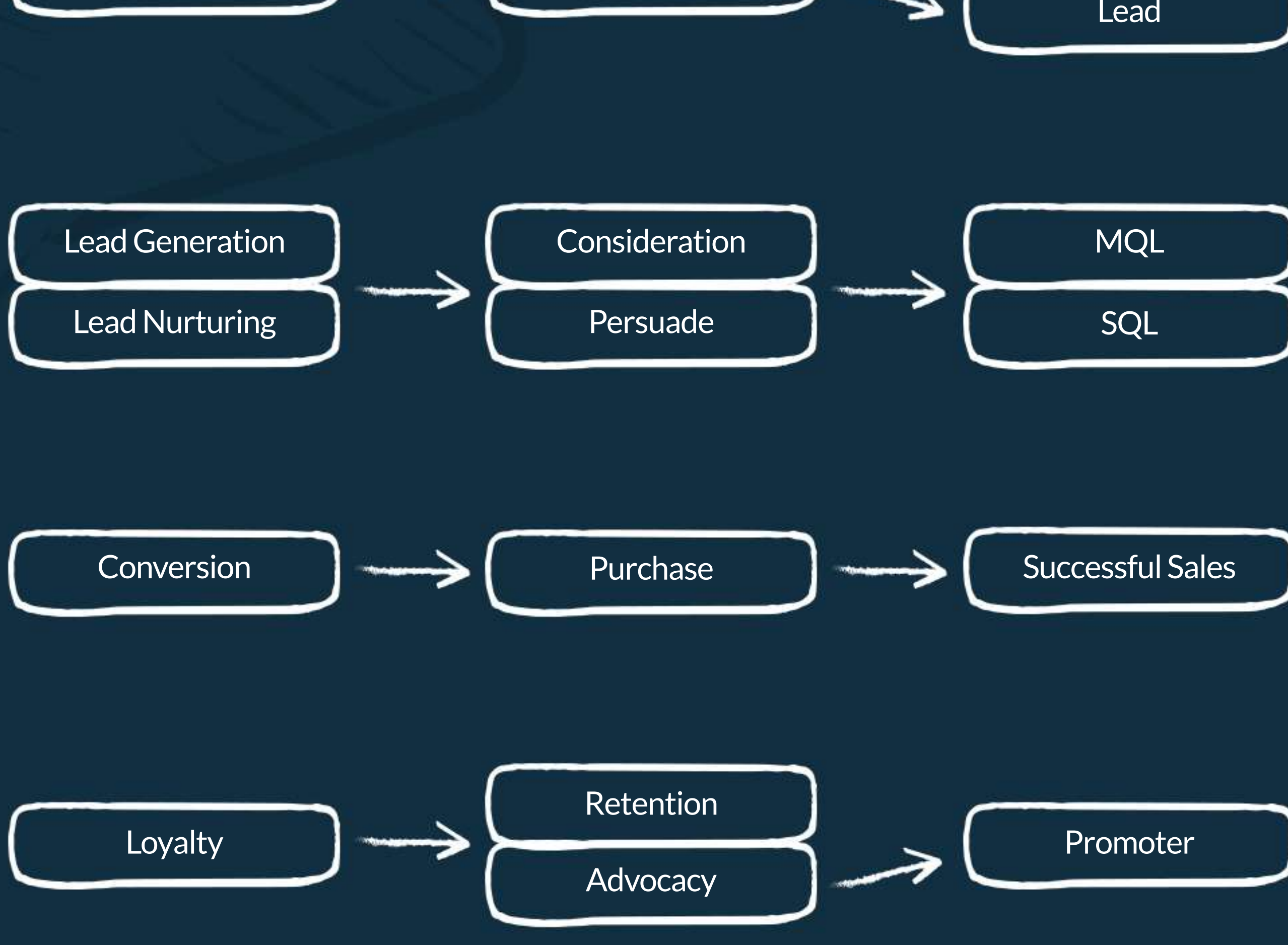




B2B LEAD LIFECYCLE

Reducing the gap between MQL & SQL

Beginning with the SALES FUNNEL DISSECTION



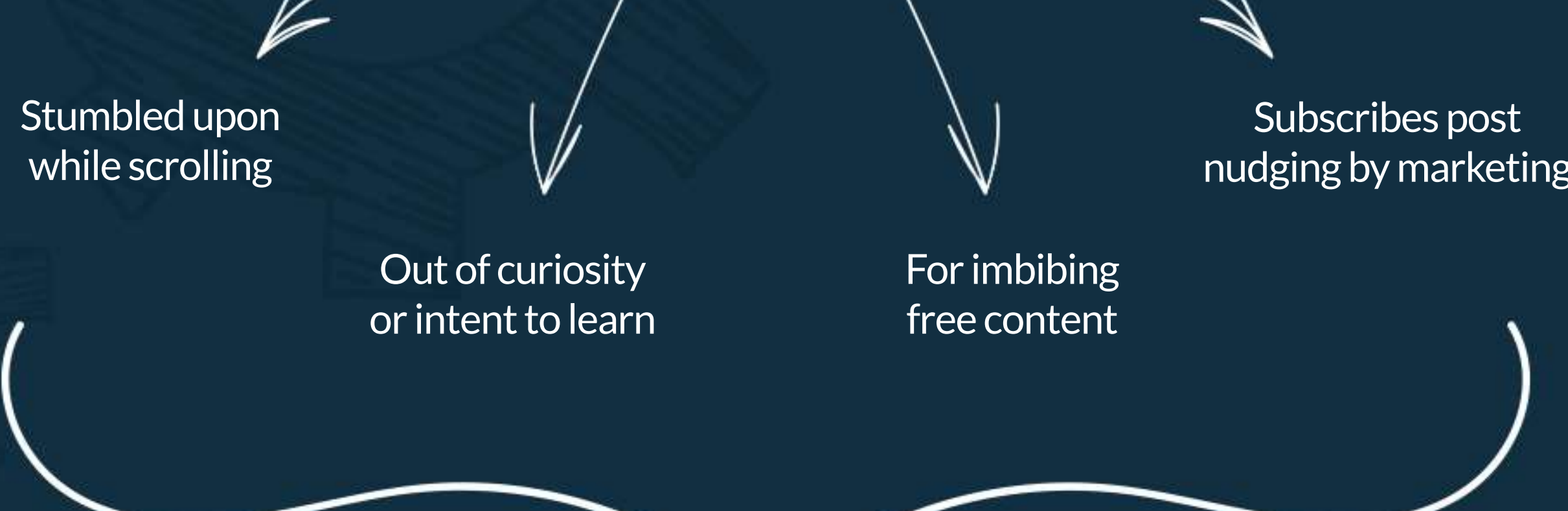
Understanding The TYPES OF LEADS

- 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



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 Nudge**
Providing the final push to convert the MQL into SQL
- Intervalling Impression**
Repeating the message to the prospect at intervals to keep the brand top of mind

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 makes an MQL → SQL more **SHORTER** and **PROFITABLE**?

It's **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