

2019

Lead Nurturing Trends

Benchmarks from the Agency Perspective

Overcoming new challenges to lead nurturing success and improving the performance of client marketing initiatives.



SharpSpring

Lead Nurturing Trends - Benchmarks from the Agency Perspective

Ascend2 Research Conducted in Partnership with SharpSpring.



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Despite obstacles, more effort going to lead nurturing

Effective lead nurturing requires precisely targeted messaging delivered across multiple marketing channels. However, as consumer demands change and as technology becomes more integral to marketing, agencies are faced with a number of new challenges.

How are agencies overcoming these challenging new obstacles to lead nurturing success?

To find out, SharpSpring and Ascend2 fielded the Lead Nurturing Trends Survey and completed interviews with 220 marketing, sales and business professionals, 67 of whom work for agencies that provide marketing solutions to other organizations.

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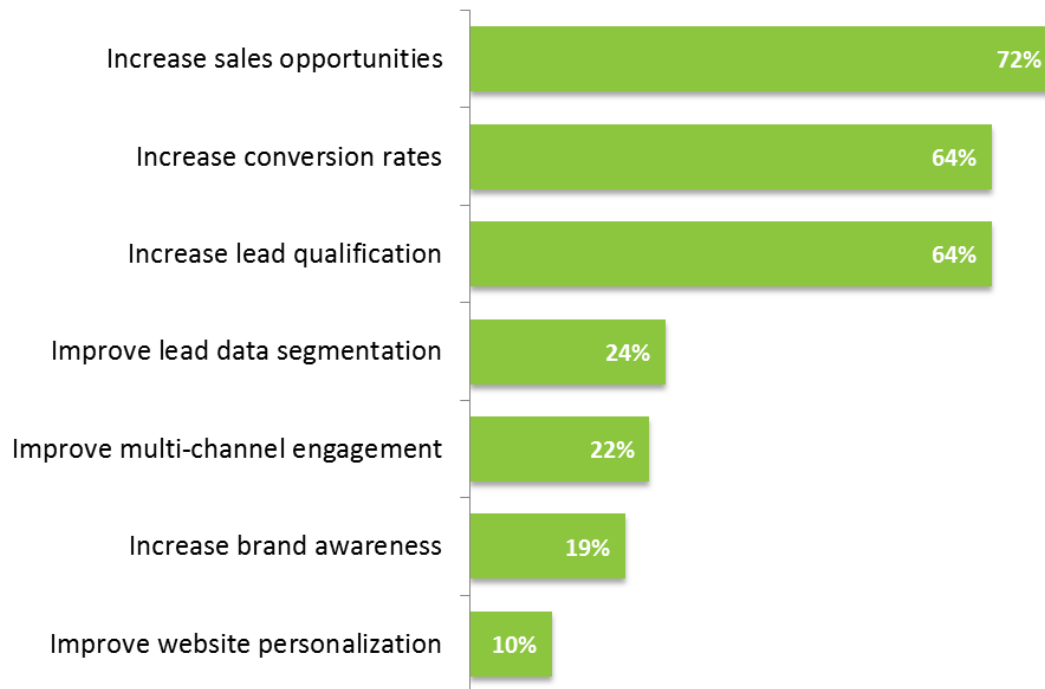


All the best,
Rick Carlson, President / Founder



Agencies look to lead nurturing for sales opportunities, conversions and lead qualification

What are the MOST IMPORTANT OBJECTIVES of a lead nurturing strategy?



