

# When you want to 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 Informa and client

Storyboard aligned with buyer's journey

Weekly engagement/lead reporting

## USEFUL FOR

Driving engagement

Expanding information on your leads

Identifying qualified prospects

## Targeted lead touch

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

## ADDITIONAL SERVICES

### Lead Lifecycling

Nurture generated leads

### Webinar

Continue to educate your audience

### Infographic

Visually represent main data points in an easily digestible and shareable format