



## **Lead Intervention: Create Leads Your Sales Team will Love**

Three new ideas for 2-3X leads for sales and partners.



# Agenda

- Speaker Introductions
- Sales & Marketing Alignment
- Three new ideas – top to bottom of funnel
- Q&A



# Speakers

## Moderator:



**Kristin Carey**

VP Partner Development



## Panelists:



**Beryl Israel**

Vice President, Client  
Services



**Derek Hibbard**

Marketing Advisor

*(formerly Cisco Director, Demand Generation)*

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# **Sales & Marketing Alignment, Gaining Sales Buy-In**

# Start with Sales Alignment

- Give Sales Day One Campaign Ownership
- Draft Campaign: Goal, Target Audience, Content, and Offer....
- Meet with Sales to Get Their Input – Before you start the campaign



# Sales & Marketing Alignment



**“It’s not uncommon for sales teams to say leads they get from the marketing team are bad.”**

....and for marketing to claim that sales doesn't follow up long enough.

“Research has shown that when marketing and sales work as separate silos, it wastes budget and resources, costing companies millions of dollars.

On the other hand, a report that found that when you successfully align sales and marketing, you generate **32% higher revenue, retain 36% more customers and achieve 38% higher win rates.**”

## 3 Ideas for Action

# Idea 1: Use New Tactics at Top of Funnel

- Pick a Video Topic and Language with SEO like Research
- Create a Short Anthem like Video Around the Opportunity
- Post Video on Less Utilized Channels – Save on SEO



**Make sure you start this step with a “Why” angle**



## Idea 2: Avoid Mid-funnel Stall

- Use Gate-free Demo to Strut your Stuff
- Build Dynamic Immersive Landing Pages
- Consider Short “Snackable” Content to Nudge Prospects Forward



**Don't forget to show prospects “How” they will thrive**

# Idea 3: Seal the Deal with Conversions

- Use Data to Track the Journey and In-market Signals
- Track Usage, Engagement after Demo
- Include Insights Once Lead is Sent to Sales



Done right, your clear “What” leads to deals

# Empower Deals with Good Leads

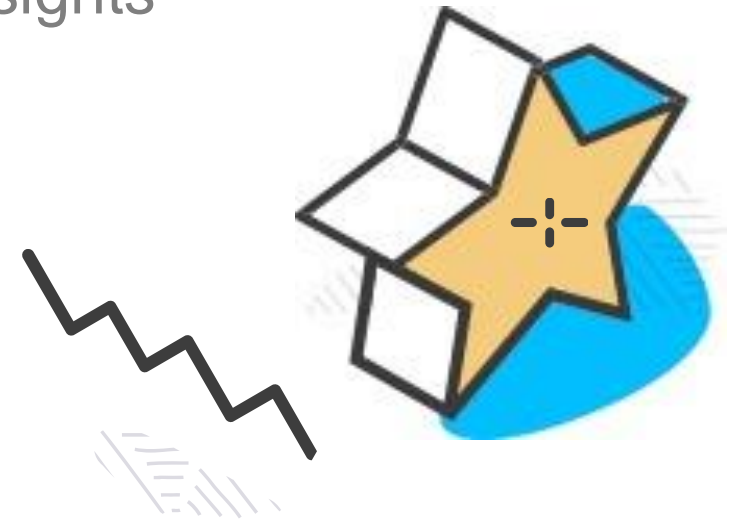
- If prospect not quite in market, put in nurture stream or change “bait”
- Include Call to action choice/s – Two better than one
- Train SDRs to do extra research – with insights in hand get 3X+ meetings
- Create a battle card to help sales close these bigger deals faster
- Celebrate sales and marketing alignment and success



# Key Takeaways

## Lead Intervention: Create Leads Your Sales Team will Love

- Gain Sales Buy-In Early On From Day One
- Attract real buyers to top of funnel with new topic driven content
- Nudge through funnel with dynamic landing pages – their way
- Use data as well especially at bottom with lead insights
- Share Marketing Successes with Sales



# About Us - eTrigue

- Through-Channel Marketing Automation
- Software + Services
  - ✓ Specialize in Channel
  - ✓ Digital Marketing Program Execution
  - ✓ Sales Performance Tracking
  - ✓ Creative Team
- Supporting 93 Countries

## Clients:



# Thank you!

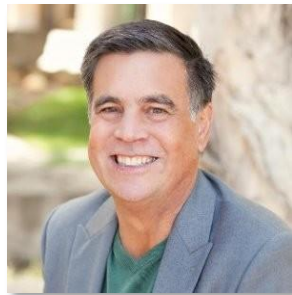


Look for our Interactive Report Coming In:  
**Q1 2022**

***“Partner Modern Marketing Assessment”***

**Meet with Us:**

<https://www.etrigue.com/demo>



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