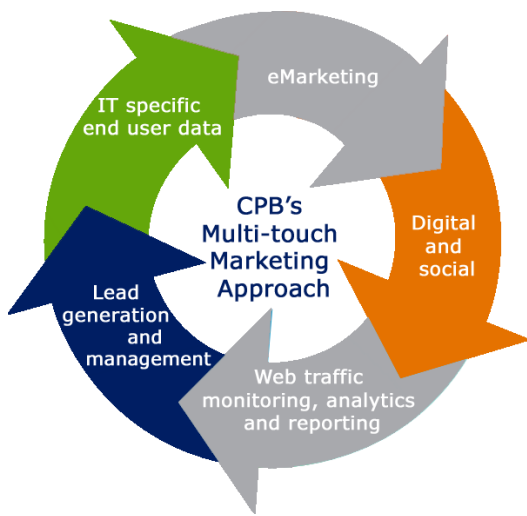




## Multi-touch Marketing for Successful Lead Generation

### Content-driven, intelligent, marketing automation



### Multi-touch marketing creates brand awareness, brand loyalty and provides qualified sales opportunities

Multi-touch marketing enables you to deliver highly successful lead generation campaigns; targeting your audience with consistent brand messaging across a range of platforms and touch points.

With an automated multi-touch campaign you maximize effectiveness by reaching out to prospects in a number of ways, and on a number of channels concurrently, in a customer-centric manner.

Clever use of compelling and continuous communications prevents a discordant approach and develops stronger customer relationships. Multi-touch marketing allows you to layer your messaging, giving your audience the ability to access your content on their terms. It also enables you to nurture prospects based on preferences and previous behaviours, delivering personalised, relevant messaging.

With multi-touch marketing all elements are customisable and can be tailored to the needs of each individual campaign, meaning your messaging is more personal and pertinent than ever.

## Preparing for a Multi-touch Approach

The key to a successful multi-touch automated marketing campaign is preparation. Creating compelling content and assets, setting strategic trigger points and calls to action, and having a clear campaign flow and schedule is essential.

**Our custom built multi-touch campaigns create maximum brand awareness and loyalty and nurture engagement to help fulfill your sales pipeline.**

### Our multi-touch marketing approach incorporates

- UK leading IT specific end user data
- eMarketing
- Digital and social activity
- Web traffic monitoring
- Lead generation
- Lead management and nurturing
- Analytics and reporting

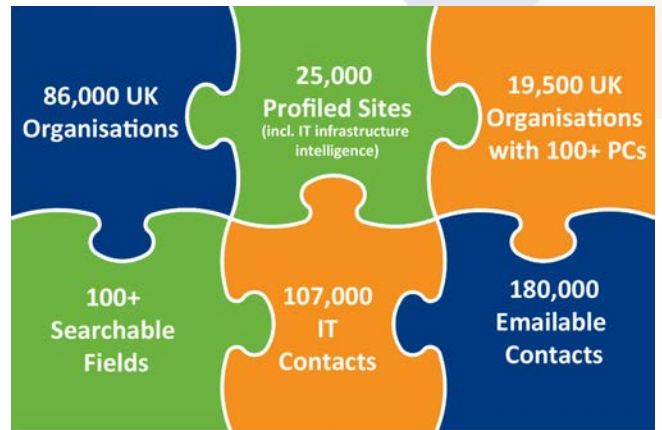
# Defining Your Audience With ProspectaBase:

Data underpins any campaign. Building the right target audience through accurate segmentation is vital. Segmentation makes messages relevant and also helps to prevent over-messaging, meaning your communications remain personal to your audience. We recommend using a blend of different audiences to generate engagement.

- A carefully selected targeted audience from ProspectaBase
- An account-based, or key account audience from our clients
- A mass audience which includes organic social media activity from our TechKnow.Online eNewsletter



Whether your campaign is to feed a sales and nurturing funnel, or to maximise brand exposure for follow up, having the ability to analyse and segment your audience is paramount.



## Digital Awareness & Engagement

### Automated eMarketing



Using an intelligent blend of awareness and targeted engagement communications, we maximise the exposure of your campaign messaging. Personalised follow-up emails nurture your prospects along the sales funnel and into the qualification process. Automated analysis and monitoring via marketing automation allows us to adapt and react to campaign trends.

