



How to Create a Revenue-Winning Lead Nurturing Strategy

LeadG2 Webinar Summary – May 2, 2025

The LeadG2 webinar featuring Emily Hartzell, Senior Inbound Marketing and Sales Consultant, focused on how businesses can effectively implement lead-nurturing strategies to shorten the sales cycle, increase engagement, and convert more leads to customers.

LeadG2 emphasized that lead nurturing is a structured and personalized approach to engage prospects throughout their buyer's journey. Businesses can use marketing automation tools like HubSpot to create automated workflows that deliver relevant content at each stage, from awareness to decision. This approach improves lead education, builds trust, and ultimately helps sales teams convert more qualified leads.

A real-world example was shared where a lead downloads an ebook and is nurtured over a series of emails, including thank-you messages, calculators, case studies, webinars, comparisons, and consultation invitations, to progressively move them through the funnel.

Interested in watching the replay or downloading the presentation deck? Here's the [link](#).

Key Takeaways:

Strategy & Structure

- **Lead nurturing** = *intentional engagement with leads* using helpful, relevant content across the buyer's journey
- **Email workflows** are essential tools, automated sequences based on behavior, timing, and buyer stage

- **Align content to the buyer's journey** (TopOfFunnel, MiddleOfFunnel, BottomOfFunnel):
 - TOFU: Educational content like ebooks, blogs, infographics
 - MOFU: Case studies, webinars, how-to guides
 - BOFU: Consultations, demos, assessments
- **Use marketing automation** (like HubSpot) to execute and *personalize workflows* efficiently
- **Success requires strategy**, build strong **personas**, plan **content**, and map **workflows** to the funnel

Engagement & Conversion

- **Nurtured leads = 23% shorter sales cycle**, freeing sales to focus on qualified opportunities
- **Follow up consistently**- people are busy and need reminders to engage
- **Personalization matters**- names, segmentation, triggers, and tailored content *boost trust and response*
- **CTAs (Calls to Action)** should be personalized, clear, and optimized through testing

Pitfalls & Pro Tips

-  **Avoid common mistakes**: skipping research, no nurturing, too many/few emails, weak follow-up
-  **Re-enroll disengaged leads** into new workflows, **don't let them go cold!**

Speaker

Emily Hartzell - Senior Inbound Marketing & Sales Consultant at LeadG2

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