

Targeted Lead Engagement

Gather insights into customer intent and readiness to purchase.

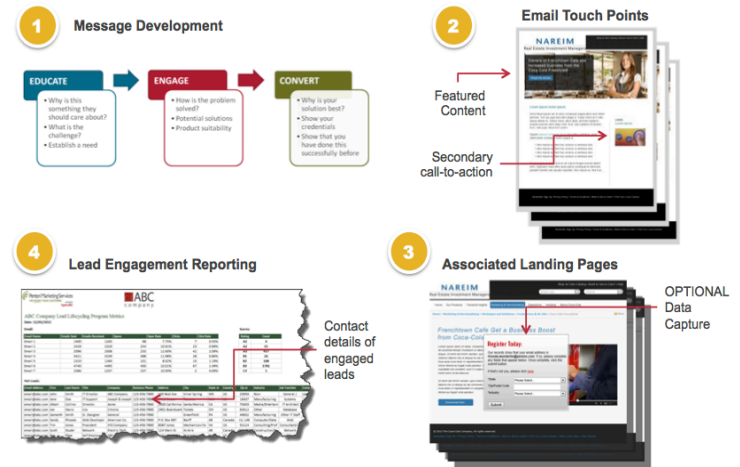
Leverage a 4-touch nurturing program to expand information from general leads and help accelerate them through the sales funnel. Upon conclusion of the program, summary reporting is provided so that the client can follow up based on messaging and content engaged with by each contact.

DETAILS

- Penton audience of up to 7,500 contacts
- Design and 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



1. Develop message: Educate > Engage > Convert
2. Map touch points
3. Create associated landing pages
4. Lead generation reporting

