

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

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

USEFUL FOR

Driving engagement
Expanding information on your leads
Identifying qualified prospects

Targeted lead touch

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

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