# LEAD NURTURING PLAYBOOK:
## HOW TO ALIGN B2B CONTENT WITH THE BUYER'S JOURNEY

## Synopsis:

- Content recommendations for supporting lead nurturing across all stages of the sales funnel

- Strategies for addressing common pain points and effectively engaging buyers with your content marketing

- 5 lead nurturing best practices to inform and optimize your B2B content marketing strategy

Effective B2B lead nurturing requires a wealth of informative and relevant touchpoints to meet diverse buyer needs and interests, and ultimately, encourage their progression throughout the sales funnel.

Therefore, understanding the most suitable content to address a buyer's evolving needs as they advance in their buyer's journey is essential to resonate with prospects and retain them.

**This lead nurturing playbook breaks down the most effective content for each sales funnel stage and includes five best practices for engaging buyers and driving conversions.**

## WHAT IS LEAD NURTURING?

Lead nurturing is a client-centric marketing approach focused on **developing relationships with prospects** to build trust and encourage continued engagement to motivate a deal in the brand's favor when they are ready to purchase.

Successful lead nurturing builds a rich buyer experience with touchpoints that encourage progression along the buyer's journey and sales funnel stages.

Lead nurturing is a key strategy for organizations looking to engage B2B buyers, especially when considering that 55% of sales cycles last over two quarters (**INFUSE Insights Voice of the Buyer 2024 Report**). During this time organizations continually share valuable content and messaging with prospects that keep their offerings top of mind and address pain points as they arise.

**Read the Definitive Guide to B2B Lead Nurturing for a 6-month sales cycle example** $\longrightarrow$

When designing your B2B content marketing strategy, it is important to develop a variety of assets that engage buyers according to their unique needs, as they develop according to their progression through their buyer's journey. Therefore, developing a keen understanding of your buyers is essential to strategize your content marketing and secure its role in supporting lead nurturing.

**Below are content recommendations for each stage of the sales funnel (TOFU, MOFU, BOFU, and Post-Sales), with a breakdown of common pain points and how to address them in your lead nurturing strategy:**

## Top of funnel (TOFU) stage

The top of the sales funnel (also known as the awareness stage), is when leads learn more about their business challenges and the potential solutions to address them.

# TOFU content marketing recommendations

| Pain point | Solution | Recommended content |
|---|---|---|
| **Lack of awareness**<br>Prospects may have identified the symptoms of their organizational challenges but might not fully understand them | Information on the most relevant industry challenges and how to overcome them | ◆ How-to guides<br>◆ Reports<br>◆ Free tools<br>◆ SEO-driven articles<br>◆ Paid media |
| **Information overload**<br>During their research prospects might have difficulty curating sources and identifying the best content for their needs | Snackable content with actionable advice | ◆ Checklists<br>◆ Templates<br>◆ Short-form videos<br>◆ Social selling |
| **Uncertainty**<br>Still relatively unfamiliar with your brand, your prospects need content that reflects the quality and unique value of your offerings, to motivate their progression to the next funnel stage | Scannable content that promotes brand awareness and authority | ◆ **Content activation** via well-established organizations or influencers<br>◆ Guest posting<br>◆ Thought leadership articles on trending and highly relevant topics<br>◆ Social selling |

**Discover 4 steps to kickstart demand generation for the TOFU stage** ⟶

# Middle of funnel (MOFU) stage

The middle of the sales funnel (also known as the consideration stage) is when leads have a firmer grasp of the available solutions in the marketplace and are actively investigating to determine the best option for their needs.

## MOFU content marketing recommendations

| Pain point | Solution | Recommended content |
|---|---|---|
| **Risk aversion**<br>Prospects are evaluating solutions and want to ensure that their decision will not have a negative impact on their organization | Content that conveys credibility and addresses key buyer concerns about the product and its benefits | - Competitor comparison charts<br>- Short-form product breakdowns<br>- "Behind-the-scenes" content<br>- Social proof (testimonials and reviews) |
| **Culture/Mission fit**<br>Especially in the case of organizations backed by ESG (Environmental, Social, and Governance) funds, highlighting a solution's brand values is key | Content that demonstrates Corporate Social Responsibility (CSR) and company values | - Summarized edition of an annual stakeholder report<br>- Yearly wrap-up of CSR initiatives<br>- Community-focused content and communications |
| **Budget constraints**<br>When considering similar solutions, the available budget is a key factor | Content that demonstrates additional benefits and highlights the unmatched ROI of the brand's products | - Cost-benefit analysis<br>- Pricing transparency chart<br>- ROI calculator<br>- Bundle selector tool, with upsells/cross-sells specific to buyer needs |

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# Bottom of funnel (BOFU) stage

The bottom of the sales funnel, (also known as the decision stage) is when prospective buyers are clarifying any remaining doubts and concerns to determine the best course of action.

Therefore, content that is authoritative and cements the alignment between your organization and the client's objectives, is key for supporting conversions at this stage.

