

# Executive Calling & Mailing Programs Into Select Groups Of Targets

## Nurture Marketing



Nurture marketing targets and communicates with key prospects. For example, if you have defined a \$5M to \$10M industry group as the ideal prospects to win, and there are 1,000 targets in this group in your area, how do you reach them all? It's too time consuming and expensive to personally communicate with all 1,000 prospects. Instead, develop a nurture marketing program that touches them quarterly, and segments the type of touch each prospect receives.

A typical nurture program starts by deciding the best prospects to target. Using the 1,000 group example above, assume you want to mail all prospects quarterly, but the budget to call is limited to 300 prospects. In month one, we would mail and call the first 100. Typically, we call three times, and leave two voicemails. In month two, we mail and call the next 100. In month three, we communicate with the final 100. In month four, we start the process over with the first 100.

Using this approach, prospects get four letters per year and up to eight voicemails spread out over four quarters. This increases your firm's awareness in the marketplace, and presents the opportunity to "be there" when a prospect decides to make a change. Mailing everyone quarterly is a wise addition, if your budget can support it, but the executive calling generates the majority of the leads. The key to marketing a nurture program is not to script calls. Instead we engage the targeted executive in a conversation, and get them to agree to accept a call from a Partner in your firm.

For additional information please contact Visionary Marketing  
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## Frequent Touches Create Leads

There are four reasons prospects switch CPA firms. Poor service is the number one reason a prospect changes. The second is a relationship break. The client's primary contact at the firm is switched or the client brings in a new executive as your firm's primary contact. The third is regulatory changes. A new rule, or the board of director's policy, requires rotating firms. The final reason is fees. Fees typically are not the reason change occurs.

Each call made and letter sent touches a prospect and establishes a presence that creates opportunities.



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