

## Brand Building

## Sales Activation

### Awareness

Make **Prospect Client** brand, problem & solution aware

#### Possible Content & Tactics:

- Website
- SEO optimisation
- Advertising
- Social Media
- Conference platforms
- Sponsored content
- Articles
- Interviews

### Nurturing

Turn Prospect Client who is brand, problem & solution aware into **Lead** who can make an informed decision

#### Possible Content & Tactics:

- Webinars
- Case-studies
- White papers
- Virtual events
- Newsletters
- Podcasts
- CRM

### Conversion

Turn **Lead** into **Qualified Lead** when they are in a position to buy

#### Possible Tactics:

- PPC/ Google Ads
- DIY Lead-gen
- Direct Mail
- Tele-sales

In B2B, you will only be able to qualify approx. 10% of **Leads** at any given time, due to buying cycles. The other 90% need to be nurtured for when they are ready to buy and convert to **Qualified Leads**

## Request for Proposal

Proposal win rate improves, as leads are qualified and in a position to buy

**Prospect Client** = a decision maker, with budget sign-off, in your target sector

**Lead** = a decision maker, with budget sign-off, in your target market, where you capture their name, company, job title and personal contact details

**Qualified Lead** = a decision maker, with budget sign-off, in your target market, where you capture their name, company, job title and personal contact details, and they are or will be in the decision buying process for your service/ product