

1 Understand the market.

UNPRECEDENTED CHANGES IN BUYING



THE PATH TO FINDING AND RETAINING CUSTOMERS



2 Define your goals.



Get Smart!

- f 2.96 billion** Daily active users
81% Consumers Read online reviews before making a purchase
- t 450 million** Monthly active users
89% B2B decision makers use online communities and blogs to make purchasing decisions
- in 900 million** Members +26.2% year-on-year growth
92% Consumers Seek recommendations from friends and family

3 Reach and motivate your audience

MULTI-CHANNEL LEAD GENERATION

Be Strategic!

- Research target audiences to understand their needs
- Identify prospects by gathering contact info,
- Collect relevant business intelligence on their objectives, challenges and current status
- Define a multi-touch, multi-channel campaign strategy
- Develop value added content to fuel offers

CREATE IRRESISTIBLE OFFERS

- eBooks or How-to Guides
- Infographics
- Whitepapers
- Free webinars/podcast
- Free trial, evaluation, consult
- Discounts or promotional pricing
- Free Demo

4 Use clear, consistent and compelling messages

WHY CARE? Address their pain | **WHY YOU?** Differentiate yourself | **WHY NOW?** Compelling offer; Time sensitive

Use motivational calls to action

Build landing pages that convert

- Compelling headline
- Brief description with clear value
- Supporting imagery
- Optimized form – make it short and easy - limited info

COMPPELLING LANDING PAGE

Simplified form

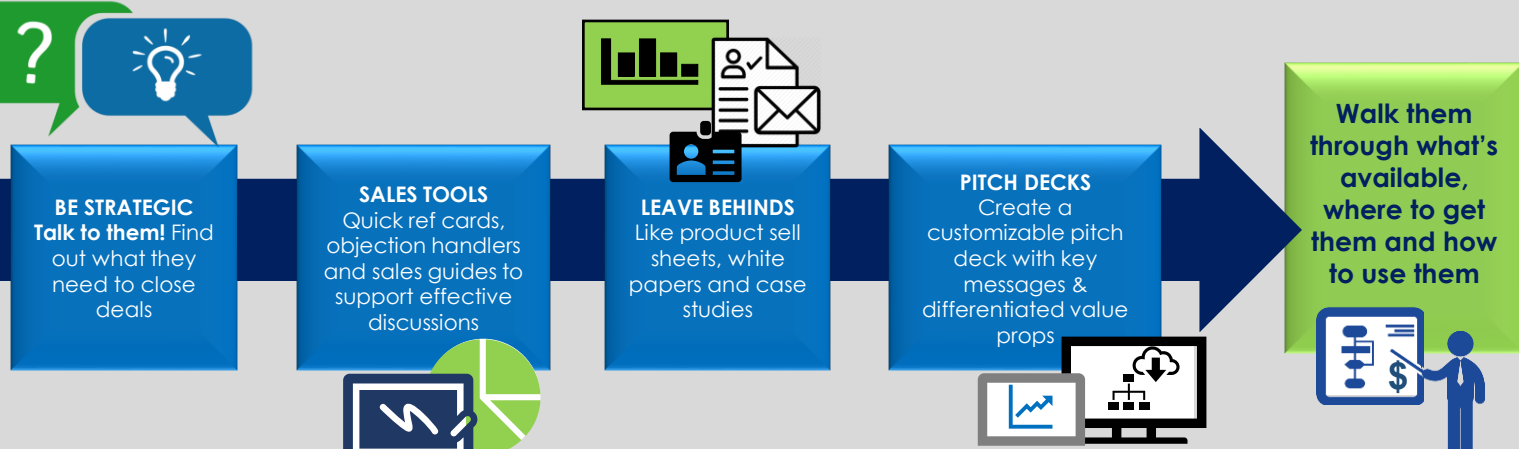
Name _____
Company _____
email _____

Download FREE Whitepaper

TIP: Make your submit button a **BENEFIT STATEMENT** in a contrasting color so it stands out!

