10 tips for better Lead Scoring & Content Marketing

9 - 11 touches



Lead nurturing takes time. Research suggests it can take 9-11 touches to close a deal with C-level executives.

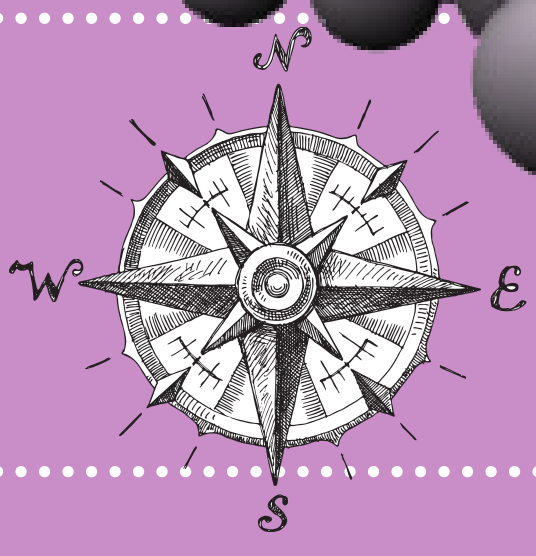
So create a library of inter-connected marketing content that you can deliver over a 3, 6 or 12 month period.

Find your sales lead's DNA

As you win new customers, track backwards to reveal the DNA of a successful lead. What content did they view and at what stage? What was their lead score, and was the value of the points appropriate?

Follow your instinct

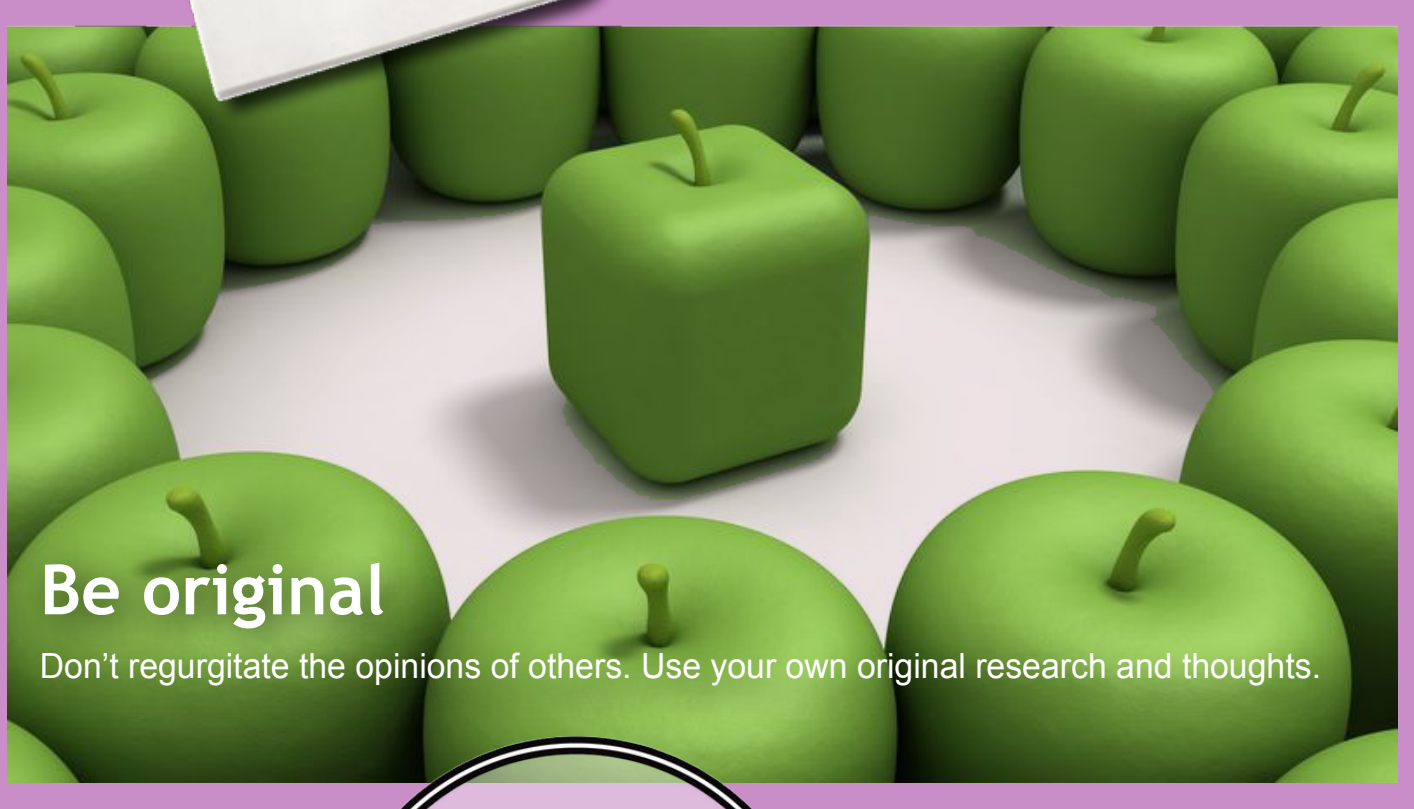
Don't be afraid to let your sales intuition over-ride the lead score. The score is only a guide. External sales intelligence can trump the lead score.





