

# Manage & Nurture Leads To Prevent Them From Going Stale

## Lead Lifecycling

Lead Lifecycling uses a combination of expert content, targeted email communications, and behavioral data to nurture, score, and qualify prospects. Our marketing automation and contact qualification techniques accelerate leads through the funnel, delivering prioritized marketing qualified leads to your sales teams. You receive:

- Creation of landing pages with multiple corresponding email messages that highlight expert content
- A custom engagement-based marketing program focused on lead-nurturing
- Lead scoring that determines the lead value based on profile of lead and behavioral actions
- 6-8 weeks of content preparation
- 2 month program

## Event Lead Engagement Program

Create pre-event buzz and drive attendance through a 4-tiered lead nurturing program. Continue the conversation post-event to gather insight into attendee's intent to purchase. This program is a great way to take event time and energy to the next level.

- We design and write email copy for 4 touch points and associated landing page
- Custom registration forms can be developed to capture additional lead qualification data for engaged leads

## White Paper Lead Touch Program

Expand your white paper's reach through our 3 tiered touch program to 5,000 contacts based on your target audience. Comprehensive summary reporting will allow you to move leads through the sales funnel. Design and copy creation provided for 3 emails sent over 3-4 weeks.

### Complimentary Solutions

#### Content

Use whitepapers or infographics to drive lead generation.

#### Pop Quiz

Engage and educate your target audience while collecting user demographics.

#### Event Marketing Campaign

Drive booth traffic and create product/solution awareness by creating pre-and-post marketing campaigns.