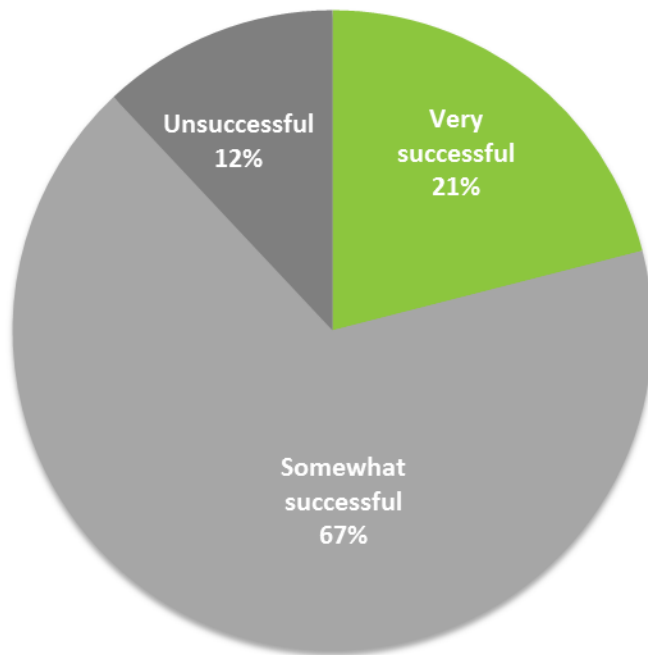
SPRING FORWARD

An effective lead nurturing strategy should be geared at capturing the most qualified leads and nurturing them quickly down a well-structured pipeline.

CAPTURE MORE LEADS
LEARN MORE

88% say lead nurturing helps achieve important objectives

How do you RATE THE SUCCESS of lead nurturing to achieve important objectives?



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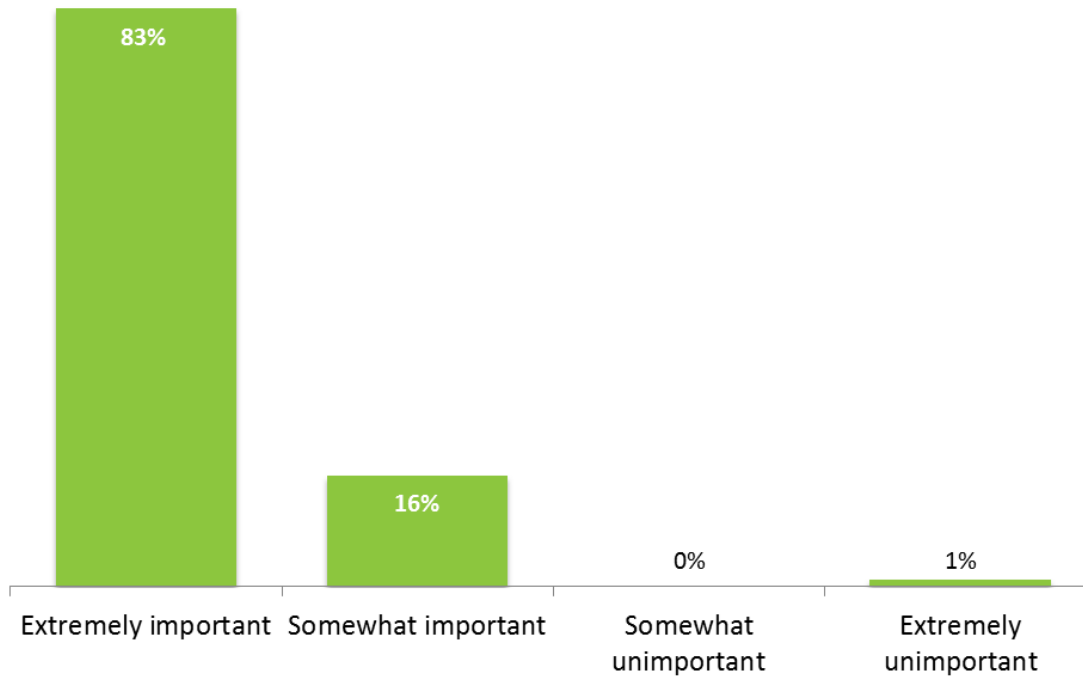
Only about 20% of agencies are yielding maximum results from their lead nurturing efforts. As a result, many are turning to marketing technologies like marketing automation to address these challenges and get more out of their lead nurturing campaigns.

OPTIMIZE YOUR RESULTS

LIVE DEMO

Marketing technology is extremely important for implementing lead nurturing tactics

How important is the use of MARKETING TECHNOLOGY to effectively implement lead nurturing tactics?



