

# HOW TO BUILD RELATIONSHIPS WITH PROSPECTS THAT AREN'T READY TO BUY FROM YOU YET



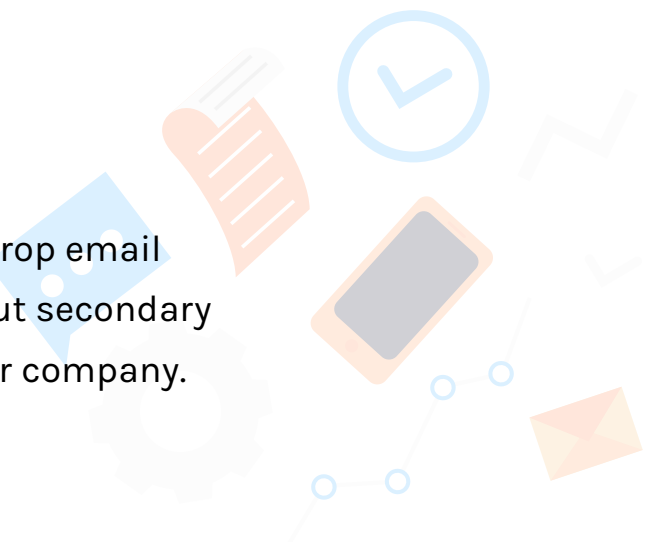
Use marketing automation to  
vastly increase your chances of  
getting that sale down the line

This PDF is part of our video series "2 Reasons to Use Marketing Automation" which you can find right here [link] on the Net-Results website.

**DESPITE WHAT YOU MAY HAVE BEEN TOLD OR BEEN  
LED TO BELIEVE, THERE ARE REALLY ONLY TWO REASONS  
TO USE MARKETING AUTOMATION SOFTWARE:**

- 1. To identify prospects whose timing is changing to your advantage.** Meaning that they're becoming ready to buy - and you'll know when that happens.
- 2. To build a relationship with prospects whose timing is yet to change.** To add actual value to your prospects' lives, so they'll remember you when it's time to purchase.

Everything else in your platform (like a drag-n-drop email builder) is a "nice-to-have." Useful, absolutely. But secondary to the things that really move the needle for your company.



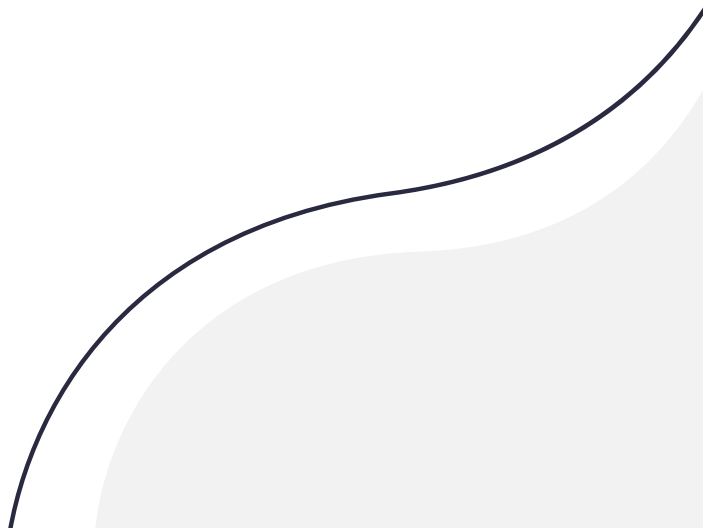
In this worksheet, we'll show you how you can use marketing automation software to build relationships with prospects whose timing is yet to change.

We'll show you which **marketing automation features** you should be looking at. And we'll help you come up with **relevant content** for your prospects.

Because who do you think will be top of mind for those prospects, when their timing does change? The vendor they haven't heard of in six months? Or the vendor that's continuously shared awesome content with them?

## **MARKETING AUTOMATION FEATURES WE'LL USE**

Which features of your marketing automation software will you need to identify prospects whose timing is changing to your advantage?


1. Segments and/or lists
  2. Campaigns
  3. Lead scoring
  4. CRM integration
- 



## ***THE GOAL: TO BE TOP OF MIND WHEN A PROSPECT'S TIMING CHANGES***

Out of sight, out of mind? Not if you utilize your marketing automation software well. Once in your database, prospects should never forget about you.

