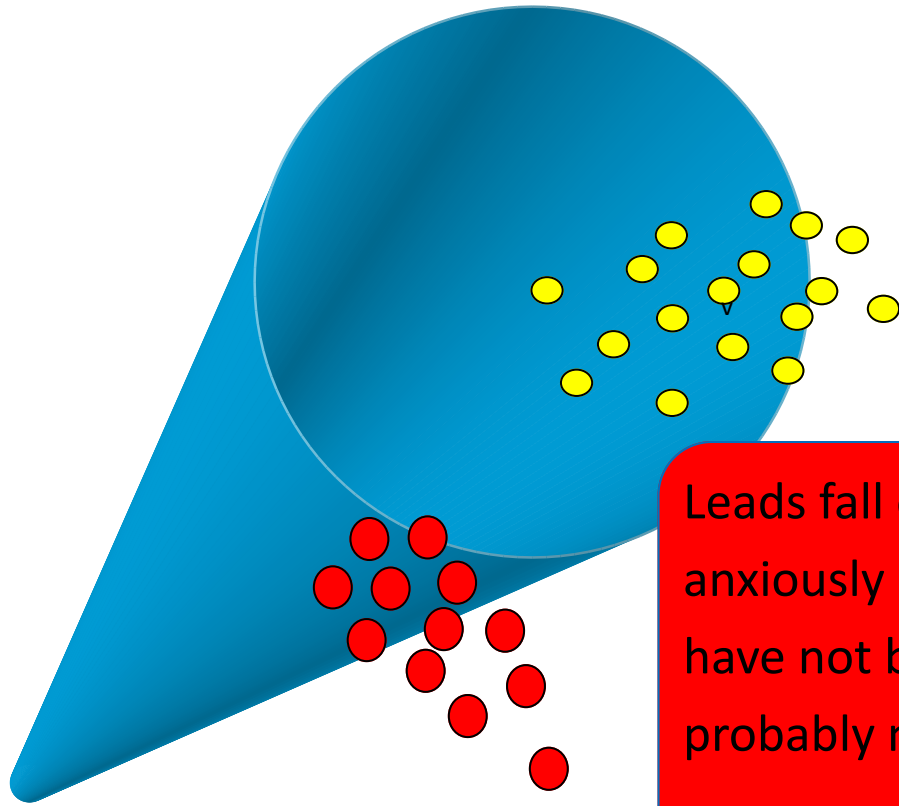


## The “Leaky” Sales Lead Funnel



Branding and Lead Gen marketing puts leads in your Sales Funnel

Leads fall out of the funnel too early, because Sales anxiously “cherry picks” leads — but because they have not been properly nurtured, these leads are probably not ready to buy; Sales team is disappointed.

Marketing has to spend more \$\$ to recapture these leads that you already had in the system—and your marketing program is deemed “ineffective”.

# The “Nurtured” Lead Funnel: SUCCESS



## LEAD GEN

Branding and Lead Gen with Targeted Communications based on Ideal Customer Needs, puts qualified leads in your Funnel

## NURTURING LEADS

- \*with Relevant content/assets
- \*right message delivered at the right time

## SCORING LEADS

- \*Hot Leads are passed to Sales
- \*Remainder of leads continue to be nurtured
- \*Higher Conversion to Sale