

Lead Nurture Kit



To help brokers engage their toughest market – SME owners under 45 years old – Vero has created some free, user friendly tools.

In the form of short videos, these tools show potential clients the benefits of using a broker versus other means of finding insurance.

By combining hard facts with relatable messages, an authentic tone and engaging visuals, the videos show why brokers can be the best option for securing the future of SMEs.

Clear, concise and concrete, our tools are the perfect way to entice the under 45s SMEs to seek broker help and guidance. The result: a better outcome for young SME owners and more business for brokers.



What is lead nurturing?

Lead nurturing is the process of developing relationships with consumers at every stage and through every step of the consumer journey. It focuses marketing and communication efforts on listening to the needs of prospects, providing the information and answers they need.

Effectively developing leads in today's consumer-driven marketplace means establishing and nurturing a relationship through content such as video.

Lead nurturing is an important part of the 'sales funnel', and video could be just the tool you need to successfully meet your goals.

- **On average, 50% of the leads in any system are not yet ready to buy¹**
- **Companies that excel at lead nurturing generate 50% more sales ready leads at a 33% lower cost²**
- **Nurtured leads makes 47% larger purchases than non-nurtured leads³**

The nurturing stage is all about educating your leads – not selling. At this point, your leads aren't quite ready to make the move and purchase yet. However, it's important that you keep providing content to help them get closer to making a decision.

Sources:

1 – Gleanster Research – blog.hubspot.com/blog/tabid/6307/bid/30901/30-thought-provoking-lead-nurturing-stats-you-can-t-ignore.aspx

2 – Forrester Research – pardot.com/lead-nurturing/4-major-benefits-nurturing-leads/

3 – Annuitas Group – mdprospects.com/blog/detail/2016/06/15/why-do-nurtured-leads-make-47-larger-purchases.html

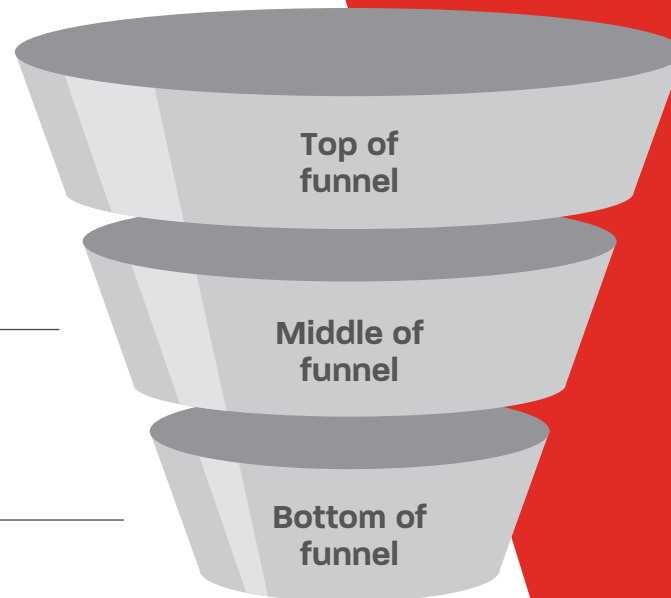
Lead nurturing and the sales funnel

The sales funnel is the staple of business development, with lead nurturing taking place at all stages of the funnel. You probably already incorporate some of the principles in your own brokerage.

Building awareness about your brokerage

Engage your clients with the benefits of using a broker

Making the sale, why they should choose you?



Nurturing leads with video content

If lead nurturing is the backbone of a successful sales funnel, then content is the muscle.

In an environment where consumers are increasingly wary of adverts, they are also increasing their own self-education through the sales funnel. Content marketing has stepped up to give brands a voice and harness this consumer tendency. It's a key tactic in helping consumers through their self-education process – with video content outperforming all other forms of marketing in getting results.

Simply put, relevant and valuable video content attracts, engages, and serves your audience. Buyers are already scouring the web for answers to their questions and solutions for their problems and as brokers you are uniquely positioned to provide these. Video content welcomes consumers at every stage of the buyer's journey, and helps move them through the funnel.

