“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.” --- Seth Godin

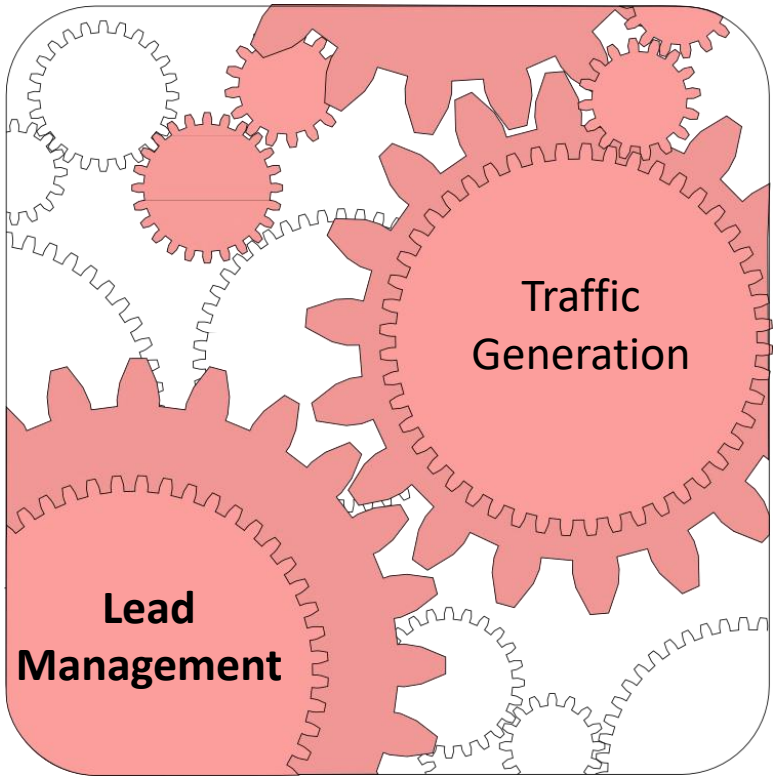
Nurture

Information Sources

Presentation Topics

Nurture Key Tasks

1. Social Media Monitoring and Publishing
2. Calls-To-Action
3. Landing Pages
4. Email Campaigns
5. Workflows
6. Forms
7. ***Information Sources***