## BOFU content marketing recommendations

| Pain point | Solution | Recommended content |
|---|---|---|
| **Stakeholder alignment** Stakeholders usually have different priorities, and it is challenging to align them in a single purchase | Scannable content that is personalized to address unique buyer concerns | • Product one-pagers, personalized for each **B2B buyer persona** in the prospect's buying group • Webinars featuring relevant use cases for the product and a public Q&A • Live product demos by a technical expert |
| **Decision paralysis** When multiple products appear to offer similar benefits, buyers require lead nurturing that aids their decision making process | Content that solidifies your unique value proposition (UVP) over competitors | • Consultancy programs • Post-implementation roadmap with expected results • FAQs and technical product details (such as integrations and APIs) |
| **Product credibility** While stakeholders should be more familiar with your brand at this point, reinforcing integrity and value is an important factor at this stage | Content that demonstrates brand authority and specific industry knowledge relevant to buyers | • Whitepapers • Case studies • Personalized accolades roundup • In-depth product benchmarks |

# Post-sales stage

At the post-sales stage, clients want to be guaranteed that they made the right decision and will meet their expectations. Onboarding and dedicated support are therefore essential for addressing this need and encouraging retention and greater client lifetime value as a result.

## Post-sales content marketing recommendations

| Pain point | Solution | Recommended content |
|---|---|---|
| **Implementation challenges**<br><br>Clients might have issues integrating the solution successfully with their **tech stack** | Provide onboarding guides and scannable assets for troubleshooting, supported by a client success team | ◆ Step-by-step onboarding guide for beginners<br><br>◆ Microsite to troubleshoot common issues and check FAQs<br><br>◆ One-pager with Client Success contacts, tutorial to submit a ticket, and a dedicated channel for urgent support |
| **Achieving ROI and organizational goals**<br><br>Clients might not be visualizing the outcomes of the solution, or are not meeting their expectations prior to the purchase | Content that supports performance tracking and training clients to drive performance with your solution | ◆ List of recommended metrics and KPIs<br><br>◆ Guide to attributing organizational growth and results to the product<br><br>◆ Calculators and templates |

## Post-sales content marketing recommendations

| Pain point | Solution | Recommended content |
|---|---|---|

**Feeling disconnected**

Without consistent support, clients might feel forgotten after the sale or believe they require further support to achieve the best results with the product

Content that engages clients with timely information and product updates, distributed on their preferred channels

- Webinars on the latest trends
- Snackable product update takeaways
- Client events and discounts/offers at tradeshows
- Reports summarizing the client's key outcomes with the product
- Virtual workshops exploring the latest best practices and strategies

**Engage your target buyers with high-performance demand generation and lead nurturing programs to empower your conversions and growth** →

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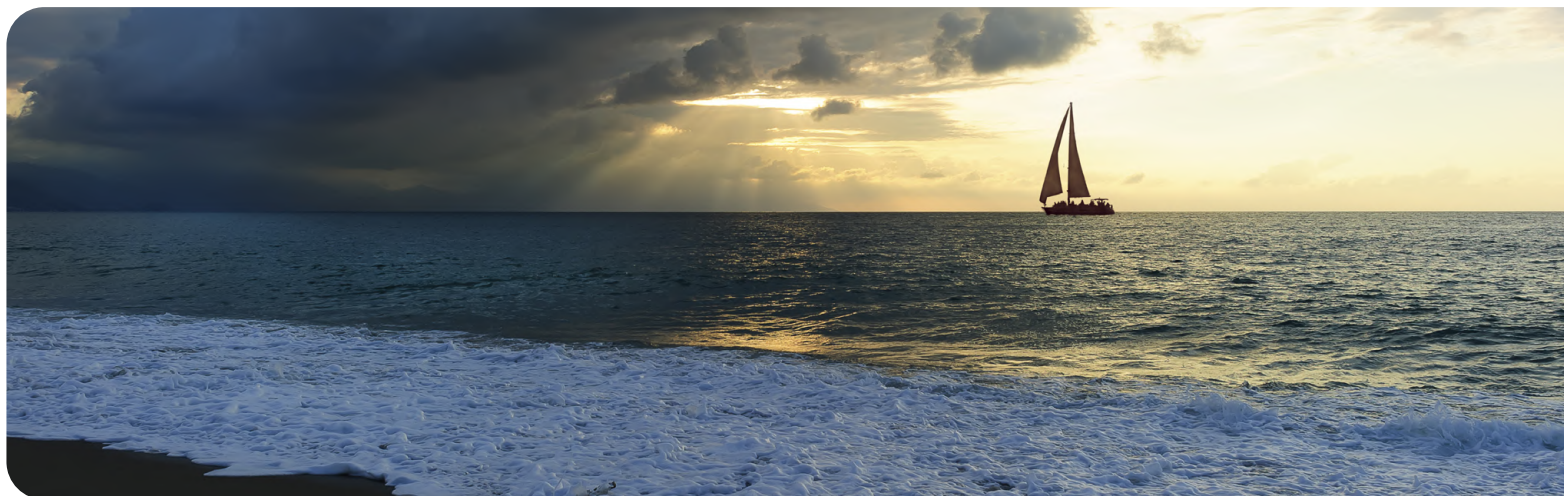
# How to optimize lead nurturing: 5 best practices

Ensuring that content is aligned with sales funnel stages and caters to specific buyer pain points is essential, calling for a strategic lead nurturing approach to achieve positive outcomes.