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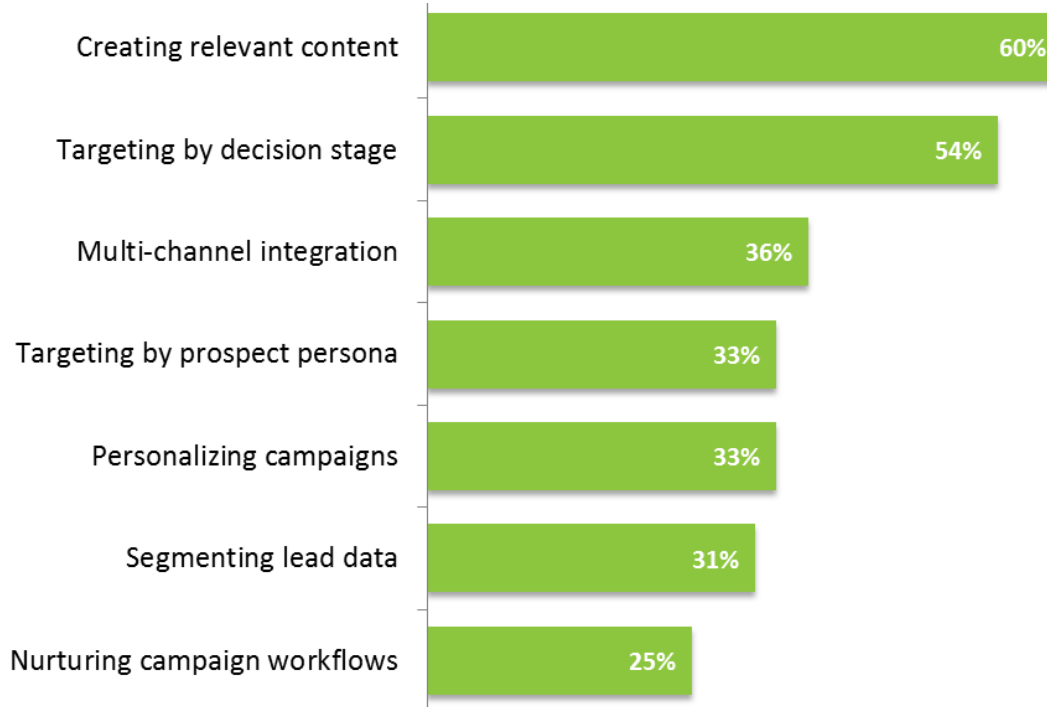
Marketing technology enables agencies to set up workflows to automatically nurture leads with personalized, relevant content – moving them strategically down the sales pipeline until they're ready to convert.

AUTOMATE AND CONVERT

SEE HOW

Creating relevant, segmented content for nurturing is a challenge

What are the MOST CHALLENGING OBSTACLES to lead nurturing success?



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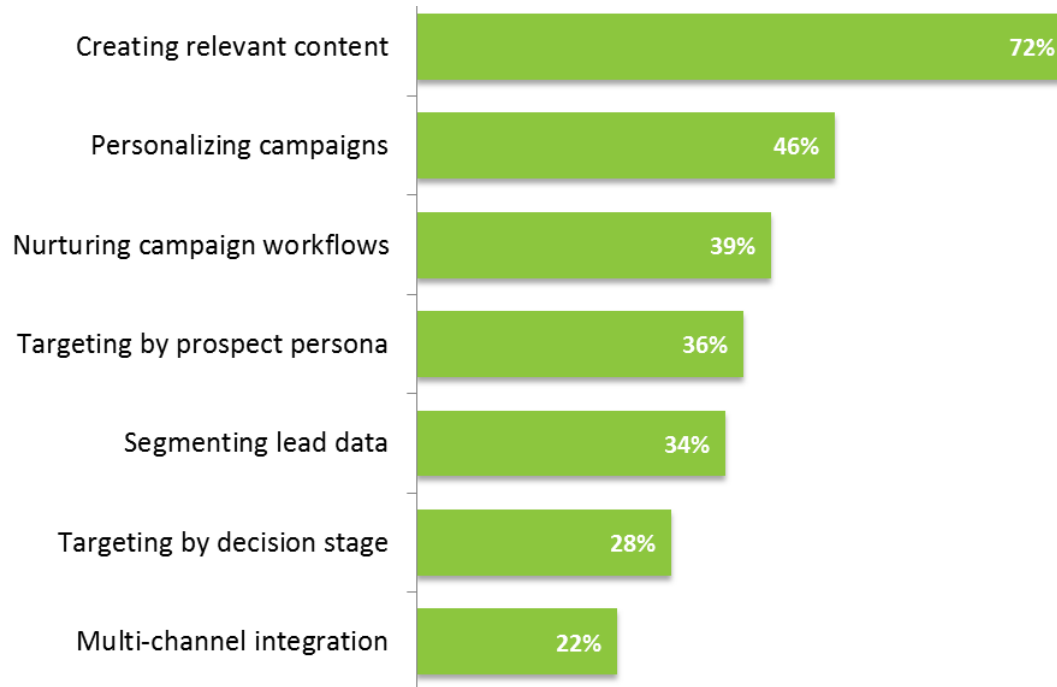
An effective lead nurturing campaign should target leads with exactly the right content at exactly the right points in the decision process.

