

PUT LEAD GENERATION IN DRIVE: GET STRATEGIC WITH CONTENT



Content marketing is not just content for content's sake. To be successful, every piece should drive a larger strategy—one that **attracts, nurtures and engages** leads at every stage of their journey.

70%

of the purchase decision is made before sales has an opportunity to influence it.¹
That's where content kicks into drive.

USE CONTENT TO REV YOUR LEAD GEN ENGINE

Your content is the fuel that pushes your lead generation engine. It puts customers in the driver's seat and makes it easier for your sales team to close a deal by:

- Positioning your organization as experts that care about solutions, not just sales
- Boosting the credibility of the business development team
- Engaging, nurturing and moving leads through the sales cycle

MAP CONTENT TO EVERY STAGE OF THE BUYER'S JOURNEY

Different types of content are more effective at different stages in the buyer journey. From interest to consideration, align your messaging with your prospects every step of the way.



AWARENESS

Content to help people admit they have a problem

- Improves inbound traffic
- Generates brand awareness

Blogs

Infographics

Survey findings

Thought leadership

Whitepapers

eBooks

Trend reports

ENGAGEMENT

Content for people who don't know how to solve their problem

- Enhances credibility
- Builds a business case

OPPORTUNITY

Content designed for people who realize they have a problem, and understand that your company might be the one to solve it

- Provides social proof
- Enables sales team

Testimonials

Case studies

Sell sheets

Newsletters

Webinars

Event announcements

RETENTION

Content to keep the dialogue going, answer questions, solve problems, and create raving fans

- Increases customer engagement
- Reduces customer churn

PARTNER EFFECTIVELY

Remember: create great content to generate your leads, and then create more to keep on engaging them. Need help? Call us at **800-966-3051** or **fill out a quick contact form** and explore how NuGrowth Solutions can help your lead generation strategies.

Source: ¹<http://www.pardot.com/buyer-journey/>