Lead Management

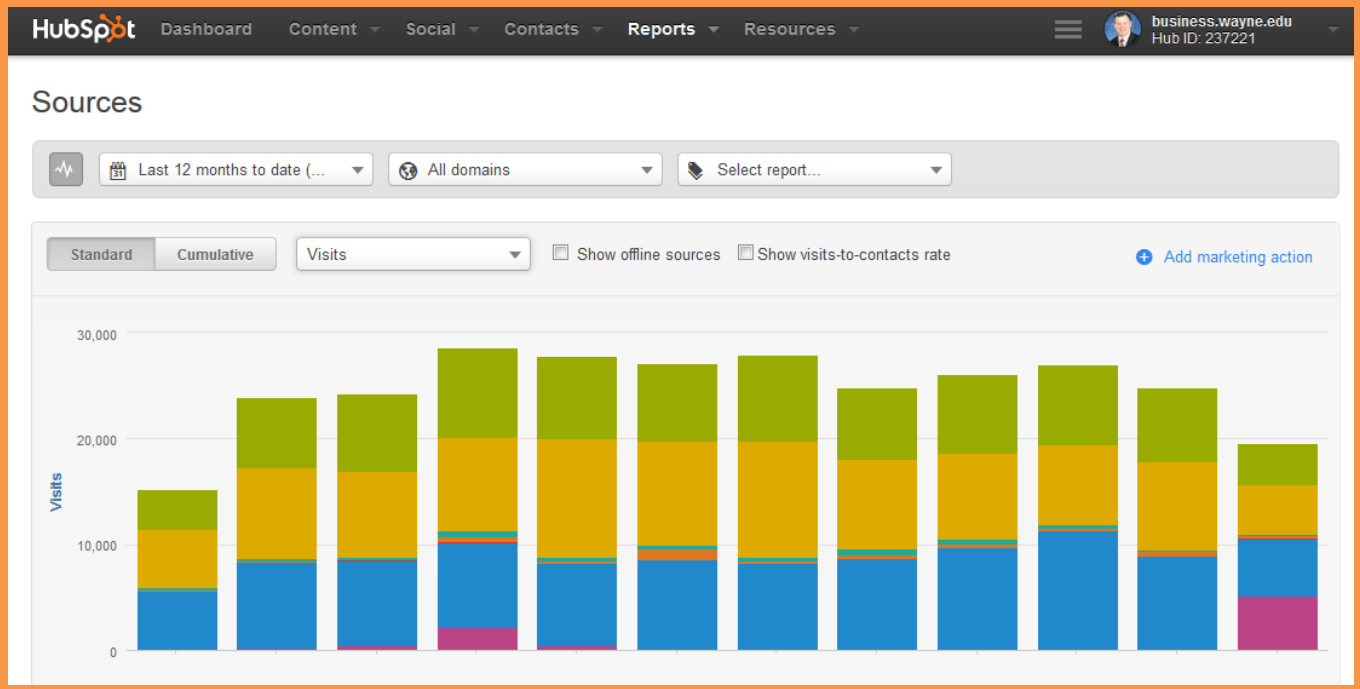
Understand

Segment

Nurture

- ✓ Social Media
- ✓ *Calls-to-Action*
- ✓ *Landing Pages*
- ✓ *Email*
- ✓ *Workflows*
- ✓ *Forms*
- ✓ ***Information Sources***

Information Sources



Source	Visits	%	Contacts	%	Customers	%
Organic Search Google, Bing, Yahoo, etc.	82,369	0.0%	25	0.0%	0	0.0%
Referrals Links on other sites	100,589	0.0%	49	8.2%	4	0.0%
Social Media Facebook, Twitter, LinkedIn...	3,966	0.1%	2	0.0%	0	0.0%
Email Marketing Email links	3,722	0.0%	1	0.0%	0	0.0%
Paid Search Paid search advertisements	221	0.0%	0	0.0%	0	0.0%
Direct Traffic Manually entered URLs	98,198	0.1%	71	0.0%	0	0.0%
Other Campaigns Other sources	8,395	0.0%	2	0.0%	0	0.0%
Total	297,460	0.1%	150	2.7%	4	0.0%

Traffic Sources

Traffic Sources ▶ Referrals

Referrer	Visits ▲	%	Contacts	%	Customers	%
wayne.edu	89,517	0.0%	41	7.3%	3	0.0%
gradschool.wayne.edu	14,678	0.0%	7	14.3%	1	0.0%
scholarships.wayne.edu	2,462	0.0%	1	0.0%	0	0.0%
online.wayne.edu	2,083	0.1%	3	33.3%	1	0.0%
transfercredit.wayne.edu	1,509	0.1%	1	0.0%	0	0.0%
schoolcraft.edu	1,102	0.0%	0	0.0%	0	0.0%
advising.wayne.edu	1,079	0.0%	0	0.0%	0	0.0%
lumpapp1.wayne.edu	877	0.1%	1	0.0%	0	0.0%
today.wayne.edu	838	0.0%	0	0.0%	0	0.0%
find-mba.com	803	0.0%	0	0.0%	0	0.0%

Traffic Sources

- Referrals

Traffic Sources ▶ Referrals ▶

schoolcraft.edu

Search...

Url	Visits	%	Contacts	%	Customers	%
http://www.schoolcraft.edu/sc-to-u/programs/wayne-state-university-partner	947	0.0%	0	0.0%	0	0.0%
http://schoolcraft.edu/sc-to-u/programs/wayne-state-university-partner	137	0.0%	0	0.0%	0	0.0%
http://www.schoolcraft.edu/docs/default-source/sc-to-u/wsu-program-req...	9	0.0%	0	0.0%	0	0.0%
http://schoolcraft.edu/docs/default-source/sc-to-u/wsu-program-requirem...	4	0.0%	0	0.0%	0	0.0%
http://www.schoolcraft.edu/docs/default-source/sc-to-u/wsu-program-req...	2	0.0%	0	0.0%	0	0.0%
http://www.schoolcraft.edu/sc-to-u/about-sc-to-u/wayne-state-university-p...	2	0.0%	0	0.0%	0	0.0%
http://www.schoolcraft.edu/docs/default-source/sc-to-u/wsu-program-req...	1	0.0%	0	0.0%	0	0.0%
Total	1,102	0.0%	0	0.0%	0	0.0%

