

Best Practices for Following Up with TechTarget Leads

TechTarget's online lead-generation programs give companies the ability to target messaging to a specific niche within the IT industry. This is an active community of IT professionals who evaluate, recommend and/or make purchase decisions for their company.

Online lead-generation programs deliver leads that are in all stages of the buying cycle:

- White Paper leads range from people who are in the research mode and interested in learning about new technologies. Also, these leads could be potentially reviewing white papers in order to create a purchasing shortlist.
- Webcast/Download leads can typically be considered to be leads that are further along in the buying cycle than white paper leads.

While a small percentage will be leads that are ready to make an immediate purchase, the majority of leads will be creating short lists or beginning to research a project and it is important to stay in front of them. Your leads that are furthest along in the sales cycle or fit most closely into your target lead criteria should be followed up with an immediate phone call. Please keep in mind that the more expensive the price of your product the less of these hot leads you will have.

Typically, those leads that are beginning a project or still in research mode should be messaged to differently in order to meet their specific needs. The appropriate offer or messaging will successfully move them through the buying cycle. We recommend that you re-message to these leads through the medium of their first contact with your company, namely online, as they are most comfortable with this type of engagement.

How to Build an Optimal Follow-Up E-mail Message

E-mail gives you an immediate follow-up touch point that helps you make sure that potential prospects do not go cold, regardless of the point they are in the buying process. It also helps foster leads through the sales cycle by further qualifying interest every step of the way, allowing your sales team to focus their attention on the "hottest" leads. When approaching a follow-up campaign it is important to:

- **Know your audience:** Whenever possible, segment your audience and tailor messaging to each segment. Many organizations are guilty of "blasting the database" with generic messaging, which is effective for overall education, but can dilute impact against certain segments. For example, if your prospect has downloaded a white paper on your product offerings, follow up with a trial or demo offer of your product.
- **Eliminate the guesswork:** Qualify leads up front in a manner that is conducive to follow up. Asking the right questions during the registration process will allow you to really target what your messaging should be on the back end. Remember to focus on those your sales force actually uses to customize their follow up.

Eight Guidelines to Follow

1. Start with good qualifying questions to help segment leads (i.e. purchase timeframe, budget in place, etc.)
2. Categorize leads into logical buckets
3. Tailor/customize message to the proper segment
4. Include the name of the white paper or Webcast in the follow-up to generate recall
5. Provide additional offers/incentives to help bring leads through the sales cycle
6. Re-message to leads immediately, regardless of point in process, to ensure that leads do not go cold
7. Avoid generic e-mail follow up—be direct without being intrusive
8. Send multiple follow-up e-mails/offers



Example of a Follow-Up E-mail with a Download as the Offer

Subject: Free Download: Achieve Secure Single Sign-On for Portal Environments

Dear USER,

Recently, you expressed interest in the white paper "XXX," outlining the benefits of a secure Single Sign-On (SSO) solution for a portal environment.

If you are looking for a comprehensive SSO solution for your organization, COMPANY, an industry-leading provider of One-Time Password Technology, can provide you with a simple and powerful answer. In order to determine if it is the right answer for you, we invite you to download our SSO software for free on a trial basis. [Click Here to Download:](#)

Our solution reduces complex and layered network security by offering web-based SSO access to the Internet, email, databases, and all portal-possible applications. Implementing this technology will allow your organization to reduce cost by decreasing the need for multiple password delivery platforms and increase productivity of IT Staff by effectively removing them from the security equation.

[Click Here to Download our SSO solution for Free Today!](#)

Example of a Follow-Up E-mail That Leverages the Answers to Qualifying Questions

Dear SearchWebServices.com Member,

When you recently downloaded XXX Company's white paper case study, TITLE, you also showed interest in attending XXX Training. To learn more, please click below!

Online Training: [Get .NET Connected](#)

Register now for this self-service online training and comprehensive online reference that will help ISVs build .NET Connected Applications. Gain in-depth instruction on .NET architecture and "how to" developer skills. All attendees will receive a copy of Microsoft Office 2003 Professional, a Windows Application Compatibility Toolkit, a Security Resource Kit, and more!

SPECIAL OFFER!

When registering, include MSISVTT as the RSVP code and receive a 74% discount! Final cost of training is \$49 (Original cost is \$189).

[Click here to register:](#)

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