That doesn't mean you should spam them - on the contrary, good lead nurturing strategy means you'll have to continue to be relevant. So that when the time comes, and a prospect starts to consider making a buying decision, they'll say to themselves "let's check these guys out, first!"

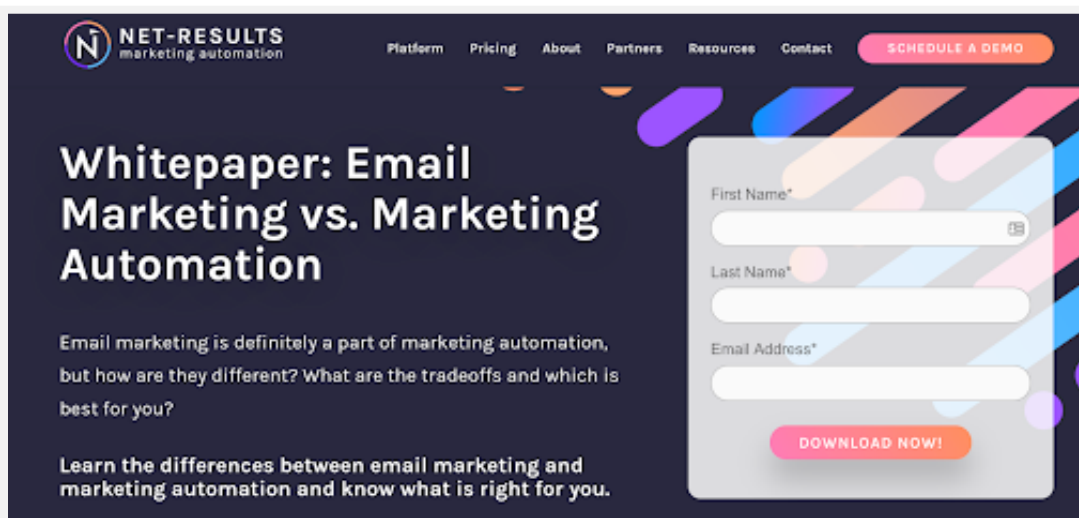


## THE RUNDOWN

How do you build relationships with prospects in your database? It requires some technical setup and, most of all, really great content. Let's look at the technical steps first and then we'll get into determining the right content for your prospects.

**1. Capture prospects.** If contacts already exist in your database, you can skip this step. Otherwise, at some point, you'll need a prospect to enter their contact details into your database. Usually, you can manage this through a form. Some of you will have a chat program integrated with your marketing automation software: that works just as great.

**Tip:** Net-Results offers "progressive profiling" functionality on forms. This allows you to ask for different data points in forms, as contacts download more content. For example, if you already have their name and email, you can now ask for their job title or company name. Giving you a more complete picture of the prospect (and making it easier to send them the right content!).



The screenshot shows the Net-Results marketing automation website. The header includes the logo, navigation links (Platform, Pricing, About, Partners, Resources, Contact), and a "SCHEDULE A DEMO" button. The main content area features a whitepaper titled "Whitepaper: Email Marketing vs. Marketing Automation" with a brief description and a "Learn the differences between email marketing and marketing automation and know what is right for you." link. On the right, there is a form with fields for "First Name\*", "Last Name\*", and "Email Address\*", followed by a "DOWNLOAD NOW!" button. The background of the form area has colorful diagonal stripes.

NET-RESULTS  
marketing automation

Platform Pricing About Partners Resources Contact SCHEDULE A DEMO

### Whitepaper: Email Marketing vs. Marketing Automation

Email marketing is definitely a part of marketing automation, but how are they different? What are the tradeoffs and which is best for you?

Learn the differences between email marketing and marketing automation and know what is right for you.

First Name\*  
Last Name\*  
Email Address\*

DOWNLOAD NOW!

