



## 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.



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