

# Nurture Marketing with Marketbright

With marketing's increasing utilization of online campaigns, the lead volume at many companies has increased, but quality has declined. To help combat this problem, [lead scoring](#) systems are helping ensure that A leads get routed directly to sales, while B, C, and even D leads might get routed back to marketing for more follow up, or lead nurturing.

Lead nurturing is a new business practice for many companies. Where the typical mode of operation usually has marketing throwing all leads over the wall to pre-sales or sales -- who only follow up on the A leads and often leave the others to grow cold. Nurture marketing involves building multistage campaigns that interact with customers across multiple touch points. These nurture programs can create complex customer interactions that are difficult to manage and run the risk of causing customer fatigue if not handled properly or efficiently.

## Lead Nurturing – The Marketbright Advantage

Marketbright's Lead Nurturing approach is unique in the marketplace because it has automated the difficult task of managing multi-touch campaigns and the resulting, often complex flows. The platform provides an easy way to deploy and manage multi-touch campaigns across all marketing channels:

- Create and manage multi-touch campaigns across all marketing channels
- Coordinate campaign messages across marketing channels for a uniform customer experience
- Manage both global and local campaign flows
- Manage campaign flow volume with reusable templates

## About Marketbright

Marketbright delivers the leading software-as-a-service marketing automation solution, enabling more than 10,000 users at companies such as Varonis, Serena Software, SAP Business Objects and Genesys to make contact, manage leads and convert prospects to customers. Marketbright's full suite of integrated applications includes campaign management, email marketing, event management, landing page creation, lead scoring, lead nurturing and membership management. The company is privately held and headquartered in San Bruno, Calif., and can be reached at <http://www.marketbright.com>.

## Nurture Marketing Campaign Designer

- Easily build nurture flows with multiple touch points. Create nurture flows wrapping around your prospect and automatically engage them in a conversation.
- Branch your nurture flows reflecting the changing dynamics of your prospects. Accelerate, maintain and decelerate contact to match your prospect's requirements.
- Easily see results of nurture campaigns and adapt flows as required. As your business changes, immediately reflect these changes in your prospect nurture campaigns.

