



Lead Nurturing

**Best-in-class companies using marketing automation experience
a 107% better lead conversion rate**
according to a study by Aberdeen Research Group

Benefits

- o Move leads through the buy cycle faster by delivering the content they want, when they want it
- o Nurture leads into qualified prospects before sending to sales for follow up
- o Improve efficiency by automating email messages
- o Maximize lead generation dollars

Overview of Services

o **Discovery Call** – before we map out your lead nurturing strategy, we start by asking questions to ensure we understand your business; then we establish appropriate goals based on your needs

o **Lead Segmentation** – next, we'll identify prospect segments that we can target; this will include defining each segment's unique characteristics and pain points so we gain a true understanding of your prospects' needs

o **Develop Content** – for each segmented audience, we'll develop a content strategy that will move prospects through the buy cycle faster; plus our team of content curators and copywriters can help you with creating content for your campaign

o **Lead Nurturing Sequence** – your Lead Management Specialist will help you develop a lead nurturing sequence that ensures the right content is delivered to the right lead at the right time

o **Integrate with Your Lead Process** – as we outline the nurturing sequence, we'll also make sure that it integrates with your current lead process; for example, we can include triggers to notify sales when a lead exhibits buying behavior throughout the nurturing campaign

o **Integrate Across Marketing Channels** – in addition, we will offer recommendations to help you integrate your nurturing strategy across other marketing channels

o **Campaign Setup & Execution** – our team of specialists can set up the entire campaign for you in our marketing automation platform

o **Reporting & Analysis** – not only will you receive detailed reports on your nurturing campaign(s), but your Lead Management Specialist will also provide analysis and recommendations to ensure you continue to improve your results over time

What Our Clients Are Saying

"LeadLife helped us put together a compelling lead nurturing campaign that allowed us to deliver relevant and timely content to a specific segment of our prospects. As a result, we saw engagement rates increase from an average of 2% to over 15%."

-Ross Nepean
VP of Marketing
TAB

Additional LeadLife Services

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

Contact LeadLife

Interested in learning more about how LeadLife can help you with your lead nurturing campaigns?

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