Penton Technology

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.

SIMPLE 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

71% of B2B marketers

are using content marketing to generate leads.

ADDITIONAL SERVICES

Content

Penton can help you create content in the form of white papers, eBooks or infographics to promote to your audience.