

## TARGETED LEAD ENGAGEMENT PROGRAM

# When you want to gather insights into customer intent and readiness to purchase.

Leverage a 4-touch nurturing program to expand information from generated leads and help accelerate them through the sales funnel. Upon conclusion of the program, summary reporting is provided so that the client can follow up based on messaging and content engaged with by each contact.

### SIMPLE DETAILS

- Penton audience of up to 7,500 contacts
- Design and write copy for 4 touch points
- Co-branding with Penton and client
- Storyboard aligned with buyer's journey
- Weekly engagement/lead reporting

### USEFUL FOR

- Driving engagement
- Expanding information on your leads
- Identifying qualified prospects

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with Targeted Lead Touch:

#### LEAD LIFECYCLING

Nurture generated leads.

#### WEBINAR

Continue to educate your audience.

#### INFOGRAPHIC

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



## Targeted lead touch program

- **Develop message**  
Educate > Engage > Convert
- Map email touch points
- Create associated landing pages
- Lead engagement reporting