**12 best practices for lead nurturing with marketing automation**

Leads generation is one of the most important components to your budget calculating and lead nurturing is how to talk to those leads with goal to converting them to real customers. Marketing automation is the core procedure to achieve lead nurturing. All efforts with lead nurturing will help you to earn more customers. So Lead nurturing is important to increase revenues, the problems is that how can we implement lead nurturing well with marketing automation to achieve max profit.

Here are some practices,first of all, using data driven decisions.Now the best practices for companies are analyzing data getting a insight of the marketing to make an decision, which are provided by Marketing automation solution. the decision made by Marketing automation drive the implementation of the lead nurturing . Second,you should have multiple channels and selecting an acceptable audience. leading your customer to the channel that they like. Those can be social media, email and advertisement and etc. Meanwhile, marketing automation give you an opportunity to communicate with your lead generations and find where they spent more time on. However, when reaching out the leads, trying to set up a cadence. If you send emails or ads constantly , they might dislike it and unsubscribe you. Importantly, setting a seamless alignment between marketing and sales. When nurturing leads are qualified and accepted, it is a good time to convert to sales by marketing automation software. Also putting more emphasis on your individuation, individuation products or services will attract more customers and let them contact you. When they feels good about communication and services, they will back again. Meanwhile, trying to do a customer emails segments, when you personalize your contents. Because you will nurture them through their action and you can identify their behaviors and learn how to communicate with them. The last part is using image and videos efficiently. Because most people are preferred to see pictures or videos than reading books. Importantly, timing is everything. If the nurturing leads are not gong to buy, just keep it in the list, they might buy later. You can target your nurturing leads and do not ruin the relationship you already build.

## As a word, those are best recommendation practices for nurturing leads. But realizing is key. A lead may convert to a customer, but you should always be nurturing them to not only maintain but grow the relationship because you never know what opportunities might lie ahead.

Reference

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