



## Lead Management Strategy

**78% of marketers list generating high-quality leads as their top challenge**  
according to a study conducted by Marketing Sherpa.

### Benefits

The LeadLife Solution offers a one-stop-shop for lead management technology and strategy services, so there's no need to hire additional outside consultants or to rely on already limited internal resources. Plus, we won't give you an overly-complicated strategy that's impossible to implement. Rather, we'll take a step-by-step approach to ensure we deliver a simple solution for your complex problems. Benefits include:

- o Achieve near-term ROI without disrupting your current process
- o Drive revenue and reduce costs with a single, turn-key solution
- o Save time and headaches by working with a single point of contact, rather than multiple vendors
- o Minimize risk with a month-to-month service agreement; prove value without being locked into a long-term contract

### Overview of Services

**o Discovery Call** – before we develop your lead management strategy, we start by asking questions to make sure we understand your business.

**o Industry & Competitor Research** – based on the discovery call and content you provide, we conduct our own research to gain greater insights into your industry and your competitors.

**o Target Audience Definition** – once the discovery and research phases are complete, we begin developing your strategic plan; we start by defining your segmented audiences, listing their characteristics and unique pain points.

**o Campaign strategy** – we'll develop a comprehensive campaign strategy that can be integrated across multiple channels, such as your website, social media, paid search, email marketing, offline events, and more.

**o Content Strategy** – our content strategy will ensure your messages resonate with your prospects, helping to move them through the buy cycle, faster.

**o Lead Process Flow** – from the top of the sales funnel to closed revenue, we'll map out a strategy for managing your lead process flow; this will include identifying real leads, scoring your leads, promoting them to sales, and re-nurturing leads that aren't ready to buy.

**o Key Performance Indicators** – it's important that our lead management strategy delivers results that truly impact your business; that's why we'll outline the key performance indicators to help you measure the success of your campaigns.

**o Implementation Plan** – with every strategy we develop, we also include an implementation plan so you know what needs to be done, who needs to do it and when it will be completed (LeadLife can also implement the campaigns on your behalf).

### What Our Clients Are Saying

"LeadLife has been a tremendous partner for our company, helping us to grow our online and offline businesses by more than 150%. With the help of our lead management specialist, we were able to automate our marketing-to-sales process and implement a scoring schema that allows us to focus only on our most qualified sales prospects."

-Ben Davis  
Founder and CEO  
Gents Place & GentsDeals.com

### Additional LeadLife Services

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

### Contact LeadLife

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

Give us a call at 1-800-680-6292, or visit us at [www.leadlife.com](http://www.leadlife.com).