

# 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

## ADDITIONAL SERVICES

### Lead Lifecycling

Nurture generated leads

### Webinar

Continue to educate your audience

### Infographic

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

## USEFUL FOR

Qualifying leads

Creating nurturing content



**71% of B2B  
marketers**

Are using content marketing to generate leads