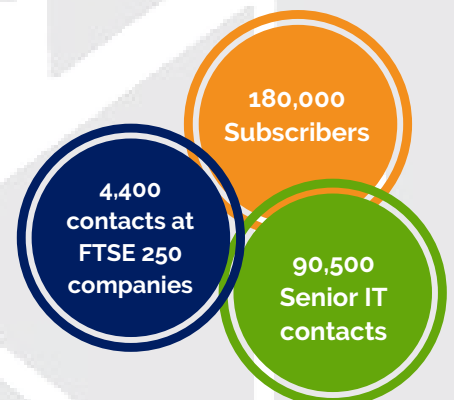


### TechKnow.Online & Social Activity



TechKnow.Online provides a unique opportunity to interact with an engaged IT audience of over 180,000 contacts. Use TechKnow to promote your campaign message with either a branded story or a sponsored editorial to greatly increase awareness.

The social activity driven by TechKnow.Online gives your campaign an additional dimension and extended reach.





# ProspectaTrace

## Web analytics and reporting



### Capture web visits your never even knew you had

Don't miss out on the traffic hitting your website and landing pages from social media and other untraceable sources. Our best-in-class, industry leading web-monitoring and analytics solution, ProspectaTrace, monitors traffic, profiles companies and contacts, and feeds them directly into your campaign communications flow, thus further increasing your nurturing pool.

## Awareness | Analysis & Engagement | Qualification

## The Human to Human Touch



Picking up the telephone is still a highly effective lead generation tool. Even in the digital age, it has not lost its value.

Engaging on a human to human level can be the best way to discover exactly how your product or service can deliver on a prospect's requirements. At CPB we believe that successful sales lead follow up comes as a result of engagement, conversation and nurturing of qualified prospects.

Telemarketing is a vital component of an integrated multi-touch marketing solution. Speaking to qualified contacts, identified by digital activity and interactions, enables CPB to nurture prospects from top of funnel 'maybes' to bottom of funnel purchasers.

Done well, telemarketing helps drive growth.

CPB makes clever use of data from ProspectaBase to deliver consistent results for clients. The constant refreshing, cleansing and building of the information on the database means CPB can deliver personalised, targeted marketing to the right audience every time. We contact people when, where and how they prefer, based on database intelligence and personal preferences.

We make interactions relevant and deliver better ROI for our clients.

## Introducing Sales Lead Manager ...

Lead follow up can be an arduous task, even for the most diligent of sales and marketing teams. CPB uses its Sales Lead Manager portal to reduce the pain of this task and to simplify lead distribution and follow up.

Sales Lead Manager (SLM) automates the management, follow up and nurture of sales leads, giving you the ability to confidently distribute, track and report on opportunities generated through your marketing campaigns. The SLM portal distributes leads directly to nominated individuals in a secure and efficient manner, ensuring that opportunities receive methodological follow up and don't slip through the net.

### Nurturing

The system also generates reminders and update requests, encouraging a more disciplined approach to lead follow up. Individual leads are accessed via the portal, making them easy to follow up. A full range of reports and dashboards make it simple to track the collective progress and ROI of leads aligned to particular campaigns, vendors, partners and sales people.





# Integrated Multi-touch Marketing Campaign Flow




## STAGE 1



 **Onboarding**  
Define campaign strategy including content, audience and timescales

 Accurate and proven database of 90,500 senior IT contacts from 87,000 UK organisations


 **Set Up**  
Create targeted comms and schedule as per agreed trigger points


 **Initial Broadcast and Brand Awareness**  
Comms distributed by mass email, TechKnow.Online and social media


  
**TECH KNOW .Online** The UK's fastest growing online journal reaching an average of 180,000 subscribers every fortnight

## STAGE 2



 **Attract Interest and Analyse Response**  
Monitor and qualify prospects for further engagement using automated analysis

 **Follow Up and Nurturing**  
Follow up an audience based on recent engagement and interactions. Build brand identity & confidence with targeted, relevant messaging

 **Contact, Profile & Qualify**  
Industry leading lead generation. Creating human to human contact, building relationships and qualifying leads

