



Moz Local Email Lead Nurture Program Introduction

Lead Nurture Now

Create a plan to nurture Moz Local leads through email.

This addresses two of the four top company priorities for Q3:

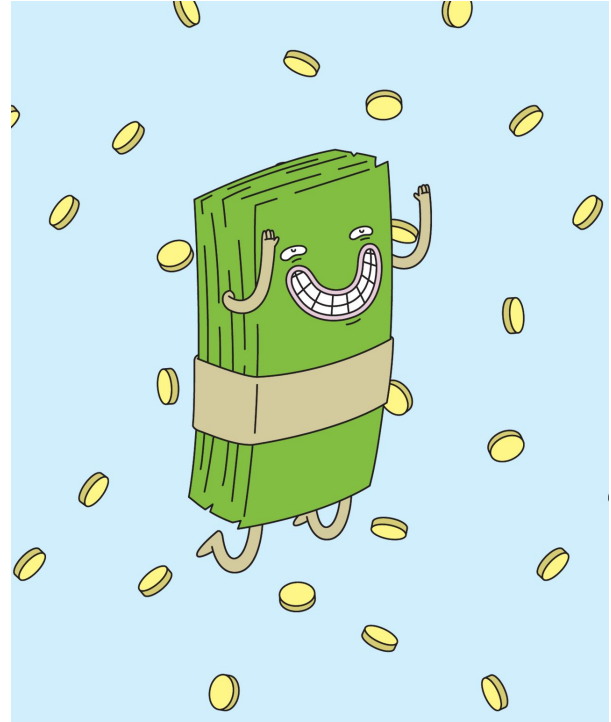
- Increase MQLs for Moz Local and the rate of conversion to SRLs.
- Make email a core competency.



The Goal of Lead Nurture

Engage MQLs with content that guides them through their purchase process (down the marketing funnel) to become SRLs and also content that empowers them to make the decision to purchase Moz Local.

Bonus: we've also included a track for SMBs to self-guide through the funnel.



Lead Nurture Philosophy

Serve **disruptive content** to shift our leads' mental models of local marketing and **help them understand the importance of listing accuracy.**

Then provide those leads—who are often part of larger-than-ever buying groups (an average of 6.8 people)—the **connecting content** that gives these diverse stakeholders a **common language with which to build group cohesion.**

And as they get deeper into the nurture flow, we'll offer the **motivating content** that **empowers leads to make a local marketing decision** without overwhelming them with information.



Address 3 Audiences (+1)

Enterprise, Agency, SMB (+Unknown-whom this process should also help us drop in one of the other three buckets).

Content and sequence of the emails and related one-sheeters are customized to the audience.



Progress Down 1 Funnel

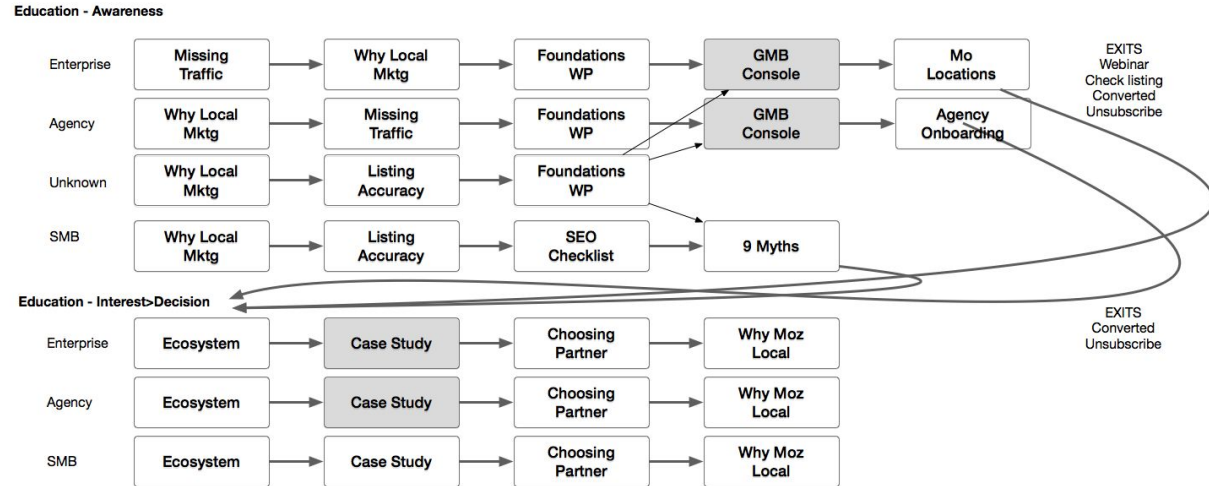
Sequence and content of emails are designed to encourage a journey down the funnel. Then Enterprise and Agency SQLs are handed off to Sales.

