

EndeavorB2B Lead Generation & Nurturing Best Practices

Maximizing Your
Lead Investment

BRIDGING THE GAP— WHY TOP-OF-FUNNEL LEADS NEED NURTURE

The Problem

Many teams **misclassify** top-of-funnel (TOFU) leads as MQLs or even SQLs. These early-stage prospects are often **still in research mode, not buying mode**.



This misstep wastes budget, strains sales-marketing alignment, and creates lost opportunities.

The Solution

To unlock the real value of TOFU leads, organizations need to:

- **Define clear lead stages** (not all leads are sales-ready)
- **Align marketing and sales** on what truly qualifies a lead
- **Leverage nurture tactics** before direct outreach
- **Use intent and engagement data** to identify when leads are ready

Why Nurture Matters

WITHOUT NURTURE

Leads are either sent directly to sales or left dormant

Engagement rates are typically only 1–3%

Sales team frustrated, and leads are seen as poor quality

WITH NURTURE

Leads are warmed through relevant content and multi-touch campaigns

Engagement and pipeline creation rates are 2–5x higher

10–20% of nurtured TOFU leads often progress to MQL/SQL within 3–6 months

The Brand-First Advantage

Lead generation alone is not enough. **When prospects already know, trust, and engage with your brand, they convert faster and at lower cost.**

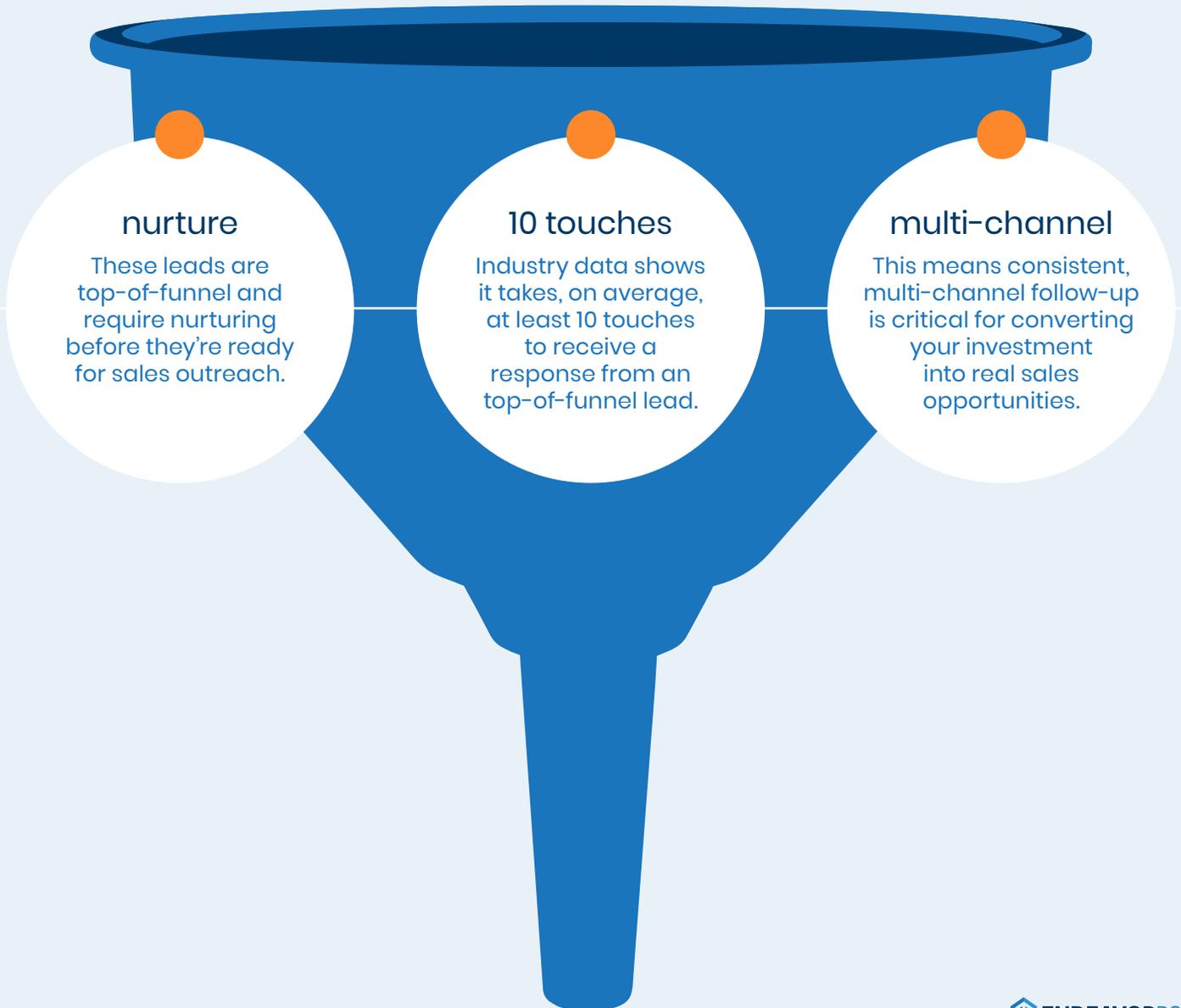
Without brand awareness:

