

GUIDE

**CONVERTING
LEADS INTO LOYAL
CUSTOMERS
WITH EMAIL AND
LEAD NURTURING
CAMPAIGNS**



INBOUND MARKETING **WITH** **EMAIL & LEAD NURTURE**

Despite innovations in digital marketing, many businesses still struggle to generate enough quality leads and move these leads through the sales funnel.



As a central component of the inbound marketing methodology, email marketing and lead nurturing campaigns are some of the most effective ways to build trust and increase revenue.

Vonazon's sales and marketing teams have experience crafting hundreds of unique email and lead nurturing campaigns proven to engage leads, nurture prospects, and drive sales.



ABOUT VONAZON

ABOUT vonazon



Who we are

Vonazon is equipped to effectively manage any area of a company's sales, marketing, and advertising process. We are one of the most experienced and well-versed marketing agencies in the world offering marketing automation platform consulting services, including HubSpot set-up and management. We are proud to be among the 0.5% of agencies allowed to call ourselves HubSpot Elite Partners, trusted to provide the highest level of support on the robust platform. At Vonazon, helping your business thrive is our number one priority.



How we work

Vonazon is a full-service marketing and sales agency with dedicated teams for each phase of our marketing process. Our departments operate together like a well-oiled machine through collaboration between an incredibly talented and versatile staff and our amazing client base. We combine all our expertise and strengths to create marketing strategies, campaigns, materials, and maintenance services that are unparalleled in their quality and impact.



WHY EMAIL AND LEAD NURTURING CAMPAIGNS **WORK**



50%

50% of people buy from marketing emails at least **once per month**.³

\$42
/
\$1

Email generates **\$42 for every \$1 spent**.¹

4.6 B

There are 4 billion daily email users, and this number is expected to climb to 4.6 billion by 2025.²

50%

Companies that excel at lead nurturing **generate 50% more sales-ready leads at 33% lower cost**.⁴

¹ Zhou, L. (2022, July 13). Email Marketing ROI Statistics: The Ultimate List in 2022. ² Statista. (2022, November 14). Number of e-mail users worldwide from 2017 to 2025. ³ Charlton, G. (2022, May 6). 18 Essential Email Marketing Statistics: 2020 Edition. ⁴ SuperOffice. (2021, January 18). How to Create a Revenue Winning Lead Nurturing Strategy. ⁵ Litmus. (2021). 2021 State of Email

EMAIL & LEAD NURTURE STRATEGIES FOR SUCCESSFUL MARKETING

1 STRATEGIC DIRECTION

We define our strategic direction by setting SMART goals (specific, measurable, attainable, relevant, and timely), which ensures the generation of only high-performing emails. We use this strategy to engage leads and nurture them into a sale through perfectly timed messaging.

2 LIST SEGMENTATION

We understand that segmenting thousands of contacts is time-consuming with large databases. Our strategists identify, organize, and segment leads into sub-groups using buyer personas, demographic and geographic data, purchase history, and position in the buyer's journey. We engage leads at precisely the right time, using personalized messaging for optimized ROI.

3 CONTENT CREATION

Our content coordinators understand the immense challenge of earning a lead's trust. 80% of customers want content that makes them feel special, not generic emails that view them as a number.⁵ Our coordinators pride themselves on finding creative solutions to weave personalized experiences into every email for improved click and open rates.

4 DIVERSE MARKETING TACTICS

We specialize in reducing the time for lead nurturing with a diversified approach to marketing. Our implementation team is fluent in top email applications and can effectively launch campaigns while generating unique emails with leading automation tools like HubSpot.

5 MULTI-CHANNEL ADVERTISING

As marketing professionals, we understand the importance of nurturing leads through multiple channels. Our strategists enhance email campaigns with outreach programs such as social media marketing, PPC campaigns, web content, and direct sales interactions.

6 OPTIMIZED LEAD SCORING

We utilize every tool in our arsenal to determine the perceived value each lead has for your brand. Our lead scoring practices assign this value by tracking metrics like website interaction and social media engagement. The result is a ranked list of leads your teams can use to drive sales.

7 KPI METRICS

We pride ourselves on improving the results and maximizing the ROI of each email sent. These evaluations center around four KPI metrics, which empower us to make quality adjustments based on the deliverability, open rate, clickthrough rate (CTR), and unsubscribe rates affecting all marketing emails. We use these metrics to fine-tune when your emails will see the best results, filter out uninterested leads, and adjust messaging to align with what leads value when making a purchase.

CONTACT US

ARE YOU LOOKING FOR A WAY TO BOLSTER ROI WITHIN YOUR EMAIL MARKETING?

CONTACT US TODAY

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