The Lead Journey

Buyer personas
- Age - Job role - Geography - Size of company

Intelligent targeted marketing
- Stand alone activity - Demand generation campaign - Nurture stream

Marketing channels
- Media - Direct - Digital - Social - Events - Telephony

Lead scoring

Marketing Qualified Leads (MQL)
Define what qualifies a marketing lead

Not qualified
- Do Not Qualify (DNQ)
- Can't Buy Now (CBN)

Sales Qualified Leads (SQL)
- Define what a SQL looks like for your business
- Call
- Meeting / presentation
- Proposal / tender

Sale
- Onboarding
- Full cycle acquisition

Future Opportunity

Aftersales
- Account management - Up-sell / cross-sell - Case studies - Testimonials - Referals

Client / Past client

Intelligent targeted marketing
- Stand alone activity - Demand generation campaign - Nurture stream