Traffic Sources

- Referrals

Sorted by: Facebook Fans	Showing: Marketing Grade	Twitter Followers	Facebook Fans	Traffic Rank	Linking Domains
marshall.usc.edu Updated 6/14/14	59	3,588	11,288	5,099	1,545
fox.temple.edu Updated 6/14/14	81	4,550	10,924	22,342	30
bus.wisc.edu Updated 6/14/14	50	1,191	2,256	3,926	1,121
business.uc.edu Updated 6/14/14	60	2,367	1,452	30,837	256
bloch.umkc.edu Updated 6/14/14	52	860	1,436	41,061	109
cob.emich.edu Updated 6/14/14	54	4,314	1,335	132,319	6,012
mgt.buffalo.edu Updated 6/14/14	67	305	1,128	13,166	294
business.ucdenver.edu Updated 6/14/14	46	11	1,103	37,282	6,127
business.louisville.edu Updated 6/15/14	66	216	630	76,613	179
business.wayne.edu PRIMARY Updated 6/8/14	88	339	613	26,554	158

Competitors Legend

Where exactly does all this data come from?

Marketing Grade

A holistic measure of a site's online presence as measured by HubSpot's Marketing Grader on a scale of 0-100.

Source:
HubSpot Marketing Grader

Twitter Followers

Number of followers found for the Twitter account associated with this URL.

Source:
Twitter

Facebook Fans

Number of fans found for the Facebook page associated with this URL.

Source:
Facebook

Traffic Rank

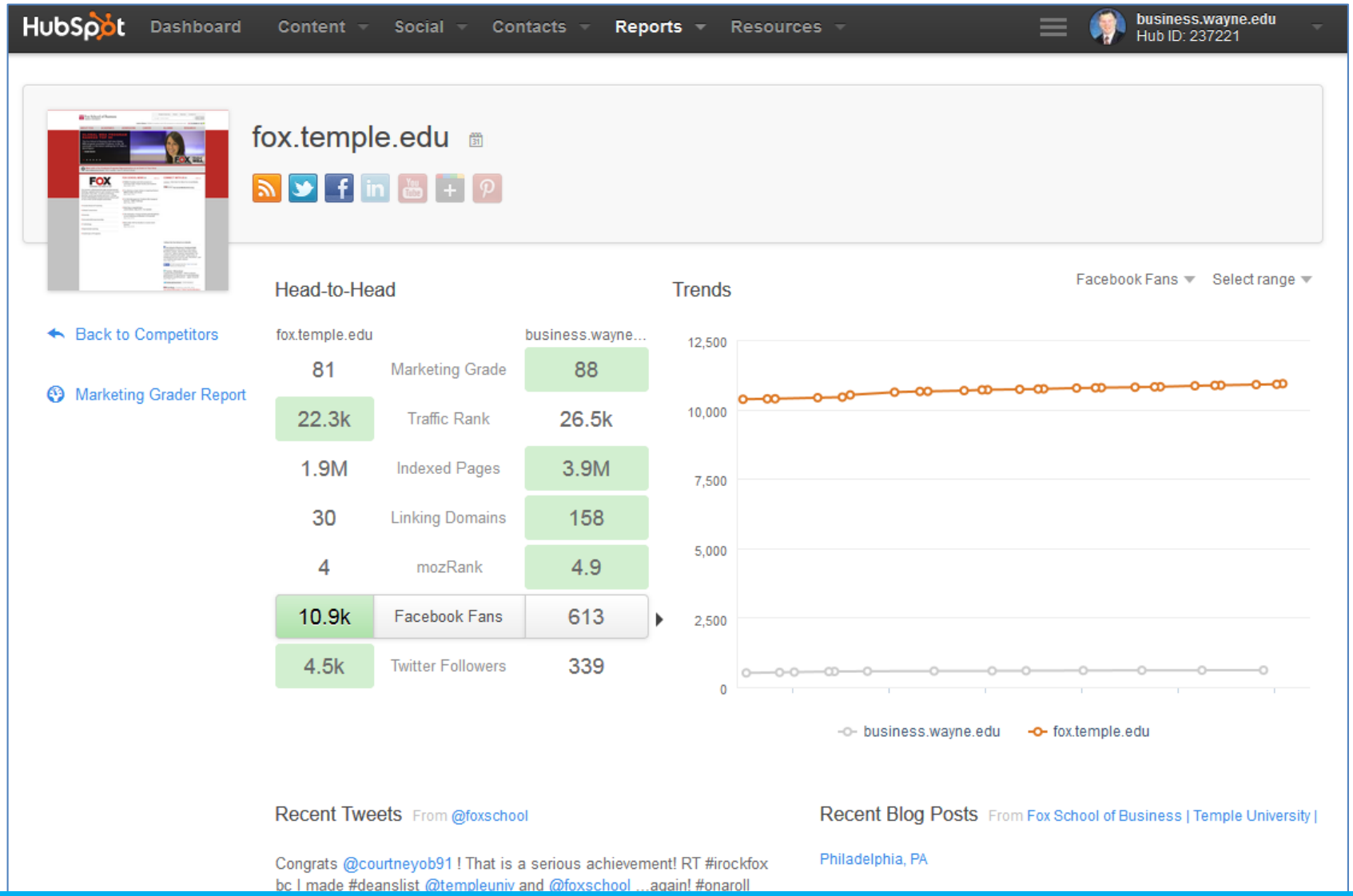
Rank as compared to millions of other sites on the Internet. A lower rank is better.

