

Signal Flares

An early dead-lead warning system



Having a continuous validation campaign is a great way to keep dead leads away. This campaign should verify that the end-user wishes to receive your marketing emails after they have been inactive for three months. This will ensure you always have an active database.

Tactical Flashlight

Shed light on your database.



Illuminate your data with accurate personas. Your marketing efforts won't be wasted on dead leads if you're sending each targeted group valuable and relevant information.

First-Aid Kit

The most important thing.



Treat your data like they're humans because, guess what, they are. Engage them in such a way that shows you know exactly with whom you're interacting and want to help remedy their marketing pains.

Energy Bars

Feed your leads to nourish and nurture.



Engage your leads to keep energy high! Build strong relationships by providing free, relevant information: white papers, goodies, and events!

PocketKnife

One tool, many uses.



Lead scoring is an incredible tool when used correctly. It will help your sales team increase revenue in unimaginable ways and avoid those nasty zombies.

Hand-Crank Survival Radio

Don't let your messaging fall on deaf ears.



Automated and targeted messages based on actions and persona matches are a key way to engage your audience. Relevant messaging and offers based on clicks, downloads, and page visits is a vital way to avoid dead leads.

Water Filtration System

Protect important resources.



Don't just give it all away! Filtered water in this economy is incredibly valuable. The last thing you want is a zombie benefiting from your hard work. Be sure to gate your most important content and request persona-specific information prior to allowing access!

Duct Tape

Stick with a consistent profiling plan.



The same personas should be used when building each of your forms. These personas should allow you to collect the correct information from your leads.

Iron-Point.com



ZOMBIE SURVIVAL GUIDE

How to avoid dead leads & dirty data.