8 Steps to Effective Lead Follow Up

Best Practices on How to Prioritize and Work Leads

2023
You’ve generated leads. Now what?

It’s not just about generating leads. It’s about nurturing relationships with customers and prospects who have opted in to receive your valuable content so that you can convince them to try and adopt your solutions.

Lead nurturing can be frustrating and seem like a never-ending task, but you’re more likely to close the deal with a person who is already familiar with your brand and solutions than a stranger.

This guide will provide advice and tactics that you can employ in your lead nurturing programs to qualify your leads toward a sale.
1: Persistency is key

Follow-up multiple times: There is no shortage of studies that have shown that it takes an average of five to seven follow-up attempts to convert a content syndication lead into a conversation. The frequency of the follow-up is the critical component. Try spreading them out over a few weeks as opposed to every day. Remember, your priority is NOT their priority… yet!
2: Take a multi-channel approach

Email is always going to be the easiest and most popular channel for follow-up, but it is important to remember that most leads will not be scrolling their mailboxes for outreach attempts from sales.

Try adding *phone calls, text messages, LinkedIn outreach and even direct mail* (if the account is big enough) to try and open those conversations.
3: Personalization makes a difference

Leads are constantly being inundated with generic messages from salespeople. If they’re in market or researching solutions in your space there is a high-likelihood that they’re seeing the same (albeit relevant) buzzwords over and over again.

Try doing a little research (Linkedin groups, causes, volunteer experience, etc.) on the lead to create a bond that would help you stand out right at the jump. This will help create a stronger connection and increase your chances of having a meaningful conversation.
4: Consider your timing

Timing is paramount when it comes to lead follow-up. You don’t want to follow up too soon and potentially come across as pushy. On the same token, you don’t want to wait too long either. A good rule of thumb is your first outreach being 24-48 hours of receiving the lead then spreading out your additional touches over a few weeks.

Consider diversifying your outreach methods to increase your chances of initiating a conversation. Priming your phone calls with LinkedIn outreach and email can increase the likelihood of engagement.
5: Relevant isn’t just a buzzword

Provide valuable information that is relevant to the lead’s needs. This could be additional resources, case studies or other content that would be helpful. It may not lead to a conversion right away but it would be a path to having that discussion. Plus sending more information gives you a reason to reach back out and further the conversation.
6: Make your intro about who they are, not what they did

“Hi John, I am following up on your recent download of 5 things you need to know about _____. Don’t do that.

Sure you’re referencing a recent action they’ve taken to learn more about your company or solutions, but just because they downloaded the whitepaper doesn’t mean that they read it yet, or if they did, it doesn’t mean that they agree with everything that they read.

Try leaning into their potential projects that coincide with the content. Ask them questions regarding their needs and helpfully explain where you and your company fit in to what they’re looking to accomplish.
7: Know the content

Marketing spends a lot of time and resources to curate content that will generate interest and open doors for sales. Did you know that 86% of salespeople never read the content their marketing dept spent all that time, effort and money on? Now imagine a scenario where you’re following up with someone that downloaded that content and the salesperson doesn’t know the angles that marketing used in the content for sales to have a thoughtful conversation. Don’t blow a good opportunity to have a meaningful conversation because you were not prepared to have the conversation.
8: Cut through the noise

Respondents are consuming content to get smarter about their jobs, needs, solutions or market in general. If you’re following up with a lead just for the sake of moving them to the next stage, you’re doing it wrong.

While that is the primary purpose of contacting them, you aren’t helping yourself or your employer with differentiating a reason they should be speaking with you or your competitor. Give the respondent a reason to take that next step. Whether that is a demo, a thought-provoking conversation with an AE or even an opportunity to learn more about what you or your company can offer them. These folks have an appetite to get really smart about their space. Thoughtfully nurture their interests and watch your conversion metrics soar as a result.
Maximizing the impact of your lead-generating content

Impactful tactics – including a dedicated landing page, display ads, and LinkedIn posts – promote the content for a wider reach, greater lead generation, and getting the most out of the sponsored content with DZone.

Your lead nurturing will be aided by strong content that displays your company’s thought leadership, commands authority in your industry, and clearly distinguishes value to the prospective reader. Partnering with the leading software development resources (like DZone!) will support the distribution and download of your content – no matter if it’s a proprietary or sponsored asset!
Activate leads with Company Surge

Power up sales enablement at your organization using **Company Surge analytics**, powered by Bombora.

Sponsors of lead generation programs with DZone benefit from additional first-party data about the key accounts engaging with their content. In addition to leads, sponsors receive a list of high-intent business domains, determined by their Surge score, that will prime their following sales and marketing efforts.

Demo-ready accounts: Initiate contact through your SDR team to qualify accounts and prime

Nurture these high-intent accounts with customized messaging based on surging topics
Thank You