Source:
Alexa

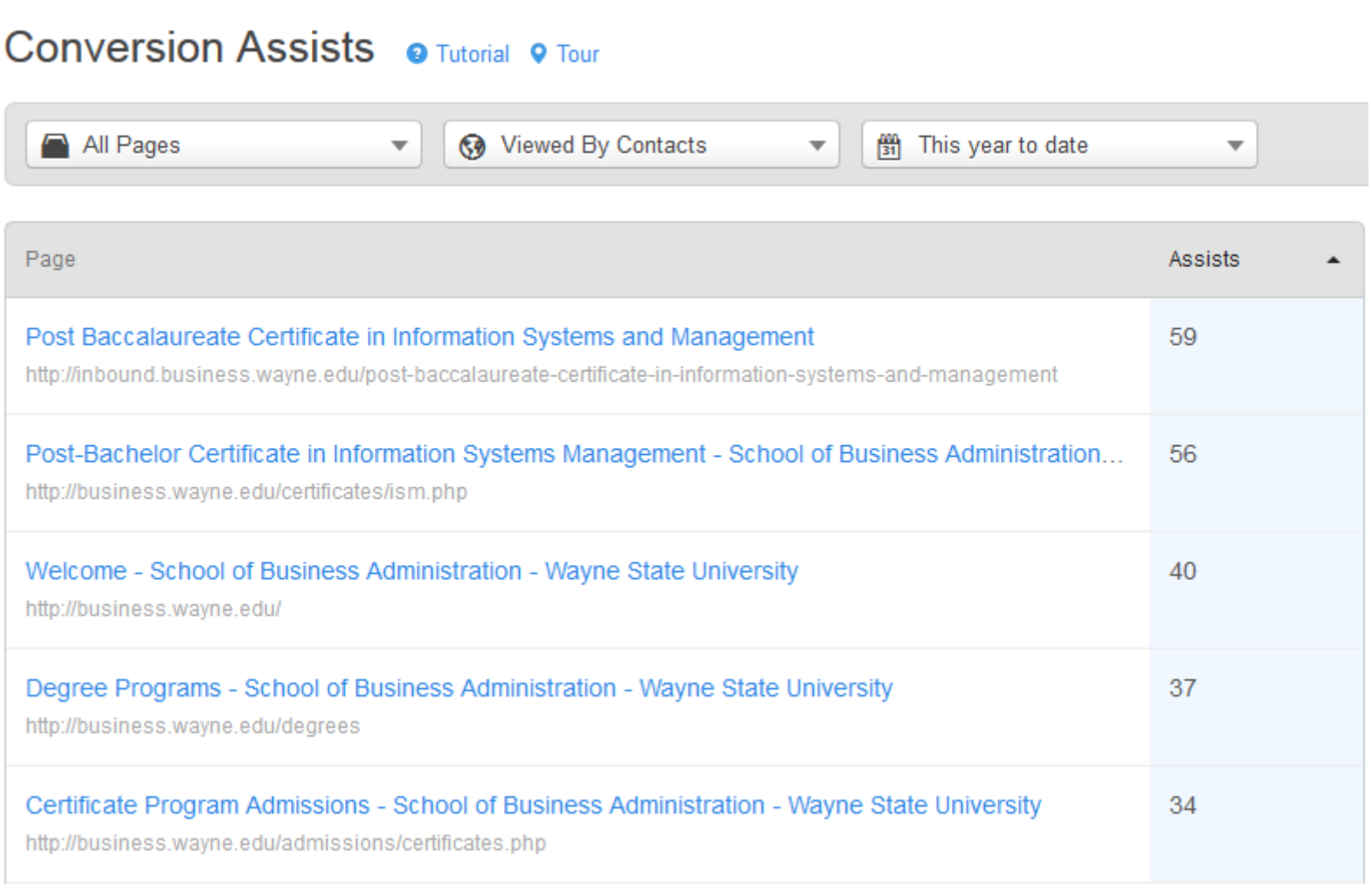
Linking Domains

The number of domains currently linking to a site as recorded by Moz.

