

Nurture Institute Delivers Outstanding Results Based on the Strength of Creative 1:1 Nurture Messaging Campaigns delivered by Innovative e-Mail Assistant™ Software

At the request of an Eastern Region Marketing organization of a large software company, the Nurture Institute created CRM and ERP 10-step integrated direct mail and e-mail marketing campaigns that resulted in 101 closed deals and more than \$8M in revenue. The 7 e-Mail steps were delivered through a proprietary e-Mail marketing tool that delivers Nurture Institute's creative messaging directly from the sales person's desktop.

The Nurture Institute is a full-service marketing agency dedicated to helping our clients explore new and creative ways to connect with clients and prospects. Our marketing plans and programs are based on the proven principles of Nurture Marketing – Persistence, Consistency, and Ethics. It's unique, and it works.

THE CHALLENGE: Implement a creative nurture campaign to qualify existing sales opportunities for closing.

This major software company received unqualified leads through one of the most powerful marketing engines of any software company. These leads needed to be qualified by the client's internal sales team before they were passed to the client's Partner Channel for closing and implementation. Getting and keeping the attention of these opportunities was a major priority for their sales team.

The client wanted a truly original campaign that utilized both direct mail and e-Mail messaging within a tight budget.

- Direct mail messages needed to include high impact nurturing messages designed to keep the sales team top-of-mind.
- The e-Mail messages needed to utilize nurture messaging originated by the Nurture Institute with clickable links designed to educate, inform and encourage client's potential opportunities.
- This major company's internal privacy rules mandated that any e-Mail marketing messages delivered must be sent from the individual sales team member not by a central-server solution on behalf of that member.

THE SOLUTION: An original Integrated Direct Mail and e-Mail Marketing Program delivered by a new application created by the Nurture Institute – The e-Mail Assistant™

Working in close collaboration with the client's Eastern Region Marketing Team, the Nurture Institute's team of writers, creative specialists, graphics designers, database managers, and technology engineers joined together to create a "groundbreaking" innovative and technical solution.

The Nurture Institute created a 10-step solution, starting with 3 high-impact direct mail pieces and followed by 7 e-Mail steps featuring clickable links to content provided by the client's extensive resource library. The campaign's 1600 participants were divided into 7 groups. In order to control the flow of the pilot program each group began their program 1 month apart.



The Highlights

- New, groundbreaking e-Mail Assistant™ program created
- Provided direct one-to-one client correspondence created by central server but sent from sales person's desk top computer
- Maintained different groups of users on different steps of two different but simultaneous campaigns
- Total revenue closed: \$8.9 million

"I am so happy to work with the Nurture Institute™ and its new, revolutionary program,"
Regional Marketing Manager, East Region.



For more information
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“Continued awesome response from the nurture program! I sent it out yesterday and received four phone calls and three e-Mail responses – all real and high value!”

Sales Team Member

“Thanks for the book, it is very applicable. The software product issue is still open here, and I think there may be consideration next year for reviewing this.”

Future Client

“I LOVE THIS NUTURE PROGRAM!”

District Sales Manager

“I made several calls earlier this week and received my first response from the nurture mailing. Nice to see it’s getting to the right folks!”

Inside Sales Team Member

“Great News! Phil received an e-mail from a nurtured prospect who asked for a call. Turned out to be a \$24K SL opportunity and a 10K CRM opportunity! This is already working!”

Sales Manager

The 3 high-impact direct mail pieces began with a book of quotes sent in a gift box accompanied by a personal letter introducing the program, followed by a MENSA puzzle and then the puzzle’s solution. Each item was used as metaphor to illustrate the advantages of the client’s software. A micro-site was developed to allow recipients to go to a specific website to learn about the client’s products as they were referenced in the campaign.

The e-Mail Assistant™ was created to deliver the e-Mail campaign components from the desktop computers of the 12 internal sales team members and to “push” leads directly to the sales team. Each e-Mail consisted of one or more clickable learning opportunities. Within minutes of the e-Mail being clicked, a notification report was sent directly to the sales team member that owned the opportunity. These reports included a complete history of all click activity from that opportunity and a color-coded indicator of the likelihood that a message was passed to another person within the opportunity’s organization -- all excellent indicators of interest.

Monthly reports were created to show the effectiveness of each of the campaign’s steps and the campaign as a whole. Delivered in Microsoft Excel, the client’s Marketing Team was able to

create pivot tables to further analyze the results by month, season, clicks, and unique opens.

THE RESULTS: Beyond Expectation and a Surprise

The total pipeline influenced by the Nurture Campaign resulted in \$57.8M in active opportunities passed to the client’s Partner Community with 101 closed deals, 14 percent of which remain active, plus \$8.9M in revenue closed. The average click rate as a percentage of all e-Mail communications delivered was 6.7 percent. The average unique open rate was 35 percent.

Surprise! When we compared the Nurture Institute e-Mail Assistant™ open rate to competitive central server products, we discovered that our competitors compared their click rate to the number of opens, not to the total number of e-Mails sent, as we do. If we were to calculate our click rate based upon unique opens, our rate of clicks would jump to 19 percent. We attribute this incredible open rate to: our direct mail program, the client’s well-known name, the personal nature of our creative e-Mail correspondences, and, most importantly, to the origin of our messages coming directly from the sales team members via the e-Mail Assistant™.

Challenge

- E-Mail messages needed to be created centrally, but the actual e-mail had to be sent by the sales person from their own desk via Outlook

Solution

- The e-Mail Assistant™ was created to deliver the e-Mail campaign components from the desktop computers of the 12 internal sales team members and to “push” leads directly to the sales team
- Each e-Mail consisted of one or more clickable learning opportunities
- A notification report was sent directly to the sales team member that included indicators of interest
- Monthly Excel reports were created to show the effectiveness of the campaign steps and the campaign as a whole

Benefits

- The total pipeline influenced by the Nurture Campaign was \$57.8 million
- More than 101 Nurtured opportunities were closed during the campaign, 14 percent of which remain active
- The total revenue closed influenced by the Nurture Campaign was \$8.9 million