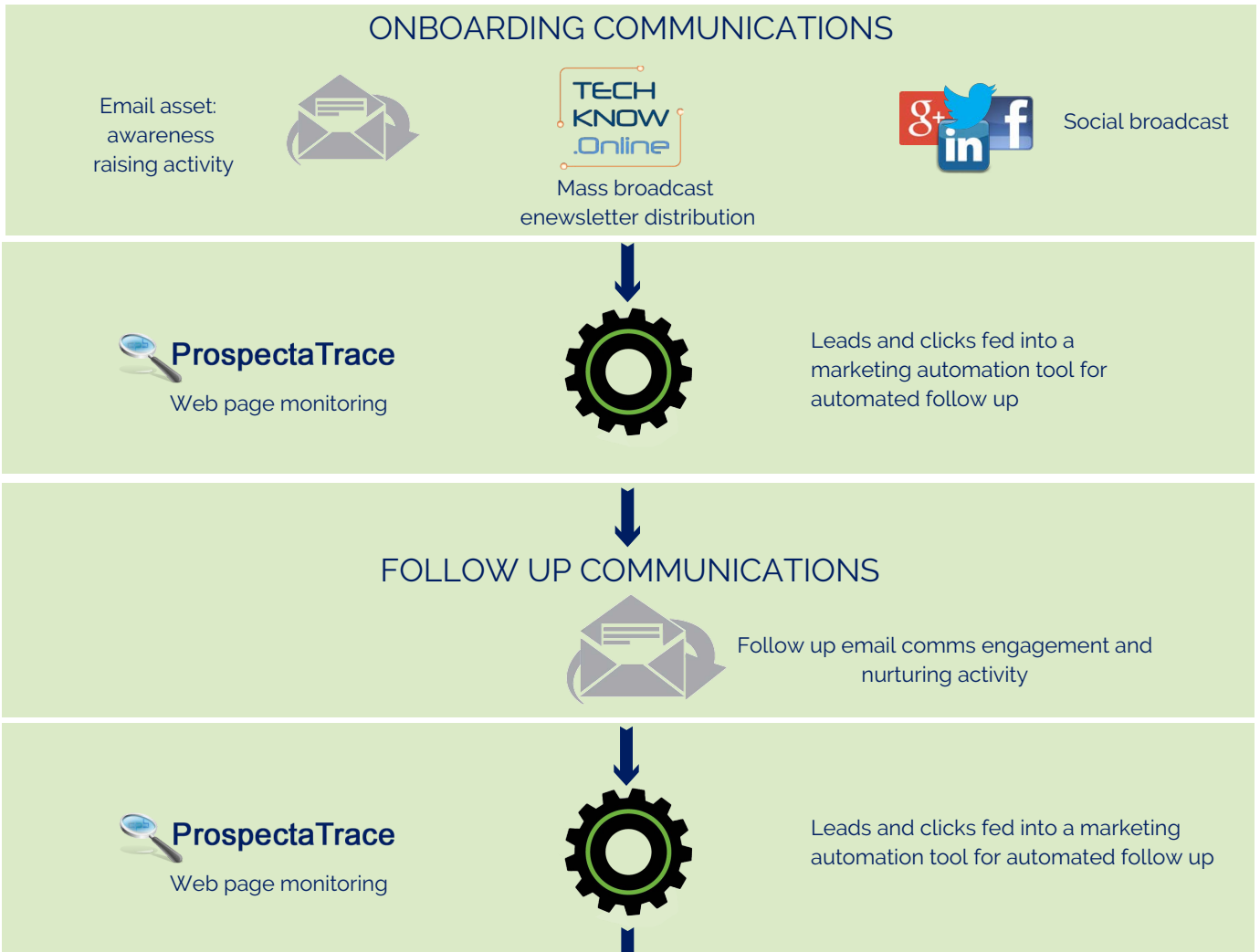
 **Lead Delivery & Ongoing Nurture**  
Leads distributed to partners via Sales Lead Manager. Any future opportunities nurtured via automated email



# Integrated Multi-touch Marketing Process Flow



Plan your assets and schedule and create your targeted audience from your own data or ProspectaBase



- Human to human engagement: relationship building and lead qualification
- Lead delivery via Sales Lead Manager
- Longer term opportunities nurtured via automated email comms
- Campaign results