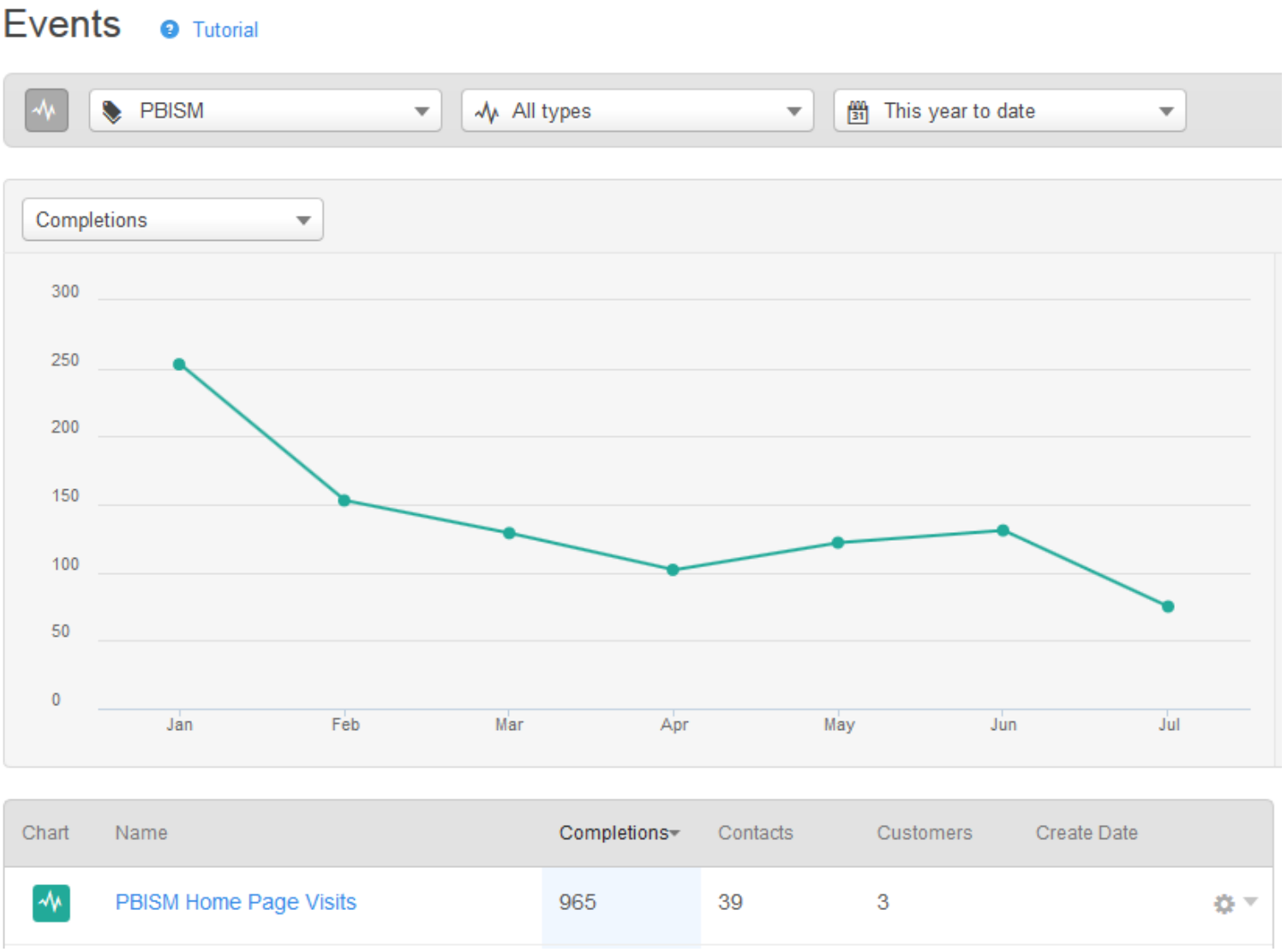
Source:
Moz



Competitor Website

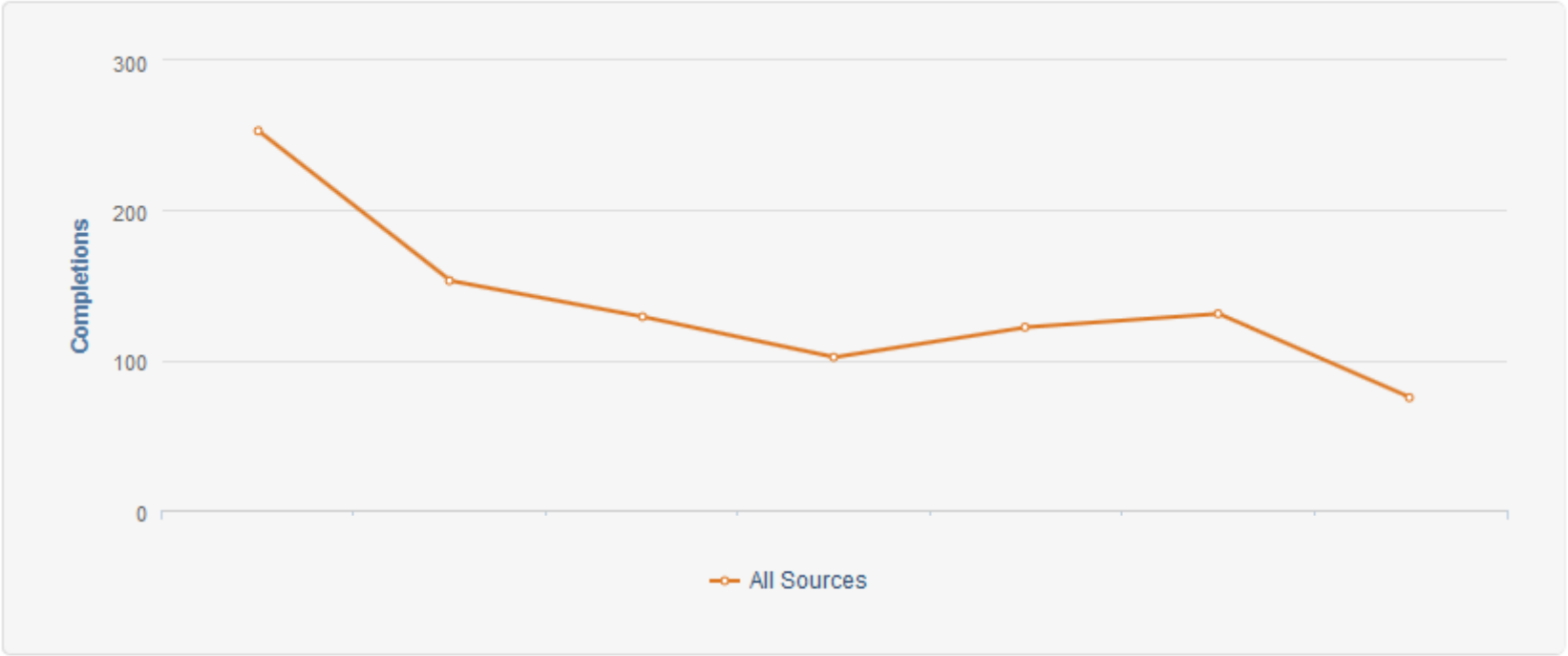


Conversion Assists


Events
Tutorial
PBISM
All types
This year to date
Completions
300
250
200
150
100
50
0
Jan
Feb
Mar
Apr
May
Jun
Jul
Chart
Name
Completions
Contacts
Customers
Create Date
PBISM Home Page Visits
965
39
3

Events

