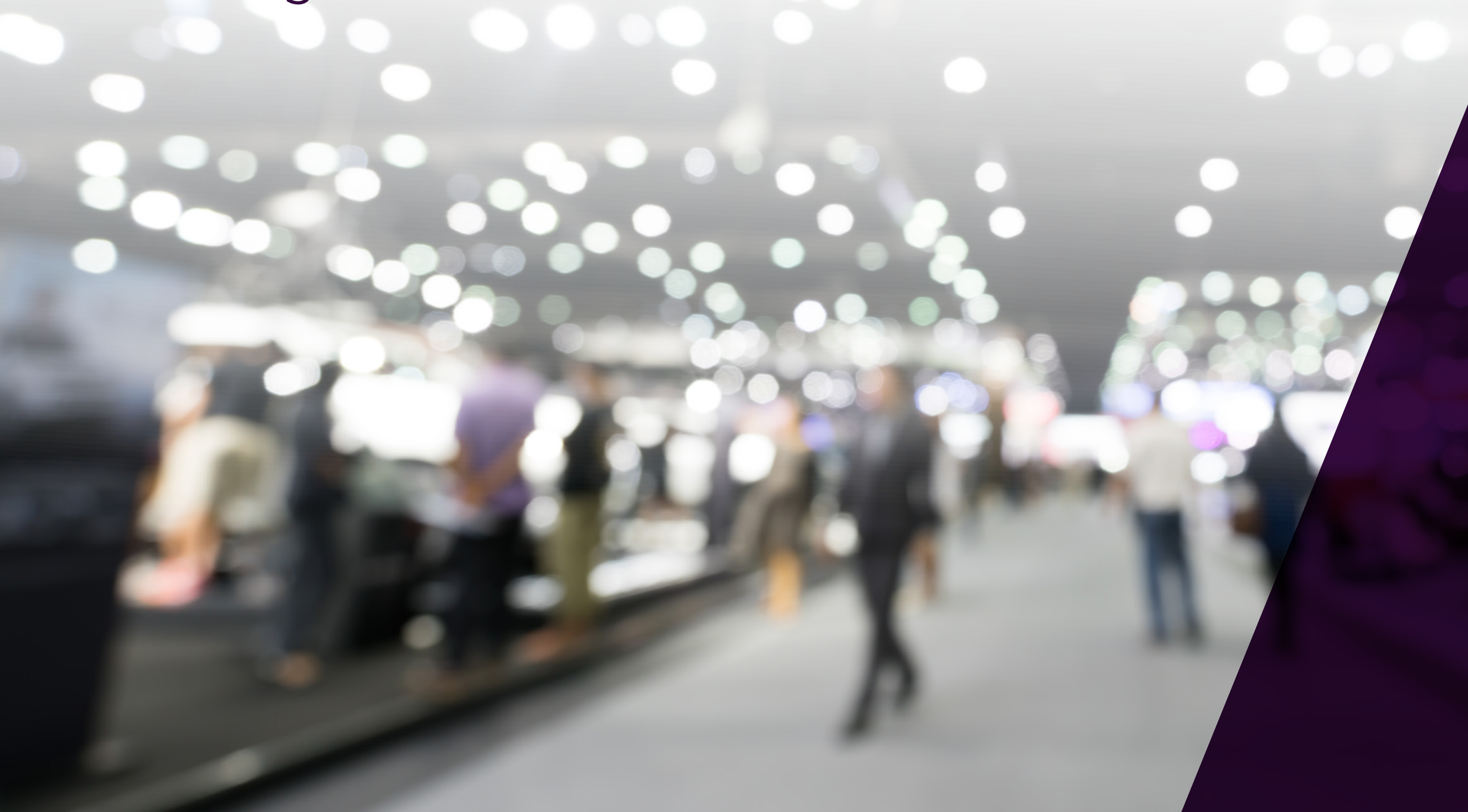
YOU'VE CAPTURED LOTS OF LEADS AT RSA, NOW WHAT?

A Five-Minute Primer for Nurturing RSA Leads to Sales



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More than 40,000 security professionals attended RSA this year. Many of those – your potential customers -- walked through your booth or engaged with you somehow at the event. You captured them as potential leads for your business. Now what? How do you turn more of your RSA leads into paying customers?

Merritt Group has been working with security companies for more than 20 years, including companies like Cylance, Crowdstrike, IOActive, VIPRE, Mandiant and many others. Over the years, we've helped our cybersecurity clients build their message and brand, generate product and company awareness, accelerate lead flow and turn interest into sales opportunities. We know what works when it comes to marketing strategies that can turn RSA prospects into loyal customers.

We drew on our decades of experience to pass along the most effective tips and tricks that will make a difference for your post-event nurture programs. This will take you about five minutes to read, but it could turn out to provide exponential value for your business. By reading on, you will learn:

» How to build prospect profiles
» Prioritize the prospects that matter most
» Target directly to the highest rated prospects
» Personalize content
» Measure success

> "You can break through the noise and connect directly with the prospects that matter most..."

