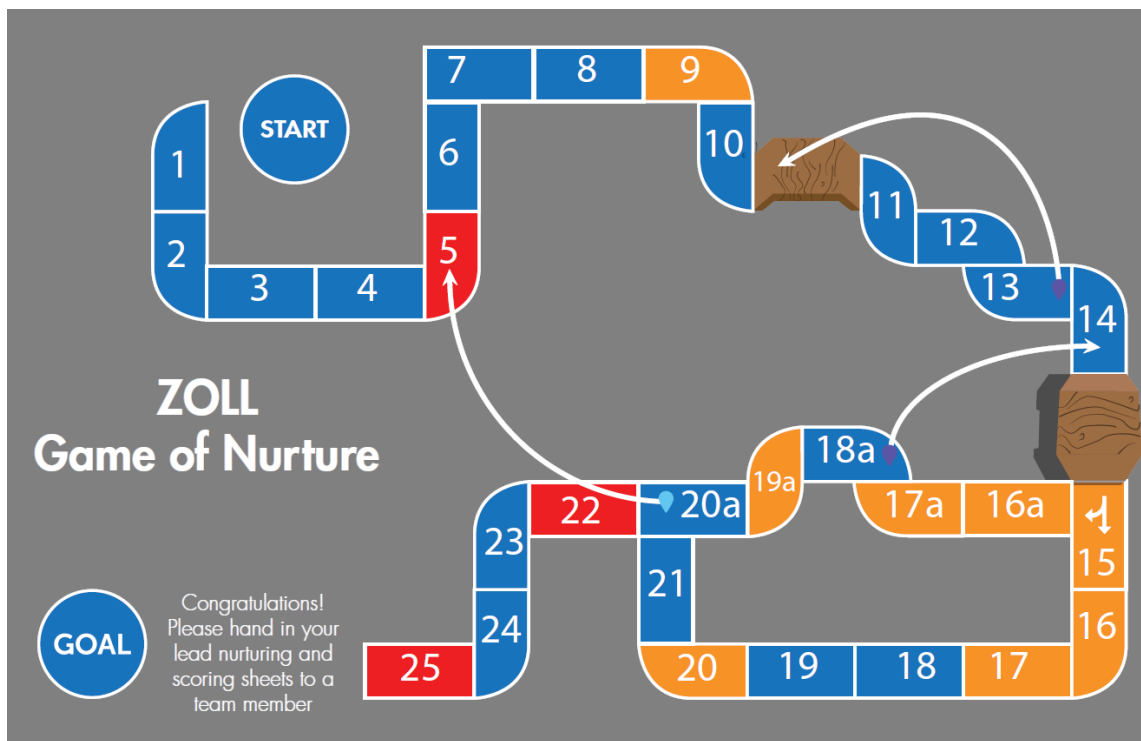# ZOLL®
Game of Nurture

INTEGRATED MARKETING SERVICES
DIGITAL TEAM

Kristine LeBlanc
Matt Goetz
Brian Rosinski
Rob Hinch

ZOLL Game of Nurture

OBJECT

Navigate your way through the ZOLL Game of Nurture, building your own lead nurturing stream, and collecting leads.
The team with the most leads and a filled out lead nurturing stream/packet will be declared the winner.

PLAYERS

Each board is made up of 2 teams of 4 competing against each other to reach the GOAL at the end with the most leads.

WHAT TO DO ON YOUR TURN

Roll the die and move your piece forward.

All players must stop on red spaces that say STOP.

For all other spaces, do the exercise it describes and write your answer down on the sheets provided.

QUESTIONS

If you have any questions during the game, find a member of the digital team:

Kristine LeBlanc
Brian Rosinski
Matt Goetz
Rob Hinch

ZOLL Game of Nurture

SPACES

Brainstorm Time
Complete the task/exercise as described in the packet and write down your answer on the sheet.
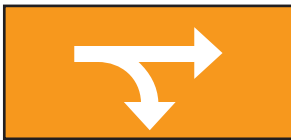
STOP
Do not move forward no matter how many more moves you have. Complete the task/exercise as described in the packet
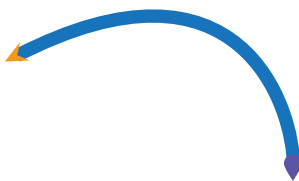
Collect Leads
Add the amount of leads as stated in the packet to your overall lead count and mark it on the page.

Fork in the Road
When a Fork in the Road is encountered, you may choose which direction to take.

Jump-Back Space
When you land on a Jump-Back space, you must move your piece to wherever the Arrow leads.

Setting the Stage

Number of Leads to Start
500

Industry
Public Safety/PAD

Product Selling
AEDs

1 Define your key audiences

2 Create your buyer personas

AGE _____

HIGHEST LEVEL OF SCHOOL _____

ORGANIZATION SIZE _____

JOB TITLE(S) _____

GOALS OR OBJECTIVES _____

BIGGEST CHALLENGES _____

JOB RESPONSIBLITIES _____

COMMUNICATION PREFERENCE _____

HOW DO THEY GAIN JOB KNOWLEDGE _____

WHAT SOCIAL NETWORKS DO THEY BELONG TO _____

3

Set your lead nurture goals

How are you going to measure the success of your nurture campaigns?