Like **DOWNLOAD FREE White Paper**

5 Make sure your sales team is ready

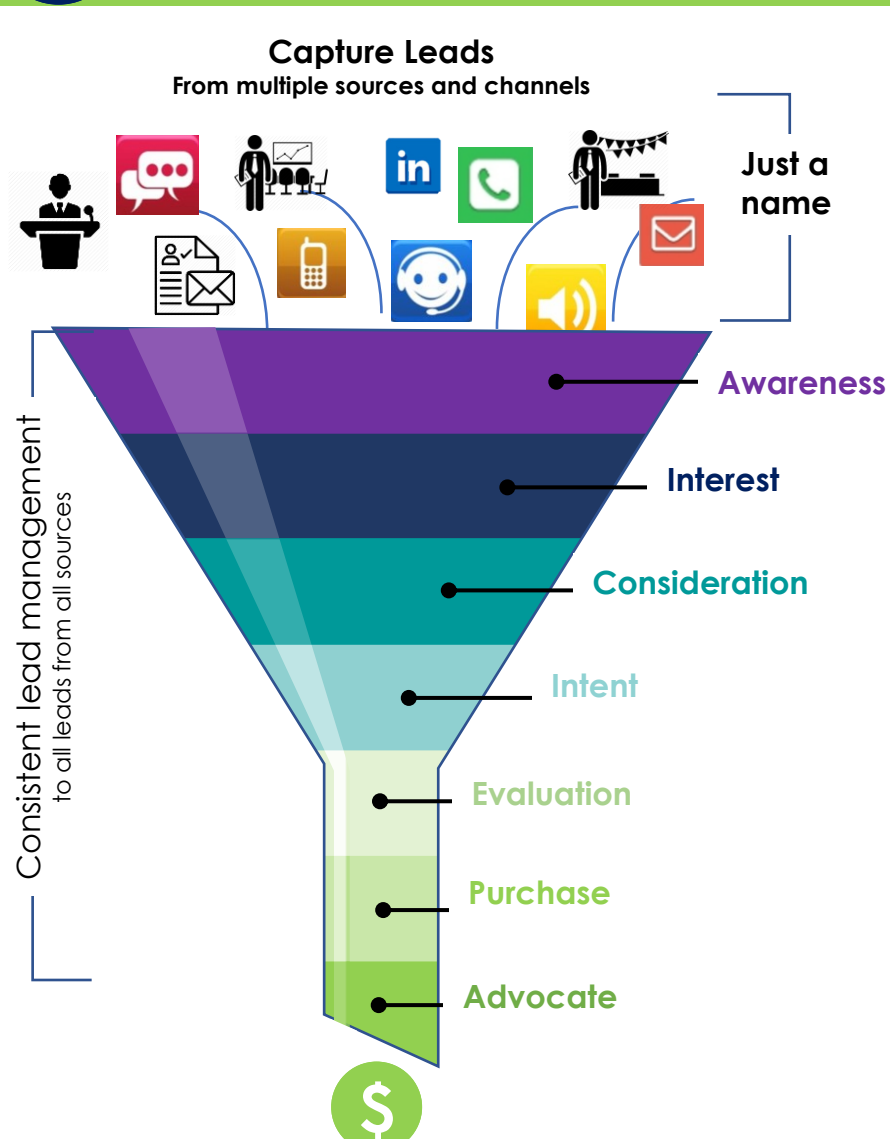


6 Fill the pipeline

Capture leads from multiple sources & channels

7 Nurture your leads

using marketing automation



Collaborate with sales
Define a scoring metrics: what makes a sales qualified lead?

60% **Email Drip campaign**

- 60% of consumers make purchases after reading marketing emails
- Use demographics & behavioral data to target audiences.
- Email is 3x more likely to prompt purchase than social media

Targeted Landing pages

- Drip campaigns lead to landing pages where they exchange their contact info for relevant, valuable content
- Up to 24% conversion**

Personalized & Test

- A/B testing can improve conversion rates
- Personalizing can **increase revenue 80%** over non-personalized emails

Refine, score & pass to sales

- Refine messages based on what resonates with your audience
- Each engagement increases the quality of your lead
- Pass leads to sales team when they reach the agreed upon lead score