SMBs self-navigate this journey.



9 Emails

Leads can be jumped ahead from one track to the next based on certain actions like attending a webinar or filling out a “Contact Us” form.





Confirm Your Hunch About the Importance of Local Marketing and Convince Others

Hi there,

Local marketing is in the news. It's piqued your interest, but you might not yet know why. Or how powerful and important local marketing is. Seven statistics will change your life. They'll verify what you've suspected—that the time for local marketing is now—and give you the information you need to push for change within your company.

[Get the Data](#)

Best,
The Moz Local Team



How to Prove to Anyone that Local Marketing Matters

If your brand is like most, the dynamics of integrating all departments together into a cohesive marketing strategy present an [on-going challenge](#). Your PR, SEO, Local SEO, and Social Media experts aren't always sure what one another's teams are doing, and important communications about needs, goals, and successes can get lost in the sheer volume of activity.

This article aims to strengthen the voice of your Local SEO department so that the critical role of local marketing can be heard and easily understood by management, coworkers, and even clients. Use these **7 compelling statistics** to back your pitches for allocations of focus and funding to improve your chances of getting buy-in for the tools you want to purchase, the investments of time you want to make, and the key components of the local search marketing strategy you plan to implement.

1) An estimated 5.5 billion mobile and desktop local searches are performed per month on Google, alone, in the USA

Figures like that one make it quickly apparent just how significant the use of the Internet for local search purposes has become. Proper optimization and marketing ensure that a local business is receiving their maximum share of those monthly searches, and converting as many as possible into transactions.

The Timeline



Launch

They're live and in the wild TODAY.



Duration

With a new email sent each week, the full track takes 9 weeks (for a lead that does not jump ahead based on one of the triggers we've set).



Reporting

We're watching all the numbers as the program unfolds.

Expect a high-level report back as soon as we have data that is worth sharing (no farther out than 10 weeks).



Iterations

We'll be tweaking things as we go and will revisit for larger changes whenever our reports suggest it's necessary.

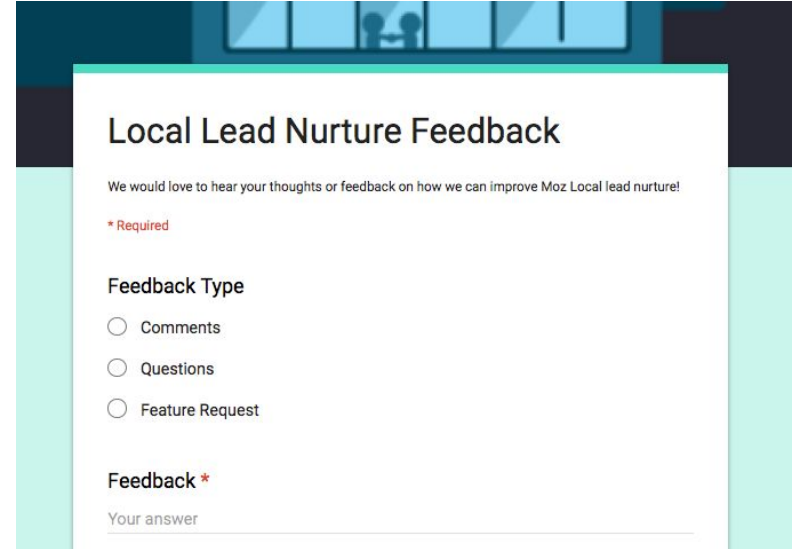
Planned Improvement #1

We're going to get UX to create some gorgeous PDFs of our one-sheeters so that people can download them and share them out.



Feedback, Please!

There's [a form for that](#). Fill it out early, fill it out often.



Local Lead Nurture Feedback

We would love to hear your thoughts or feedback on how we can improve Moz Local lead nurture!

* Required

Feedback Type

☐ Comments

☐ Questions

☐ Feature Request

Feedback *

Your answer

The End