**Segment Setup** [New Segment](#) [My Segments](#)

Segment Name:

Segment Description:

Domain Group:

Timezone:

Store in Folder:

Role:

☐ Exclude Known ISPs

☐ Hide Anonymous Contacts

☐ Separate GET Variables

☐ Make This My Default Segment

**Conditions:**

- Lead Owner Email Address
- and
- Is not a Member Of
- and
- Specific Page Viewed    For:  Duration
- and
- Is not a Member Of
- and
- Is not a Member Of

**2. Segment contacts.** This is crucial. Segmentation allows you to make sure the right content reaches the right people. In Net-Results, you can apply segments seamlessly to automated campaigns, so the right stuff goes to the right people.

### 3. Campaigns (or workflows).

As just mentioned. You need a way to tell your marketing automation platform which content to send to whom - and then distribute that content accordingly. Campaigns will help you do that. Here's what a multi-step nurture campaign looks like in Net-Results.

**Campaign Setup** [New Campaign](#) [My Campaigns](#) [Campaign Dashboard](#) [Compare Car](#)

**New Prospect - Qualifying Campaign V2**

**Campaign Start**

☐ Send Email  [Preview](#)

Drag and drop a new action here.

**Conditions** 

☐ No ☐ Yes

Wait   before running the following action(s):

☒ Synchronize With Salesforce

Drag and drop a new action here.

**Conditions** 

☐ No ☐ Yes

Wait   before running the following action(s):

☒ Modify List Membership

4. **Lead scoring.** In the Identifying Prospects guide [\[link\]](#) we applied lead scoring to figuring out which prospects are ready to buy from you. But it serves an equal purpose in figuring out which content a prospect should be getting. The way to do this is to figure out which content fits which part of your prospect's Customer Journey. More on this in a bit.

5. **CRM integration.** The data in your CRM can enrich the data in your marketing automation platform. It will give you more data points to segment on, as well as give you more information for proper lead scoring. That way, you can better serve prospects with relevant information.



## HOW TO CREATE GREAT CONTENT? THE CUSTOMER JOURNEY


The Marketing Journey! Marketing automation is a machine. Machines need fuel. **If marketing automation is the engine of your lead generation strategy, great content is its fuel.**

How do you create great content? By knowing where your prospective customer is at in their Customer Journey - and mapping your content accordingly.

**Each stage of the Customer Journey represents a state of mind for your prospect.** A prospect that read one blog post probably isn't interested in a sales brochure. They're not thinking about that right now. But they might be interested in a whitepaper that further expounds up the problem he or she was researching on your blog.

**The Customer Journey Worksheet will walk you through the stages of the Customer Journey.** It forces you (ever-so-gently) to see things through the customer's eyes in each stage: what are they thinking? Feeling? What goals are they looking to accomplish?

**If your content is able to tune into the customer's state of mind, you're guaranteed to win their hearts and ultimately their business.**





# CUSTOMER JOURNEY MAP OUTLINE

PHASE	AWARENESS	CONSIDERATION	ACQUISITION	LOYALTY	ADVOCACY
ACTIONS What is the customer doing? Where are they looking for answers?					
CONTEXT What do we know about them at this point?					
QUESTIONS What is the customer thinking?					
MOTIVATIONS What is the customer feeling? What are their goals and desires?					
BRAND RELATIONSHIP What are the touch-points and barriers?					

WANT THE BLACK AND WHITE, PRINTABLE VERSION? [CLICK HERE](#)

## NEXT STEPS?


We hope that helped you get more clarity around how to use your marketing automation platform to greater effect.

If you somehow missed our videos around "2 Reasons To Use Marketing Automation" then you can find them [right here](#) on our website.

If you want to learn more about the first reason to use marketing automation (identifying prospects whose timing is yet to change) then you can download that guide right here.

GET THE GUIDE





Finally, if you've been inspired and want to go to work, there are two things you can do:

**1. If you're a Net-Results customer, just get in touch with our Customer Success team through the regular channels.** We'd be happy to think with you about proper conditions. And we can show you step by step how to start identifying prospects in the Net-Results platform.

**2. If you're not a Net-Results customer, but you've gotten curious: click the button below to schedule a demo with our product team.** We can show you exactly how to start identifying prospects in Net-Results. Note: all demo participants also get 14 days of free access to a fully working Net-Results instance, including free platform onboarding by our top-rated Customer Success team. What are you waiting for?

BOOK A DEMO button



**BOOK A DEMO**