HIT ON TARGET

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Relevant, segmented content is also the most effective tactic

What are the most effective LEAD NURTURING TACTICS used?



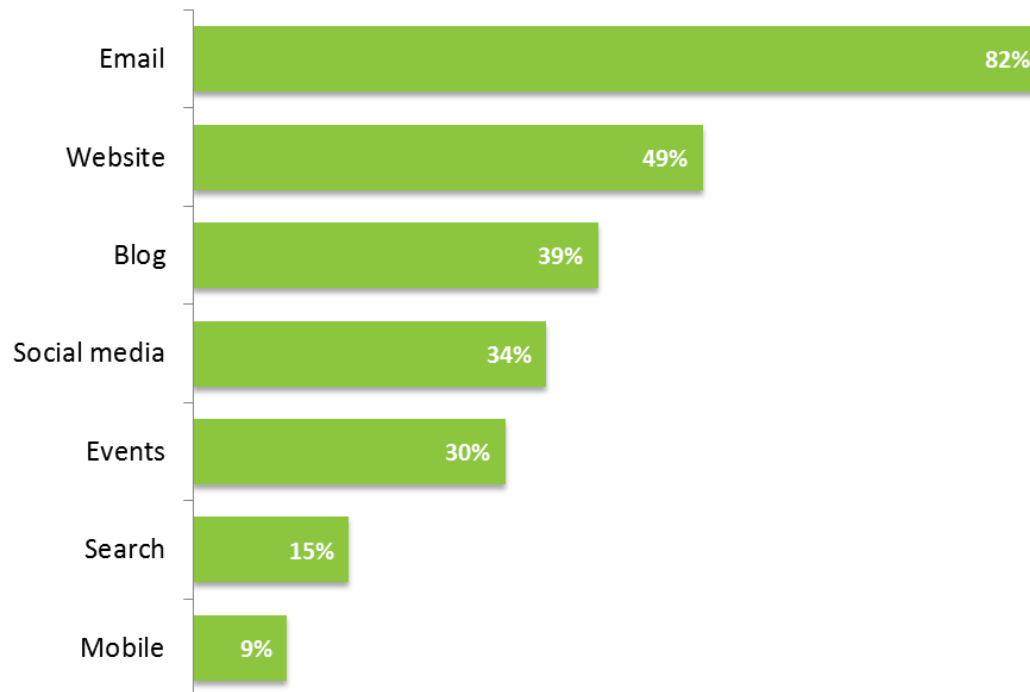
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It's nearly impossible to capture the attention of today's consumers without customizing your content to meet their exact needs and interests.

PERSONALIZE YOUR CONTENT
LIVE DEMO

Email is still the most effective channel for lead nurturing

What are the MOST EFFECTIVE ONLINE CHANNELS used for lead nurturing purposes?



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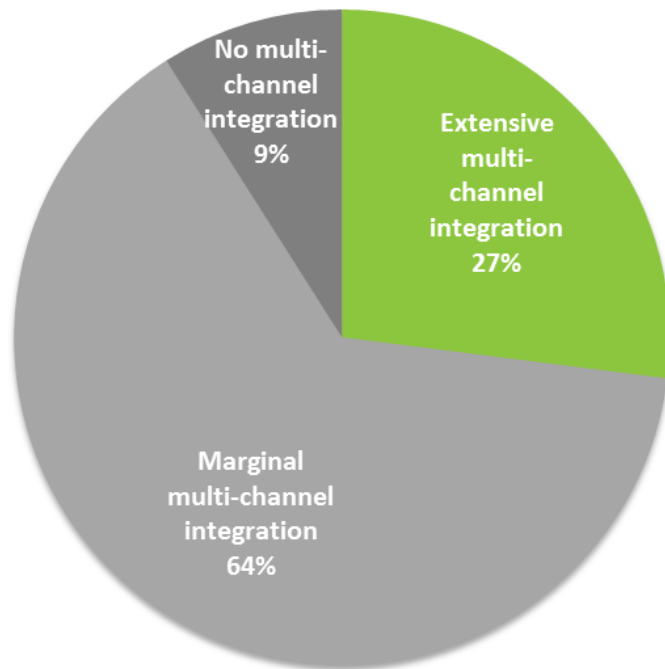
Email lets marketers tailor messaging to be relevant to audiences of all varieties and control the timing, so leads are engaged with information at critical points in the decision-making process. Marketers can also use email to direct leads to specific places – like a website or blog page.

