

# Lead Nurturing Campaign Surpasses Industry Averages

## How *inContact* Increased Sales Opportunities with High-Touch Emails

According to IDC research, lead generation is a major reason companies utilize marketing automation. One very successful lead generation technique is email nurturing, which requires targeted content for buyers at each stage in the buying cycle.

For *inContact*, a pioneer in cloud solutions for contact centers, nurturing and landing new clients is critical. "Lead nurturing isn't just important to us - it's vital," says Marina Antestenis, Senior Director, Demand Marketing. "It enables us to stay top of mind and allows us to present prospective buyers with the information they need to evaluate contact center solutions."

*inContact* uses Eloqua's marketing automation system to nurture leads, which requires a large amount of targeted content. "The Eloqua system integrates our sales and marketing efforts from the prospects' point of view. What prospects receive from us via email complements the specific touch points from our sales team."

### The Challenge:

#### Create Engaging Nurture Streams for Multiple Personas

"We have six different personas and six different buying stages," says Marina. "One of our biggest challenges was developing the right content for each persona. We did a lot of work figuring out the type of information each persona would need at each stage of the buying cycle. The challenge was creating all that content."

Marina's marketing team was also committed to meeting specific targets as defined in a service-level agreement with their sales team. Not only did they need to create multiple lead nurturing streams, but they had to do it quickly. "We needed to get all the nurture streams in place as soon as possible."

With such a large amount of mission-critical content to create, Marina knew she needed outside help. Because her team was creating content in addition to its other duties, finalizing the content was taking a long time. "We were trying to have people create content as an add-on task. We just couldn't keep up with the volume." Marina decided to seek outside assistance from technology marketing copywriter, Kim Gusta.

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Marina Antestenis  
Senior Director, Demand  
Marketing, *inContact*



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## The Solution:

### An Experienced Copywriter Who “Gets Tech”

Kim quickly proved her value to the group. “Kim was pivotal in creating content that engages each prospect and in developing cohesive email nurture streams for the entire lead nurturing process. We needed a lot of content, and Kim took us from A to B quickly while delivering amazing quality,” says Marina.

“Kim quickly understood what we do. She understood our unique value propositions. In fact, she’s one of the best writers I’ve worked with. She immediately got it, and it was reflected in the content she put together. Her attention to detail blew me away.”

## The Results:

### Email Open Rates and CTRs Surpass Industry Average

Kim’s professionally written nurture streams improved inContact’s email open and click-through rates. Email open rates were 40%, which is 18% higher than the software and web application industry average of 32.6%.<sup>1</sup> Email click-through rates were 4.14%, which is 38% higher than the industry average of 2.7%.<sup>2</sup>

inContact estimates that Kim’s email nurturing content made a measurable contribution to their first quarter lead opportunities. Marina couldn’t have been happier. “Kim didn’t just meet the results we wanted. She totally knocked it out of the park.”

“Kim set the tone for how we communicate with potential prospects and our customers. We also had her rewrite all the copy on our website. I would definitely use Kim’s services again and recommend her to others. The whole process was flawless. I could not have chosen a better partner.”

<sup>1</sup> “Email Marketing Benchmarks,” MailChimp, updated December 2012.

<sup>2</sup> Ibid.

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Senior Director, Demand  
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## The Results:

### Nurture email stats beat industry averages

- 40% email open rate (18% above industry average).
- 4.14% CTR (38% above industry average).

### More high-quality leads turned over to Sales

- Measurable contribution to quarterly revenue opportunities.

### Satisfied SLA agreement targets for Sales

- Converted leads into promising opportunities for Sales.

### Relieved a busy marketing team of copywriting tasks

- Freelance writer specializing in high-tech marketing wrote the successful nurture emails.



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