Nurture Your Leads into More Sales Opportunities

We've found that most cybersecurity vendors have a really difficult time maximizing their RSA leads. They put endless hours into planning for the event, preparing top execs for marathon meeting sessions, paying a boatload for the best exhibit space, hosting expensive cocktail parties to engage prospects and thinking of creative marketing schticks like raffles and freebies to find new ways to capture marketing leads.

But after the event is when the real work begins - and post-show marketing can be just as intense in terms of creating content, running campaigns and making sales calls to re-engage with those prospects so you can successfully usher them down the funnel.

But, at the end of the day, most security companies end up with a lengthy bill, but not a lot to show for it.. And, when they calculate their customer acquisition costs (CAC), it is usually astronomical. Why?

The simple answer is that your sales and marketing isn't standing out from the hundreds of other exhibitors looking to reach the same leads that attended RSA – maybe with an even more poignant message or better deal, if you're unlucky.

You can do better. You can be more targeted. You can be more personalized. You can break through the noise and connect directly with the prospects that matter most to your business and are ready to do business.

CONVERT MORE CUSTOMERS WITH THESE 5 TIPS

Here are five simple tips to guarantee better results from your post-RSA lead nurture, so you can turn more of your RSA leads into paying customers.

1. SET CLEAR GOALS BY DEFINING SMART KPIs FROM THE START

Create a post-RSA 60-90 day nurture plan. Stay time-bound. Don't plan too far ahead. You can generate immediate and better results with a smart strategy.

What outcome do you want from your list of RSA leads? Do you want to convert more leads? Is one of the goals to decrease cost-per-customer acquisition? Ask the big questions to help you ***measure success.***

Campaigns, digital ones especially, generate a lot of data – you could get lost in it and waste time. Clearly define your goals and set two to three smart KPIs that you'll track to show the business that your post-RSA lead nurture is impacting your company's sales goals.

2. ENRICH YOUR LEADS DATA TO FILL IN THE GAPS

You likely have a large list of names and some form of contact information (i.e., email addresses, phone numbers) that you captured at RSA. The least you can do with that list is upload it into your CRM, Marketing Automation Software (MAS) and your preferred online ad platforms to match your existing databases. But, you're missing a lot of data on these prospects. You can do more.

There is a large ecosystem of thousands of data providers that you can partner with to help you fill in the blanks on prospect profiles. They have a variety of information on millions of executives and cybersecurity professionals. Many of your RSA leads are in their databases, which means you can build better prospect profiles -- and a more detailed profile means better personalization, from messaging to targeting.

And, it is not simply about paying a bunch of data providers. You need to understand the ecosystem of firms and be able to navigate it cost-effectively. Which gaps do you need to fill in your prospect profiles? And, which data providers have the quality data to help you fill those gaps?

3. GRADE AND SCORE YOUR LEADS TO HONE IN ON HIGH-VALUE PROSPECTS

Do you have an ideal customer profile? Title, company, geography, roles and responsibilities, etc.? If not, please build one. You'll need it for all of your marketing. If you do have profiles and segmentation already, use your ideal customer profile to segment your leads into as many categories as needed, from the perfect target customer to aspirational ones. Your enriched leads will allow for more detailed and dynamic segmentation.

Once you've got your segmentation done, grade your leads. Put them in categories, from most likely to buy from you right away, to longer term leads to those that are unlikely to buy.

But, don't let this grading alone be your final answer. Test your theories through lead scoring. Make sure your MAS (i.e. Hubspot, Pardot, Marketo, ActOn, etc.) is tuned to score those segments based on actual interactions with your content and campaigns as you go out to market.

By combining grading and scoring, you'll be able to hone directly into the highest value prospects, accelerating your time to sales.

4. PERSONALIZE TO IMPROVE CONVERSIONS

Create email workflows and use triggered actions to target graded segments and based on lead scoring.

Use media to deliver personalized ads, by location, title, platform, media type and interaction for multi-channel engagement.

Tag content on your website to serve up stage-specific assets dynamically to engage graded segments and high-scoring leads in order to drive conversion.

5. BE RELENTLESS ABOUT CAMPAIGN PERFORMANCE

Start with graded segments, but optimize targeting and interaction by testing a lot of variables against the buyer journey.

Think of your RSA list as a funnel, start wide with content and targeting, but be relentless about honing in on the individual buyer problem to drive sales leads.

Measure constantly. Not just campaign performance, but against your two to three core KPIs. You should see results in as few as 60-90 days. Expect success.

WE'VE HELPED CYBERSECURITY COMPANIES, LIKE YOU, FOR MORE THAN

20 YEARS!

Use these tips to your advantage and stand out. And, as your sales leads increase, rinse and repeat campaigns for other product or service offerings, or around an offer or thought leadership campaign to scale your nurture flow.

This can be a lot to think about. Maybe you're doing some of this already. Maybe you have questions. We're here to answer any and all of them.

Contact Us

We can help you build your own post-RSA lead nurture strategy to turn leads into sales.

Reach out to us today **info@merrittgrp.com** or visit our **website** to get a headstart.

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