- Competitors with stronger brand presence dominate and capture share of market.
- Sales must build trust from scratch instead of advancing qualified conversations.
- Lead campaigns work harder to build recognition, lengthening sales cycles and driving up marketing costs.
- Engagement, click-through, and conversion rates drop when audiences don't recognize the brand or its solutions.

BRAND
AWARENESS

How To Brand-First Nurture Top-Of-Funnel Leads?

EndeavorB2B's lead campaigns deliver highly targeted prospects who match your ideal customer profile and meet your targeting criteria. This is a great way to build your pipeline of engaged and interested target prospects. However, these leads need to be nurtured through the buying journey before they can be considered bottom-of-funnel or SQL.



Why Leads Require Nurturing

Leads are generated with precise targeting:

- **Job Titles & Seniority:** Decision-makers and influencers
- **Industry & Company Size:** Matching your ICP
- **Intent & Engagement:** High-interest prospects



Create a Lead Scoring Model



You can create your own lead scoring by defining meaningful actions taken throughout the nurture strategy. You assign a weighted point system to each action and then pick a desired number of total points required through multiple meaningful actions to become an SQL. Here is an example of a simple lead scoring model that helps you prioritize outreach

Lead Action	Score
Opens nurture email	+2
Clicks on email CTA	+5
Visits website after email click	+7
Downloads additional content	+10
Attends a webinar	+15
Submits a contact form	+20
No activity after 30 days	-10

- **Recommended MQL Threshold Score:** 50+
- **Sales Follow-Up Trigger:** Multiple engagements in a short period

Frameworks To Inspire Your Nurture Strategy

To maximize ROI, follow a structured, multi-touch nurture with a mix of email, social, and direct outreach. Remember: Most top-of-funnel leads won't respond until at least the 10th touch.

Quick follow-up and pushing leads through a well-built nurture strategy within the first 30 days will yield the best results.

TOUCHPOINT	ACTION	GOAL
Intro Email	Introduce your company, share a relevant industry insight, and offer a helpful resource	Start relationship without assuming prior engagement
Follow-Up Email	Share another resource, tip, or industry update	Keep conversation warm
Educational Content	Send a relevant white paper, case study, or best practices guide	Provide value & build trust
Webinar/Event Invite	Invite them to a learning or networking opportunity	Increase engagement
Intent-Based Offer	Share a tailored offer or solution	Move toward conversion
Follow-Up Email	Share a customer success story or proof point	Reinforce credibility
Re-Engagement Email	"Still interested?" or share new value piece	Catch late responders

SALES FOLLOW-UP ONCE SQL IS ESTABLISHED

TOUCHPOINT	ACTION	GOAL
LinkedIn Connection	Connect via personal message	Humanize the interaction
Phone Call / Voicemail	Introduce yourself, explain how you help companies in their role/industry, and offer value — do not reference specific content	Make personal contact without creating confusion
Direct Outreach	Personalized sales touch	Begin sales conversation

Multi-Channel Wins: The most effective nurture sequences use multiple channels — email, phone, LinkedIn, and occasionally direct mail or programmatic retargeting. Using different touchpoints increases the chances your prospect will see your message and recognize your brand.

Things You Should Avoid When Following Up On Top-Of-Funnel Leads:

The biggest mistake companies make when acquiring new prospect leads is calling them directly after a single digital asset engagement takes place. Without a proper digital nurture, a very high percentage of calls made to prospects will be too early, resulting in a negative experience that can be difficult to repair. No one wants to be called by a sales person after viewing a piece of digital content.