TAKE CONTROL WITH EMAIL

LEARN MORE

While multi-channel lead nurturing is a goal, only a minority is doing so extensively

To what extent are lead nurturing campaigns *INTEGRATED ACCROSS CHANNELS*?



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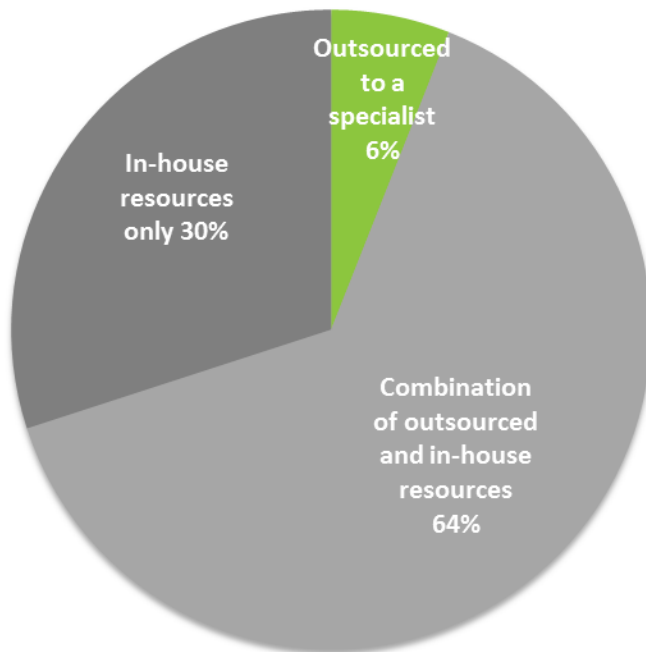
Marketing automation platforms like SharpSpring help make multi-channel campaigns possible by integrating with social media campaigns, Google AdWords accounts and more. Marketers can sync content across a variety of platforms – all while tracking the results.

BE MORE SOCIAL

SEE HOW

Outsourcing content creation is common

What are the most effective *RESOURCES USED* to implement lead nurturing tactics?



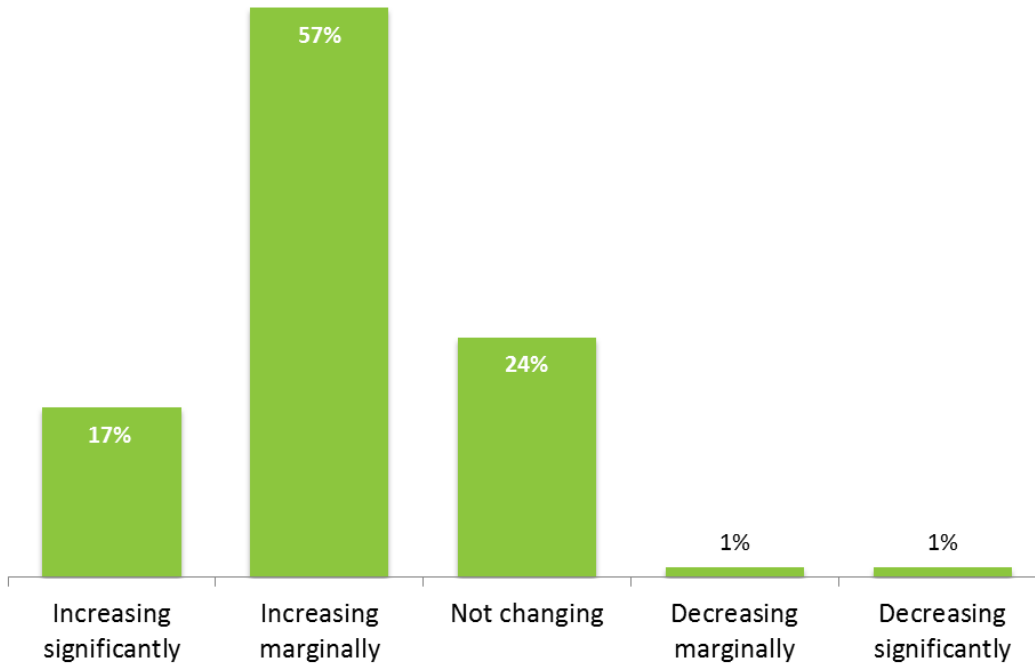
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By automating time-consuming or redundant tasks, marketing automation allows agencies to get more out of existing in-house resources, reducing the need to outsource important content creation tasks to people who don't really know the ins and outs of the business.