First touch sources for people who completed the event **"PBISM Home Page Visits"**

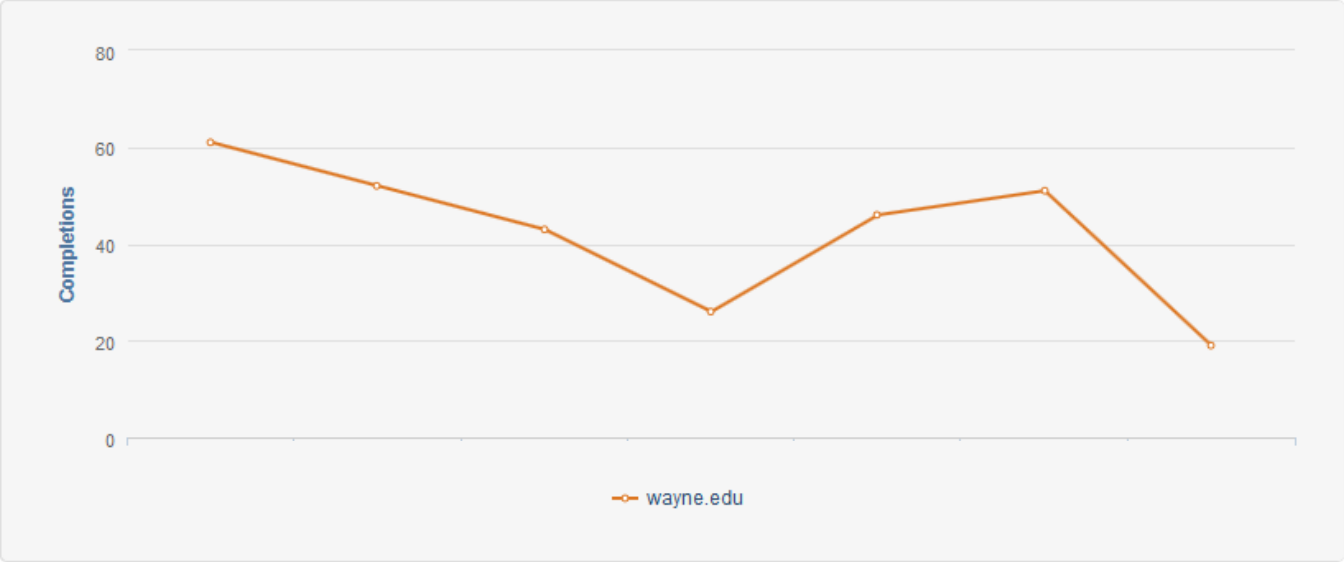


First Touch Sources

Chart	People	Percentage of people
Referrals	446	46.22%
Direct Traffic	272	28.19%
Organic Search	200	20.73%

Events

First touch sources for people who completed the event **"PBISM Home Page Visits"**



First Touch Sources ▶ Referrals ▶ wayne.edu

Chart	People	Percentage of people
http://wayne.edu/programs	146	15.13%
http://wayne.edu/search?type=all	40	4.15%
http://wayne.edu/about/schools	19	1.97%
http://wayne.edu/programs/undergrad	19	1.97%
http://wayne.edu/academics/programs.php	16	1.66%
http://wayne.edu/programs/graduate	14	1.45%

Events

Ready?

Thank You!