4   **Define how many leads you want to generate each month**

5

STOP
Define your Lead Scoring strategy

DEMOGRAPHIC

Job Title Known   _____

Industry Known   _____

City Known   _____

State Known   _____

Country Known   _____

BEHAVIORAL

Viewed Landing Page   _____

Filled out form - multiple times   _____

Filled out form - single time   _____

Email Opens Greater than 5   _____

Emails Clicked Greater than 5   _____

Email unsubscribe   _____

Spam Compliant   _____

Non-product web visit   _____

_____

_____

_____

_____

_____

_____   TOTAL SCORE

6 Define your nurture tracks

EXAMPLE

Day	
Day 1	Email - Thank you for downloading
Day 1	Send White Paper
Day 8	Send Blog Post
Day 22	Send Case Study
Day 38	Send Report
Day 45	Send "How to" Guide
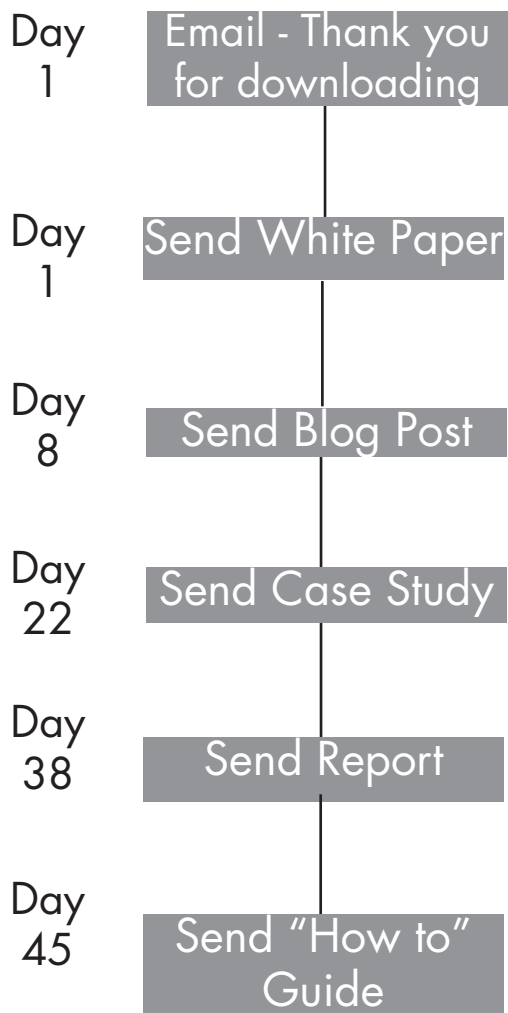
7 Define your communication timing

8   Define your target click through rate measurement

*See handouts for email marketing analytics benchmarks by market

Your tradeshow booth was a success!

Add 250 leads

10 **You have a a high scoring asset.**
Who do you send this to?

11 Content audit: Switch the order of content going to your leads

WHITEPAPER

EBOOK

FEATURED STORY

COMPARISON CHART

DATA SHEET

CASE STUDIES

TESTIMONIALS

PRODUCT DEMOS

PRODUCT COMPARISONS

USER GUIDES

NEWS AND EVENTS

CUSTOMER NEWSLETTERS

Implement personalization to nurture leads

How do you implement personalization on leads with just an email address?

Opt out on asset high. How do you clean your list?

Move back to BRIDGE

14

A/B test your subject lines
How do you do this?
What can you test?

15

**Direct mail gift
success**
Add 1,000 leads

16

**Build your database with
a purchase or trial page**
Add 500 leads

16a

Demo Day Registration & Attendance
Add 300 leads

17a

Build your database with a partner webinar
Add 55 leads

18a

DIRTY DATA:
Your leads are in the incorrect track.
Why would someone be in the wrong track?
Jump back to space 14

19a

Remove inactive contacts
Jump ahead 1 space

20a

Unsubscribe frequency too high
(jump back to space 5)
What are some reasons for a high unsubscribe rate?

17

DIRTY DATA:
Emails went to Dear Sender
- incorrect personalization
subtract 250 leads

Readjust your lead scoring based on results
What is the process?

19

Eliminate Junk Contacts
What is your process?
(jump forward 1 space)

**Leads request a demo
Add 10 leads**

22

STOP
Purchase: You have new
customers!
Add 20 leads
What is your goal for these new
customers?

Send Quick Start Tips

Who do you send this to?

Develop content about product implementation
What content would you create for your customers?

STOP
Build your customer nurture stream

EXAMPLE

Became a customer

Send Tips Email

Send Service Updates Email

Send Upsell Email

Send Feedback Survey