HIGHER LEAD CONVERSIONS

Guide to turning prospects into loyal customers

Prefer video? Get the key takeaways from our pre-sales guide in this quick, engaging video format

LEAD GENERATION IS EASIER

Referral campaigns, social campaigns, existing customer base, and performance marketing are **effectively populating the top of the business funnel.**

The real challenge lies in pushing down towards middle or bottom of the funnel and more importantly in closing them.

Why is that?

Though, **people buy from people**, they only buy from people or brand they trust **not with everyone**.

This calls the need for a solid **pre-sales foundation** that helps buyers discover your brand, understand your value, and **ultimately trust you**.

In a nutshell, customer wants to hear what problem you solve for similar customers like them even before they decide to talk to you.

What's more?

Even you have solid **pre-sales infra** not everyone can be your customer, neither **sales team should focus on all**.

Hence, identifying lead nature is critical to sell well and focus on closing what matters most.

Lead nature identifier

Active: Are usually leads that are strong referrals or more likely to pushed from exploratory with **strong content strategy.**

Exploratory : The need is there, however are not comfortable getting out of status quo.

They can either become **active lead** with strong content strategy or becomes **ghosts** in lack **trust.**

Ghosts : Are usually of 2 types

- Only exploring market options
- Closing deals with competitors

How to engage different lead types?

Active: Usually Bottom of the Funnel. And can be engaged with contents like,

POCs, Customized Case Studies, Current Stage - Desired Stage Roadmap.

Exploratory: Usually Middle of the Funnel. Need to be pushed towards bottom of the funnel with contents like,

Industry reports, whitepapers, ROI projections documents and service capability demonstrations.

Ghosts : Top of the funnel. These leads need high value content that can,

Build trust, demonstrates expertise, provides them with cost benefits analysis of engaging.

CREATING HIGH-VALUE CONTENT ISN'T ENOUGH

Make it easily consumable to grab attention

Content Formats that engages;

Videos Case Studies, Podcasts, Dynamic and visually appealing blogs, reports & whitepapers etc.

Lead Stage based Content Strategy

Today's prospects want a seller-free experience, making a solid content strategy essential.

The content should **"Enrich, Educate, Inform, and Assess"** prospects on a regular basis instead of selling

In a nutshell, future is not sales - It's Pre Sales

Role of Strategic Marketing Automation

Once a lead journey-specific content is created.

It's essential to use strategic marketing automation to ensure this content must be shared at regular interval with overwhelming.

In short, automation should mapped in a way - It should look personalized

Want to see how we implemented in action? [Click here](#)

THANK YOU

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