Get a calendar

Plan your content in advance, perhaps one subject per month. But be prepared to hijack breaking news to make it more current and relevant.



Be original

Don't regurgitate the opinions of others. Use your own original research and thoughts.

Search for other contributors



Seek out thought-leaders and experts within your organisation, they can add fresh ideas to your content. Consider using industry experts outside your firm.

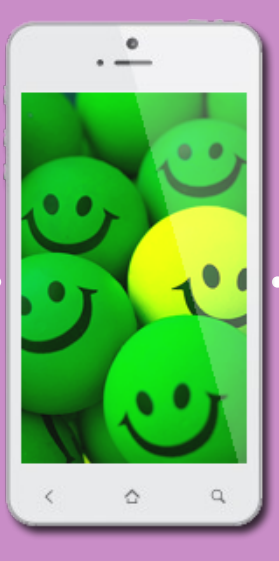
Recycle your content



Some people may not have seen your content first time around, so recycle it. Repeat popular webinars, take key headlines and use them in an infographic or write a blog about part of a subject. Recycle, reuse, repurpose.

Be mobile friendly

Essential for your future content. Don't assume your content works or looks good on all mobile devices. Test it.



Get permission

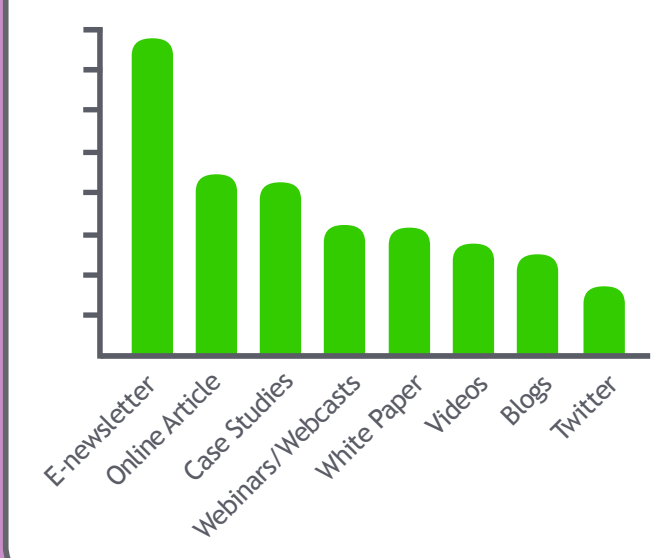


B2B marketing is currently an opt-out system, but the EU Data Regulation will make it an opt-in rule. Prepare for it now. Get permission for your content marketing, encourage sign-up.

Make it useful

SCi asked 200 managers what type of content they found most useful. Try to use their top 8 answers.

Use the short links or QR Codes to view a recording of our webinar on these issues, titled 'Lead Scoring & Content Marketing; squeezing more from your sales engine'. There's also a PowerPoint presentation on SlideShare.com



Video: Lead Scoring & Content Marketing
bit.ly/SCiWebinar3

SlideShare
bit.ly/SCiSlide6

SCi started life as a B2B telemarketing agency in 2002, but we've grown to become a leading sales acceleration company. Voice marketing and human interaction are still our core services, but they are supported by other online/offline marketing tools.

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