SAVE TIME AND RESOURCES
LIVE DEMO

Investments in lead nurturing campaigns are increasing

How are BUDGETS CHANGING to support lead nurturing?

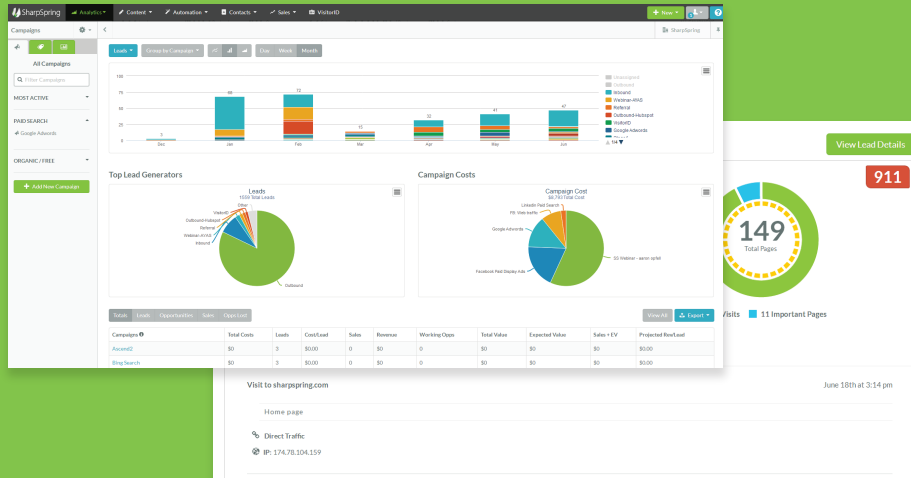


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Agencies are shifting more marketing dollars into lead nurturing. Using marketing automation to track ROI gives them full visibility into campaigns to see what works and what doesn't.

SPEND SMARTER
LEARN MORE

Discover Why Hundreds of Agencies Around The World Choose SharpSpring



- Build higher-value relationships
- Generate monthly recurring revenue
- Prove ROI to your clients

GET YOUR LIVE DEMO



Built To Work With Everyone



Research Methodology and Survey Demographics

Ascend2 benchmarks the performance of popular digital marketing strategies and practices using a standardized questionnaire, research methodology and survey format. Findings are examined in a quantitative context by experienced analysts and are reported objectively.

This survey was conducted online from a panel of more than 50,000 US and international marketing, sales and business professionals. The following is a breakout of the agency demographics represented in this report:

Number of Employees

- More than 500 15%
- 50 to 500 19%
- Fewer than 50 66%

Role in the Agency

- Owner/Partner/C-Level 51%
- Vice President/Director/Manager 34%
- Non-Management Professional 15%

About the Research Partners



Simple Marketing Automation for Agencies

SharpSpring provides powerful, affordable marketing solutions to businesses around the globe – helping them automate workflows, drive more leads, and convert those leads to sales. The company rivals industry leaders with its competitive pricing, agency-focused business model, and robust platform.

Learn more at www.SharpSpring.com



Research-Based Demand Generation for Marketing Solution Providers

Marketing software firms and marketing agencies partner with Ascend2 to reliably generate new business opportunities. Its integrated research, content creation and demand generation programs are transparent – putting the spotlight on your brand and the interests of your audience.

Learn more at www.Ascend2.com