

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-nuturing
- Lead scoring that determines the lead value based on profile of lead and behavioral actions
- 6-8 weeks of content preparation
- 2 month program



71% of B2B marketers
are using content marketing to generate leads.

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.