

Lead Lifecycling

Manage and nurture leads to prevent them from going stale.

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 for your sales teams.

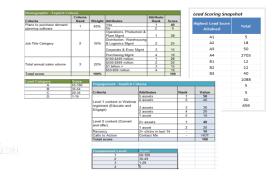
DETAILS

- Lead nurturing is an engagement based marketing program
- Lead scoring determines the lead value based on profile of lead and behavioral actions
- Content prep takes 6-8 weeks
- Program runs 2 months

USEFUL FOR

- Qualifying leads
- Creating nurturing content

Create Awareness Email 1	Need Identified Email 2	Solving the Problem Email 3	Why Buy From Me Email 4
Key Messages	Key Messages	Key Messages	Key Messages
Collaborative S&OP	Keep track of the many	DS provides full	 Reduce your inventory
process leads to optimal	elements of the S&OP process with this	spectrum of S&OP	 Save money
inventory mgmt.	checklist.	solutions	 Reduce back orders
			 Reduce obsolete
			inventory
Key Objections	Key Objections	Key Objections	Key Objections
Takes too much time	 Takes too much time to 	 Takes too long to 	Costs too much
• Other depts don't need	always improve process	implement	
to be involved		 Don't want a new 	
		system	
Main Call to Action	Main Call to Action	Main Call to Action	Main Call to Action
Read the WP	Download the checklist	Read the WP	Watch the video
Persistent CTA	Persistent CTA	PersistentCTA	Persistent CTA
Contact Us; Offer?	Contact Us; Offer?	Contact Us; Offer?	Contact Us; Offer?
Content / Asset	Content / Asset	Content / Asset	Content / Asset
Custom WP	S&OP checklist	S&OP Datasheet	Video - Terumo





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