Create an Email Marketing Strategy to Nurture Leads by Cathey Lee

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According to Marketing Sherpa, 70% of your leads will end up buying something from you or one of your competitors, however they wonâ€™t be doing it right away. Thatâ€™s why it is so important to create email marketing strategy to build a relationship with your leads and turn them into customers. By building a relationship, you stay on the top of their mind until they are ready to buy your product or service.

So what is lead nurturing you ask? Itâ€™s the process of developing a relationship with your potential customer by sending targeted, significant, and helpful messages to them. The overall goal is to get your leads to choose to engage with your business when the time comes that they need your product or service.

The best way to do this is through an email marketing strategy. Here is a list of things to do in order to create an email marketing strategy to nurture leads and get the most of your marketing.

Give Your Visitors Options

*- Create opt-in opportunities: your forms should let your visitors choose to receive emails

*-Give your visitors a reason to want to receive your emails: eBook, explicit info, webinar, etc

*-Only send emails to those who opt-in

Make it Worth the Read

*-Stay relevant and target interests: what were people were interested in when they visited?

*-Personalize: use their name and thank them for sharing your blog, reading your ebook, etc

*-Value: make it clear to them how you can help: solve their problem with a service

*-Write your message: video emailing and images should be supplementary

*-Consistency: Send your emails at the same time every day, month, or week

Convert

*-Clarity: give the email reader something to do to further engage with them like an ebook, blog, etc

*-Link your landing page: itâ€™s an extension of your email and where conversion takes place

Measure

*-Click-Through Rate (CTR): measures how many people clicked to your landing page

- Experiment with different subject lines, CTAâ€™s, and timing to improve CTR

*-Unsubscribe Rate: this will always be present but don't let it get too high

- If it gets too high, check to make sure you are only emailing those who have opted-in

*-Conversion Rate- measures how many clicks turned into reconversions to your landing page

*-Test different landing pages to improve conversion to your website

Lead nurturing is about developing relationships with your leads. Email marketing is only one way to develop this relationship.

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Cathey Lee - About Author:
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