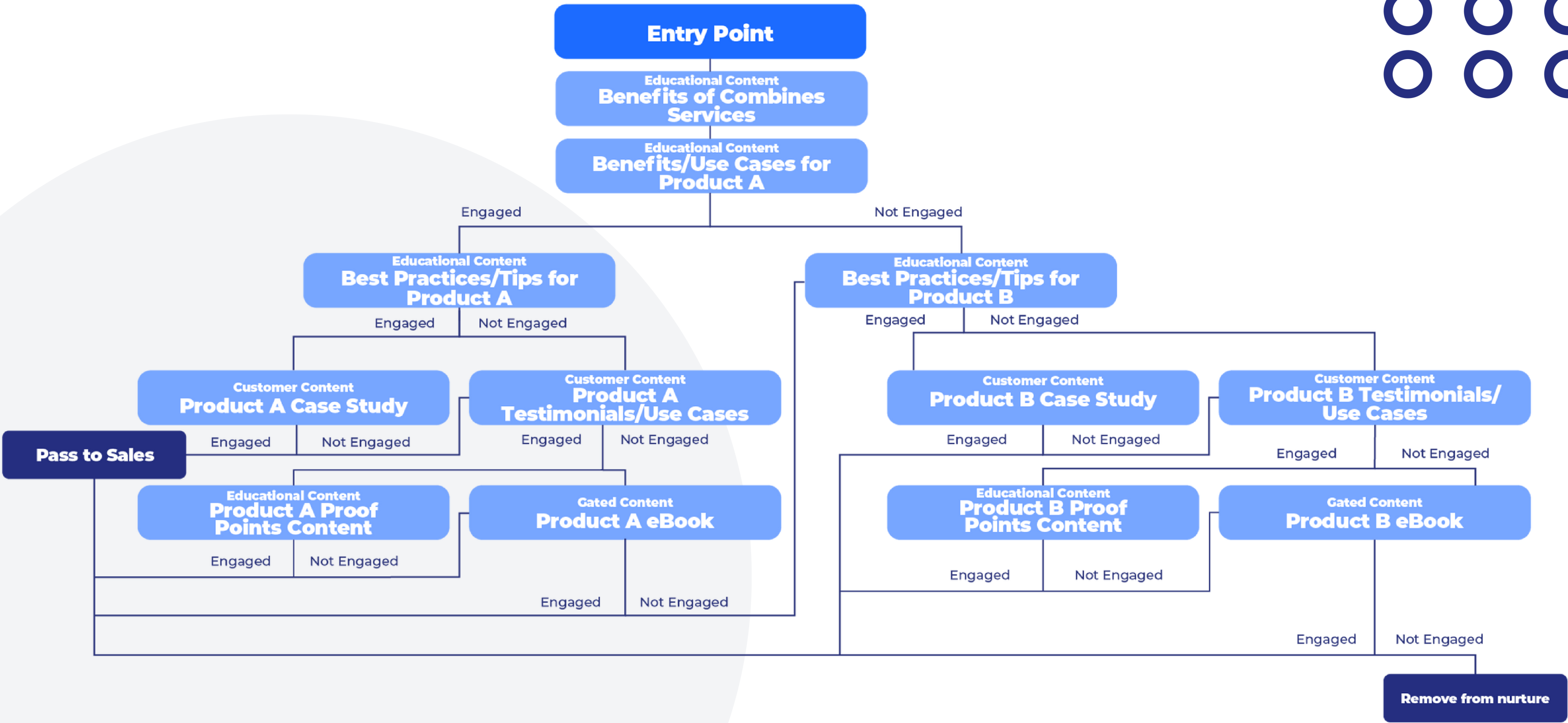
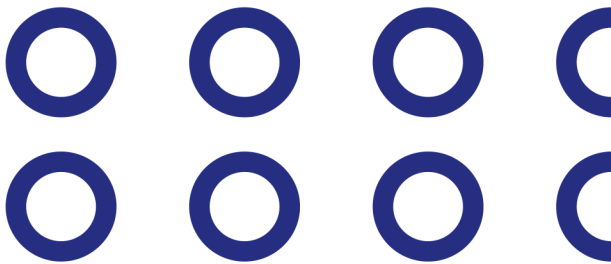
Content Map

Purchase/Decision: Provide account with the information they need to make a confident buying decision and trust your organization with the solution

Talk to sales about the barriers to expand. Adjust key messaging and include content that speaks to overcoming barriers

You can trust us to solve your problem and you need to solve it quickly: Product sheets, cases studies, webinars, white papers, comparison sheets

Expansion Nurture Path



CONCLUSION

Today's buyers have all the power, and require much more personalized and relevant experiences throughout the buying journey. But it takes more than one touch to get them on your side and ready for that sales conversation—you need to nurture accounts to keep your brand top-of-mind and prove that you're the right choice.

Turning to old nurturing habits like those mentioned in this eBook will no longer cut it. Marketers need to break these bad habits and give buyers what they want and what they need from start to finish.

When you activate strong nurture programs, you can maximize your efforts and deliver happier and more assured accounts that are ready for that sales conversation.

Talk to us today about how the **ML Platform** can help you stay top-of-mind with potential buyers and drive them through the buying journey with a full-funnel, multi-channel approach to nurturing.

Visit www.madisonlogic.com to learn more.

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