

3 THINGS TO KNOW ABOUT MULTI-TOUCH LEAD NURTURING

Whether you want to reach out locally or globally, LocalFresh will create the right integrated marketing strategies and lead-nurturing programs for your business.

Lead nurturing is important because 96% of visitors who come to your website aren't ready to buy - so how do you get them ready to buy from you?

01

Engage with prospects throughout their journey.



Stay top-of-mind when it comes time to purchase.

*B2B buyers are **57%** of the way through the buying process before their first meeting with a sales rep.

Stay top-of-mind when it comes time to purchase.

*Marketo, DemandGen



Nurturing works for your customer base, too.

Only **28%** of brands nurture their existing customers beyond the initial purchase.

Tap into the value you've worked so hard to gain.

02

Get - and keep - their attention. Make it personal and relevant.

80%

Of business buyers expect the kind of personalization they get from consumer purchases.

Business buyers are just like us - they want the same level of personalization they get from consumer purchases.*
It's time to go beyond...
"Dear John,".

58%

Of users are more likely to convert when they receive content based on their previous behavior.*

How do you know what actions they've taken? Use a platform that is designed to automate actions and responses, and that feeds that information to your database.

NOW you've got their attention.

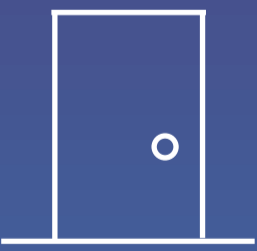
*Epsilon, Hubspot

03

Just say yes to opt-in



Open the door. Take every opportunity to invite prospects and customers to opt-in to news, events, industry info, and any other information they value. (Don't forget to make it easy to opt-out.)



When one door opens, another one closes. Build your opt-in database before increasingly restrictive data privacy laws makes it nearly impossible.

How do you manage all of this?

- Leverage automation
- Get resources to help develop content
- Work with a trusted advisor



LocalFresh can help you create demand, stay top of mind and turn leads into sales.

www.localfresh.com

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