

LEAD NURTURING

AT ALL STAGES OF THE FUNNEL

Transform top-of-funnel leads into high-quality opportunities that drive revenue for your business.

**Do you have plenty of leads but not a lot of movement to close?
Are you delivering leads to your sales teams only to find that they
aren't ready to engage?**

You may be working with leads that have not been nurtured or need better, omnichannel nurturing tactics.

The most popular add-on service to any demand generation program, our nurturing solution takes leads through a deliberate, well-thought-out outreach process.

The result?—Nothing less than the **highest return on your demand generation investment.**

And the best part?—You decide how far you want each lead to be nurtured. Each program is **customized to your unique needs.**

Whatever level you choose, INFUSEmedia's in-house strategic teams design a campaign complete with targeting methodologies and creative assets that connect—engaging prospects in the channels that they use the most with the content types that trigger their interest.



Awareness

Do not let your leads "die on the vine." Engage your freshly generated leads by directing them toward content that builds awareness of your business and communicates a clear need.



Interest

Educate your leads with content that addresses their pain points and connects to your solution. This is the most important nurturing stage, and one where early buying decisions are often made.



Sales Activation

Close the deal. Engage your prospective clients with marketing and sales content, as well as additional product offerings to turn pipeline into revenue.



Client Activation

Nurture does not stop at conversion. Take advantage of our nurture capabilities to drive advocacy: find new revenue streams through cross-sell, upsell, and even referrals.

OUR COST PER LEAD NURTURE MODEL

We employ all available channels to design a program that engages prospects throughout the entire sales funnel.



Outreach is completely customizable

- Promote any assets you wish
 - ▶ webinars
 - ▶ events
 - ▶ free trials
 - ▶ articles
 - ▶ blogs
 - ▶ demo requests
- Can come from your brand or from one of INFUSEmedia's brands
- Frequency of contact can vary



Score your leads according to your desired criteria, or work with us to build one based on our best practice methodology



Overlay ABM and intent data for more precise targeting



Integrate with your CRM or MAP for in-depth analysis and tracking



FOUR TIERS OF CPL NURTURE

#1. Inbox

Designed to augment your marketing efforts or to get you started on the nurturing journey, this solution will deliver **three to four email touchpoints**, with a goal of promoting your messaging, driving interest in your most valuable thought leadership, and generating first-impression awareness of your offerings.

- Deliver 3-4 touches with dedicated email nurturing
- Drive clicks to your landing page or website



#2. Inbox Plus

This **two-channel nurture program** is a time-tested strategy to engage your audiences and develop relationships with your prospects. It is our most popular add-on to any demand generation program, and works equally well for small, medium, and enterprise businesses and teams.

- Deliver 6-8 touches with dedicated email nurturing and newsletter sponsorships over 6 weeks
- Drive clicks to your landing page or website



#3. Deep Media

Nurture **beyond the inbox** by systematically guiding prospects through the sales funnel using an integrated, omnichannel approach. Employing the complete range of digital assets, we facilitate your prospects' natural buyer journey outside the traditional email channel. This program works great for medium-sized and enterprise clients and offers state-of-the-art digital engagement throughout all stages of the sales funnel.

- LinkedIn and Twitter
- Programmatic display
- Exclusive partnership programs
- LinkedIn inMails



#4. Premium

The most comprehensive of nurturing solutions, our Premium program combines Inbox Plus, Deep Media, and an entirely custom direct marketing outreach into a **comprehensive omnichannel approach** that delivers a full-funnel engagement for your best prospects. This solution is designed for sophisticated medium-sized and enterprise clients with longer sales cycles, complex pipeline velocity, and premiere prospects demanding personalized outreach. Included in this package:

- 6-8 dedicated email nurture streams and newsletter sponsorships
- LinkedIn and Twitter
- Exclusive partnership programs
- Programmatic display
- LinkedIn inMails
- Phone outreach, optional
- Direct mail, with optional gifting opportunities (add-on service)



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*Companies that excel
at lead nurturing
**generate 50% more sales
at 33% lower cost.***

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