



Lead
Process



44% of those who own marketing automation said that a lack of defined process was an obstacle to success

-According to research conducted by Frost & Sullivan

Benefits

- o Maximize value from marketing automation technology
- o Increase conversion rates by sending only qualified leads to sales
- o Improve revenue by plugging the leaks in your sales funnel
- o Decrease sales costs
- o Eliminate waste with more efficient processes

Overview of Services

o Lead Generation Tracking – marketing automation technology can track where your leads are coming from, such as your website, paid search, webinars, offline events, etc.; Tracking not only allows you to measure the impact of your lead generation activities, but it also provides greater intelligence for sales

o Define Sales-Ready Leads – your Lead Management Specialist will guide you in defining a “sales-ready” lead for your organization; this definition could include a combination of demographic, firmographic and/or behavioral criteria

o Marketing-to-Sales Process – whether you currently have a CRM system in place or not, your Lead Management Specialist will work with you to develop a seamless process for moving marketing leads to sales

o Identify Buying Signals – in addition to your sales-ready lead definition, there may be certain behaviors that can be considered buying signals (such as viewed the pricing page on your website or attended a webinar); these should be identified so that sales can be alerted immediately when leads exhibit these behaviors

o Establish Lead Scoring – we’ll help you establish a custom lead scoring model that is easy to implement and can be refined over time as you learn more about your prospects and their buying cycle

o Lead Stage Definition – your Lead Management Specialist will work with you to develop definitions for each stage within the buying cycle; these definitions will give you greater insight into your sales pipeline

o Leveraging Sales Intelligence – we will offer tips and best practices for how your sales team can leverage the lead intelligence gathered (demographics, firmographics and behaviors) in order to improve conversion rates

o Re-Nurture Process – finally, we’ll help you establish a process to send leads who aren’t ready to buy back to marketing for further nurturing; this process will ensure leads stop leaking out of your sales funnel to maximize revenue

o Integrating New Metrics – we’ll help you pull reports and analyze the new metrics you can gain from lead management technology, such as sales cycle time, number of leads that became opportunities, campaign ROI and more

What Our Clients Are Saying

“We generate leads from a variety of online sources. By integrating LeadLife with our Salesforce application, we’ve created a seamless process for managing the flow of leads from marketing to sales. Now we can track where each lead came from, what ongoing marketing messages they received and the resulting closed revenue.”

-Ken Bourque
Sales Operations
ClearChoice Dental Centers

Additional LeadLife Services

- o Marketing Automation Technology
- o Strategy
- o Content Creation
- o Design
- o Lead Strategy
- o Reporting & Analysis

Contact LeadLife

Interested in learning more about how LeadLife can help you with your lead process strategy?

Give us a call at 1-800-680-6292, or visit us at www.leadlife.com.