

TARGETED LEAD ENGAGEMENT

Gather insights into customer intent and readiness to purchase.

Leverage a 4-touch nurturing program to expand information from generated leads and help accelerate them through the sales funnel. Upon conclusion of the program, summary reporting is provided so that the client can follow up based on messaging and content engaged with by each contact.

SIMPLE DETAILS

- Informa audience of up to 7,500 contacts
- Design and write copy for 4 touch points
- Co-branding with Penton and client
- Storyboard aligned with buyer's journey
- Weekly engagement/lead reporting

ADDITIONAL SERVICES**Content**

Informa can help you create content in the form of white papers, eBooks or infographics to promote via your lead engagement program.

USEFUL FOR

- Driving engagement
- Expanding information on your leads
- Identifying qualified prospects

**Lead Engagement Program**

FEATURES:

- **Develop message**
Educate > Engage > Convert
- Map email touch points
- Create associated landing pages
- Lead engagement reporting