74%

of millennials find video helpful when comparison-shopping, while 60% prefer to watch a video to reading a newsletter.²

59%

of executives would rather watch video than read text, while 4 times as many consumers would rather watch a video about a product than read about it.¹

200-300%

is the increase in click-through rates gained from adding a video to your emails.³

Sources:

1 – American Marketing Association – ama.org/publications/eNewsletters/Marketing-News-Weekly/Pages/how-consumers-watch-share-videos.aspx

2 – YumYum videos – go.yummyvideos.com/blog/10-video-stats-that-will-help-your-2017-marketing-plan

3 – Forrester Research – forbes.com/sites/ellavate/2016/12/15/video-is-no-longer-a-marketing-accessory/#47cb779fde87

How you can use these videos in your lead nurturing

In any lead nurturing scenario, your aim is to provide something of value that leads and guides consumers further down the sales funnel towards a new policy or renewal.

Two approaches to lead nurturing

There are two ways you can use these videos to support your activities, known as a direct and indirect method.

In the **direct method**, the video is the valuable offering that you can use at the point of new business enquiry or renewal conversation to support the sales process – for example a direct 1:1 marketing communication e.g. direct mail or email.

In the **indirect method**, on the other hand, the video is used in conjunction with other content and is discovered by the buyer through their own self-education – for example an article on your website that contains the video.

The method you choose is up to you, however over the following two pages are some things to consider.



INDIRECT

Videos and your business website

Your website is your online home base. It's often used to build the first audience impression of your brand.

However, it can also be used in the nurturing phases as a source that continually attracts, engages and informs new and renewing clients:

- Visitors spend **88% more time** on a website that includes video¹
- Viewers **retain 95% of a message** when they watch it in a video compared to 10% when reading it in text²
- Organic traffic from search engines **increases by 157%** with video³

The following tactics can be deployed using video on your website:



Video hub / Resource centre

An online resource centre collects all of your video content on topics of interest and frequently asked questions in one strategically organised location.



Blog

The branded blog is a key tool for keeping website content fresh, updated and search engines love them. Use the videos to create a series of blog posts expanding on each video with further insights and information.

Sources:

1- Buffer Social – [blog.bufferapp.com/the-delightfully-short-guide-to-adding-value-with-video-content#](https://blog.bufferapp.com/the-delightfully-short-guide-to-adding-value-with-video-content/)

2- Source: Adstage – blog.adstage.io/2017/05/08/video-ads

3- Source: Brightcove – brightcove.com/en/blog/2015/08/create-compelling-video-experiences

DIRECT

Videos and social media

While many businesses use social videos as short brand awareness tools they can also be a great lead nurturing opportunity:

- The average person will spend nearly two hours (approximately 116 minutes) on social media everyday.¹
- Social video generates 1200% more shares than text and images combined.²
- LinkedIn posts see a boost in sharing by 75% when there's video involved.³

Content drives social media and video receives preferential treatment. Use the videos on your business (or personal) channels in the following ways:



Share the content to build trust

It's great to build networks from new enquiries and existing clients. Social media networks provide a platform for connecting further and distributing your valuable content for free. In turn, you build the consumer trust and brand credibility that can lead to a relationship between you and your client.



Prospect interests

This can have a bigger benefit than knowing a name or email address early on, because now you can reach the right audience with the right information. And, thanks to social media, you're reaching those prospects in real-time. Nurturing feeds curiosity by providing the information consumers want without forcing them to hunt for it.



Social listening

Unlike advertising, social media works best when the communication between you and your clients and prospects is a two-way street. Track keywords, follow conversations in groups, take these cues and engage prospects. Now your lead nurturing is improving the relevancy of your marketing by segmenting your message to appropriate prospects – enabling them to easily join in the conversation and benefit from real engagement.

Sources:

1– SocialMediaToday – socialmediatoday.com/marketing/how-much-time-do-people-spend-social-media-infographic

2– Astrick Software – astricksoftware.com/blog/details.php?blog=AS45875&title=Social_Video_Generates_1200%_More_Shares_Than_Text_And_Images_Combined

3– Buffer Social – blog.bufferapp.com/linkedin-marketing

Video and social media tips

1

Keep it short

As humans we tend to have short attention spans, but somehow, they seem to shrink even further on social. Keep updates short, articulating your key message and let the video do the talking.

2

Plan for restrictions

Most platforms won't allow you to add lead captures right within your videos, but since video is still a star at capturing attention, add a link to your website or email in the description when you share the video.

3

Pick your channel carefully

Strategic social marketing doesn't mean producing all the content for all the channels. Match your target audience to where they will most likely be online.

Disclaimer:

The information in this pack should be used as a guide only and the "correct marketing "opt in" disclaimers" should be used as per the the SPAMS Act for all electronic communication and sales leads must be provided with the necessary "opt out" option.