

B2B LEAD-TO-SALE ACQUISITION JOURNEY

Ongoing target audience prospecting and building.

When the new qualified lead is added to CRM, this "intro" tactic is triggered.

1. GENERATE QUALIFIED LEADS

CRM FILE BUILDING

CONTACT INFO ACQUISITION METHODS

CONSOLIDATION

Compile existing prospect data from various sources

RENT/PURCHASE

Mailing addresses

Phone numbers

ANONYMOUS WEB VISITORS

Capture contact info for website visitors

OPT-IN SOLICITATION

Acquire email addresses via gated content on website

REFERRALS

Influence word-of-mouth leads via customer relationships

INTRODUCTION/ SOLICITATION

BRAND AWARENESS TACTICS

LANDING PAGE AS A HUB Offer/form to collect additional contact info

Invitation and links to connect via social media (rep. level and/or co. level)

DIRECT MAIL

Offer/URL to spur engagement

Drive to landing page

EMAIL

Offer/URL to spur engagement

Drive to landing page

RETARGETING

Display ads to spur engagement Drive to landing page

LEAD RAISES HAND

DIRECT FOLLOW-UP BY SALES REP

Lead convers to sale

OR

Continues on nurturing path

Qualified leads receive ongoing communications on a schedule, customized based on action.

Segmentation and testing are both viable tactics to add to this phase.

The number of touches and the types of channels will be tailored for program goals and budget.

2. DRIVE SALES

MULTI-TOUCHPOINT PHASES TO NURTURE LEADS

☐ BLOG

□ CONTENT

□ DIRECT MAIL

□ EMAIL

☐ SEM ☐ SEO

1.

☐ SOCIAL MEDIA

☐ OTHER CHANNELS

☐ BLOG

□ CONTENT

□ DIRECT MAIL

□ EMAIL

☐ SEM

☐ SEO ☐ SOCIAL MEDIA

☐ OTHER CHANNELS

□ BLOG

□ CONTENT

□ DIRECT MAIL

□ EMAIL

□ SEM

☐ SEO

☐ SOCIAL MEDIA

☐ OTHER CHANNELS

KEY CONSIDERATIONS

- Offer engaging content
- Multiple CTAs
- Easy response mechanisms
- Proactive promotion
- Cross-promotion
- Encourage sharing

- Track engagement
- Engagement acknowledgment
- Repackage & re-purpose

LEAD RAISES HAND

DIRECT FOLLOW-UP BY SALES REP

Lead converts to sale OR Continues on nurturing path

LEAD CONVERTS TO SALE

Lead moves to Retention Journey

Comprehensive review of performance across touchpoints. Deliverable includes recommendations to optimize programs.

3. MEASURE ROI

ANALYZE & OPTIMIZE

LEAD ANALYSIS

Quantity and quality Conversion results

INTRO TACTIC METRICS

Quantity and quality **Engagement analysis**

Conversion results

LP key performance metrics

NURTURING ENGAGEMENT

Blog traffic analysis

Content requests

Email analytics

Direct mail response

Social media analytics

Conversion results

INSIGHTS & RECOMMENDATIONS

Trends

What's working

What needs tweaking

Plan to move forward

REVISE & REPEAT