**Below are five lead nurturing best practices to keep in mind:**

## #1 Develop personalized lead nurturing cadences per persona

Ensuring relevance is key. Your lead nurturing cadences should feature memorable touchpoints that meet specific buyer needs and interests to encourage continued buyer engagement.

Therefore, establishing separate nurturing tracks per **buyer persona** is ideal for addressing unique challenges with messaging that resonates with their organizational goals and personal aspirations.

Content should be personalized, but it is important to consider the feasibility of customizing content at your organization. **Some assets can be repurposed** for different personas, with minor tweaks to address relevant pain points. This is a common approach for **Account Based Marketing Experiences (ABX)** to engage strategic accounts at scale.

While email lead nurturing is the principal channel for engaging target buyers, amplifying your channel mix can be a powerful tactic for reaching your buyers where they are.

**Learn 6 methods to nurture leads and design a memorable B2B buyer experience** ⟶

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## #2 Collect lead intelligence from demand generation campaigns

Lead intelligence is actionable data on lead behavior that can be leveraged to enhance future campaigns. This data may include insights into content formats, messaging, and imagery based on past performance that can be **A/B tested** and refined to continuously improve outcomes.

Therefore, by collecting lead intelligence, you can action these insights in your lead nurturing strategies, ensuring their relevance for each buyer persona and funnel stage.

**Discover 4 real-world scenarios where INFUSE demand strategists utilized lead intelligence to drive performance and ROI** ⟶

## #3 Enhance lead scoring and track buyer intent data

Lead scoring processes help to determine buyer progression along their buyer's journey and when they should receive specific touchpoints or advance funnel stages.

Lead scoring can be enhanced with buyer intent data to form a clearer understanding of your buyers' behavior, as well as their priorities and position in the sales funnel.

This is imperative for informing engagement strategies and assigning prospects to the correct nurturing cadences, as well as sharing relevant content.

**Read our 8-step intent activation guide for engaging B2B buyers** ⟶

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## #4 Analyze lead nurturing drop-offs

Analyzing the key touchpoints when leads drop off, allows you to identify when nurturing is failing to meet buyers' expectations. These can often be identified by spikes in unsubscribes (in the case of email lead nurturing cadences) or a prolonged drop in engagement.

This typically occurs when buyers are dissatisfied with their brand experience, **which can be due to**:

- Sales-focused messaging early in the buying process (when prospects are at the top of the funnel, for instance)

- Repetitive content and messaging

- Lack of cooldown between touchpoints, saturating leads

- Buyers have concluded their purchase with a competitor, no longer requiring your brand (this can be as a result of a multitude of factors but especially when nurtures are sales-focused rather than educational)

Analyzing which nurturing touchpoints result in drop-offs is important to optimize your lead nurturing strategies and retain leads in your pipeline.

**Discover best practices to move leads from the MOFU to BOFU stage** $\longrightarrow$

## #5 Monitor the sales hand-off process

Monitoring the sales hand-off process is essential to ensure that prospective buyers have a good experience and are engaged by sales teams at the right time.

Routing leads to sales too early can decrease the likelihood of conversions, as well as risk alienating leads rather than encouraging them to engage further with the brand. Therefore, monitoring the sales hand-off process and the subsequent meetings is paramount to optimizing this process and improving conversion rates.

According to the **INFUSE Insights Voice of the Buyer 2024 report**, 66% of buyers rely on consultants and subject matter experts when researching and evaluating solutions. Therefore, adopting a "consultative" approach is ideal for motivating sales conversations and opportunities rather than pressuring buyers to commit to a purchase decision.

**Discover common mistakes to avoid when engaging BOFU leads** $\longrightarrow$

## Key takeaways

To ensure your lead nurturing meets its expectations and engages prospects, make sure to follow these three takeaways:

- **Craft content with pain points and B2B buyer personas in mind:** Design content with buyer needs first and foremost, which will facilitate its inclusion in different sales funnel stages to engage leads effectively

- **Utilize data and monitoring tools to perfect nurturing cadences:** By utilizing lead scoring, buyer intent tools, and data from CRMs and former campaigns, it is possible to continuously improve lead nurturing touchpoints and the conversion rate from one stage of the funnel to the next

- **Focus on building trust:** Trust is a key goal of lead nurturing. By providing value and client centricity in all your lead nurturing strategies, you are more likely to build trust and yield greater performance.

### ENGAGE BUYING GROUPS AT YOUR TARGET ACCOUNTS WITH LEAD NURTURING PROGRAMS THAT DRIVE YOUR GROWTH

INFUSE demand experts enhance your current lead nurturing assets and develop new touchpoints empowered by high-performance demand programs to deliver unmatched engagement and ROI.

**Chat with the team to learn more** ⟶

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