Denave

B2B LEAD LIFECYCLE

Reducing the gap between MQL & SQL

Beginning with the SALES FUNNEL DISSECTION

INTENT	ACTIVITY	STAGE
Traffic Generation	Awareness	Visitor Lead
Lead Generation Lead Nurturing	Consideration Persuade	MQL SQL
Conversion	Purchase	Successful Sales
Loyalty	Retention Advocacy	Promoter

Understanding The TYPES OF LEADS

1 IQL
Information Qualified Lead
Have no idea about your product or company

2 MQL
Marketing Qualified Lead
Have an idea about your product but may or may not invest

3 SAL
Sales Accepted Lead
MQLs reviewed and accepted by sales as conversion-worthy

4 SRL
Sales Rejected Lead
Leads rejected by sales because of multiple reasons

5 SQL
Sales Qualified Lead
Close to finalising the purchase decision

ACTION BEGINS

Prospect enters into the funnel

Stumbled upon while scrolling

Out of curiosity or intent to learn

For imbibing free content

Subscribes post nudging by marketing

Create brand trust and product recognition through sharing relevant content with the IQL

You've got a **LEAD**

1ST LEVEL

Nurturing to convert a lead into MQL

- **Barter Time**
  Providing access to gated content in exchange of contact information
- **Deeper Investigation**
  Assessing the said & unsaid needs of the prospect and accordingly sharing marketing content
- **Step-by-Step**
  Gauge the preparedness level of the prospect and place out your product & service in alignment to increase chances of conversion

2ND LEVEL

Fostering an MQL to transform it into SQL

- **Final Nud**
  [illegible]
- **Intensifying Impression**
  [illegible]

3RD LEVEL

Pushing SQL to convert into Sales

- **Battle with Competitors**
  To fair in the comparison with prospects, which is a hallmark of this stage of buyer's journey, incentivise the negotiation
- **Better Your Offer**
  Raise the bar with offers, discounts, demos and bundle-deals for your marketing line-ups

What is better, an MQL or SQL, when one is SHORTER and the other is [illegible] PROFITABLE?

Ans. QUALITY

WITH	YOU GET
Quantity	Boosted lead volume BUT petty conversion rates
Quality	Easier conversion BUT long nurture time

BALANCE IS THE KEY

10 TIPS TO GET QUALITY B2B LEADS

- Align sales & marketing and make one single 'revenue team'
- Create an active marketing-sales feedback loop
- Establish a relevant lead scoring mechanism
- Utilise demographics & psychographics to define buyer persona
- Ensure your correct positioning to keep irrelevant leads at bay
- Build and follow through a marketing funnel seriously
- Use marketing automation tools for smart utilisation of time
- Uber-target your content by matching keywords with search-intent
- Keep your forms short and crisp
- Actively seek & build a testimonial vault

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