

## LEAD LIFECYCLING

# When you want to 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

These additional marketing services compliment or work well with Lead Lifecycling:

#### INFOGRAPHIC

Visually represent main data points in an easily digestible and shareable format.

#### WEBINAR

Continue to educate your audience.

#### WEBSITE

Create a site to capture leads.