# **PUT LEAD GENERATION** IN DRIVE: GET STRATEGIC

WITH CONTENT



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.



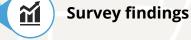
## **AWARENESS**

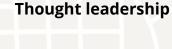
Content to help people admit they have a problem

- Improves inbound traffic
- Generates brand awareness











Whitepapers



**eBooks** 

**Trend reports** 



## **ENGAGEMENT**

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

- Enhances credibility Builds a business case

## **OPPORTUNITY**

realize they have a problem, and understand that your company might be the one to solve it Provides social proof

Content designed for people who

- Enables sales team



**Case studies** 

**Testimonials** 



**Sell sheets** 

### **Newsletters**



Webinars



**Event announcements** 



### Content to keep the dialogue going,

RETENTION

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.



