

# 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.

## 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

Create Awareness Email 1	Need Identified Email 2	Solving the Problem Email 3	Why Buy From Me Email 4
<b>Key Messages</b> Collaborative S&OP process leads to optimal inventory mgmt.	<b>Key Messages</b> Keep track of the many elements of the S&OP process with this checklist.	<b>Key Messages</b> DS provides full spectrum of S&OP solutions	<b>Key Messages</b> •Reduce your inventory •Save money •Reduce back orders •Reduce obsolete inventory
<b>Key Objections</b> • Takes too much time • Other depts don't need to be involved	<b>Key Objections</b> • Takes too much time to always improve process	<b>Key Objections</b> • Takes too long to implement • Don't want a new system	<b>Key Objections</b> • Costs too much
<b>Main Call to Action</b> Read the WP	<b>Main Call to Action</b> Download the checklist	<b>Main Call to Action</b> Read the WP	<b>Main Call to Action</b> Watch the video
<b>Persistent CTA</b> Contact Us; Offer?	<b>Persistent CTA</b> Contact Us; Offer?	<b>Persistent CTA</b> Contact Us; Offer?	<b>Persistent CTA</b> Contact Us; Offer?
<b>Content / Asset</b> Custom WP	<b>Content / Asset</b> S&OP checklist	<b>Content / Asset</b> S&OP Datasheet	<b>Content / Asset</b> Video - Terumo

Demographic - Explicit Criteria					Lead Scoring Snapshot		
Criteria	Rank	Weight	Attributes	Attribute Rank	Score	Highest Lead Score Attained	Total
Plans to purchase demand planning software	1	40%	DS	2	40	A1	5
			Operations, Production & Plant Mgmt	1	35	A2	18
			Distribution, Warehousing & Logistics Mgmt	2	25	A3	50
Job Title Category	2	30%	Supplies & Equip Mgmt	3	15	A4	2703
			Purchasing Mgmt	4	10	B1	12
Total annual sales volume	3	25%	\$10-\$99 million	2	20	B2	22
			\$1 billion +	1	15	B3	40
Total score		100%	\$0-\$99 million	4	10		1088
							5
							5
							30
							659

  

Engagement - Implicit Criteria			
Criteria	Attributes	Rank	Value
Level 1 content or Webinar registration (Educate and Engage)	2 assets	2	40
	3 assets	3	30
	4 assets	4	20
	5 assets	5	10
Level 2 content (Convert and offer)	20 assets	1	40
	1 asset	2	20
Recency	2+ clicks in last 14	-	40
Calls to Action	Contact Us	-	140
Total score			100

  

Engagement Level	Score
1	50-100
2	50-45
3	45-35
4	35