After a prospect has been properly nurtured into an SQL, a direct phone call will be one of the next steps to establish a stronger relationship. When this call is made, avoid referencing the prospects engagement with any of the digital assets in the nurture phase. Doing so often backfires due to what is known as "lead amnesia". Prospects often don't remember downloading an asset or completing a form. This creates confusion, frustration and lowers the chance of engagement. It also alerts the prospect that you are tracking their digital movements and many people can be turned off by that.

NURTURING with relevant content and touchpoints builds trust and positions sales to add value when the timing is right.

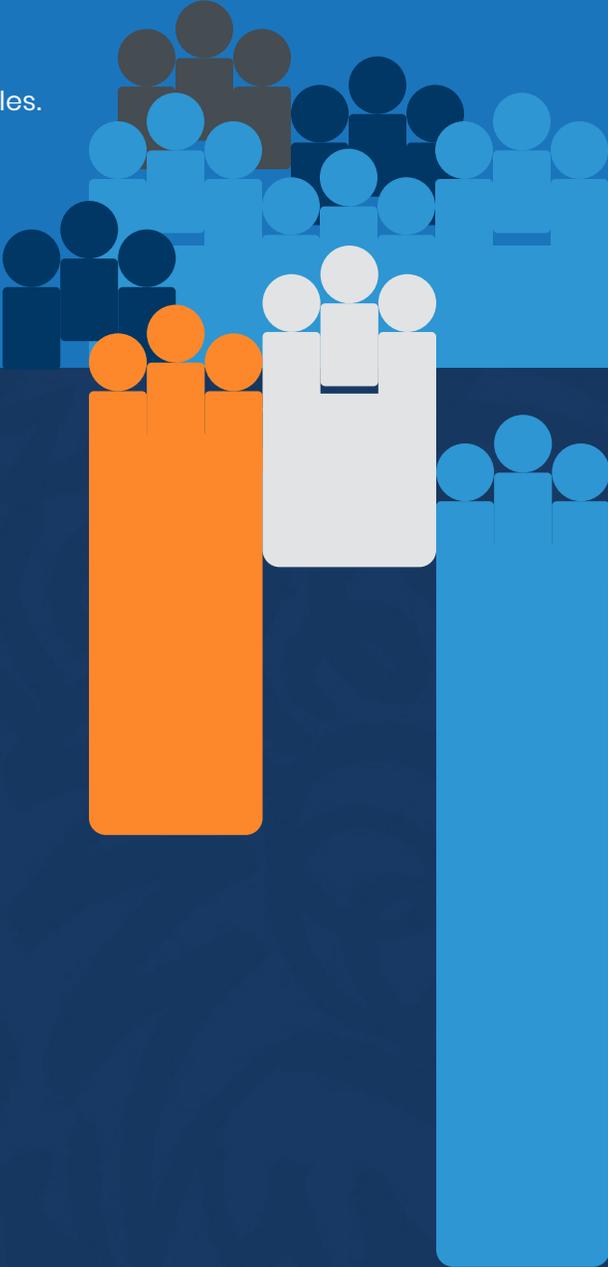
Bad Nurture vs. Good Nurture

BAD NURTURE	GOOD NURTURE
1-2 emails, then nothing	10+ touches across multiple channels
References specific gated content	Value-driven, industry-relevant messaging
Sales pitch on first touch	Educational content first, offers later
Only email used	Mix of email, phone, LinkedIn, and ads
Calling directly and referencing their form fill/interest	Calling for discovery, to provide value and insight



Final Takeaways

- **Commit to Multi-Touch Nurturing**
 - Expect at least 10 touches before most leads respond.
- **Score & Prioritize**
 - Focus sales time on the most engaged leads.
- **Avoid Referencing Specific Content**
 - Keep outreach value-driven and role/industry-focused.
- **Align Sales & Marketing**
 - Only high-scoring top-of-funnel leads should move to sales.
- **Track & Optimize**
 - Continuously refine cadence and messaging.



Need Help? Need help applying these best practices to your lead campaigns?

Reach out to your EndeavorB2B representative for guidance on building a nurture strategy that maximizes your investment.