



TOP 5 WAYS

DIGITAL MARKETING
CAN DRIVE MORE LEADS
FOR YOUR SALES TEAM

A LEAD IS A POTENTIAL BUYER WHO...

- 1. IS INTERESTED IN YOUR PRODUCT**
- 2. IS QUALIFIED TO MAKE DECISIONS**
- 3. HAS A BUDGET TO SPEND**



**INCREASE BUSINESS
BY NURTURING
CONNECTIONS
BETWEEN YOUR LEADS
AND SALES TEAM.**

1 OPTIMIZE YOUR WEBSITE AND SOCIAL MEDIA CHANNELS



Your website, social media networks, and video channels must be configured correctly for effective digital marketing.



When people interact with your brand, it is essential that you have a consistent look and message with a clear value proposition.

Did you know? Most consumers find products on Google, hear about offers on social media, and make decisions based on short videos.

2 CREATE COMPELLING CONTENT TO GIVE AWAY TO PROSPECTS



Consumers want to try products before they buy and make decisions based on their own opinions.

It is paramount that you provide your prospects an easy way to interact with your brand in a way that doesn't have a price tag.



Did you know?

The goal of content strategy is to position your company as a trusted thought leader within your market and industry.

3 PROMOTE ACROSS EMAIL, SOCIAL MEDIA AND MESSAGING



Consumers are 4X more likely to respond to a call-to-action when they are engaged via multiple touchpoints.

Successful campaigns tailor promotions for each channel, personalize communications, and make content easy to share.



Did you know? Integrated outreach across email, social media, and messaging connects with Boomers, GenX and Millennial consumers.

4 CAPTURE LEAD DATA AND AUTOMATICALLY NURTURE



Marketing software with automation allows you to capture prospect information and target them directly.

The goal of lead nurturing is to put the consumer in the drivers seat as they move down the sales funnel.



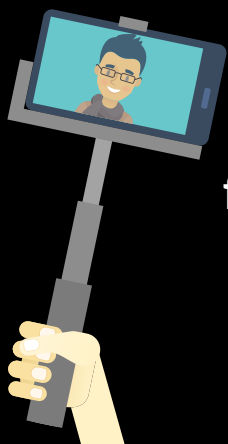
Did you know? Software like Hubspot, Active Campaign, and Mailchimp can send email, make posts, and track results in real-time.

5 IMPLEMENT INCENTIVES TO CREATE A SENSE OF URGENCY



Share time-sensitive discounts, programs, and guarantees that your prospects cannot resist.

The ultimate goal of any sales process is to drive a first purchase, then a second larger purchase, and then recurring purchases.



Did you know? The most effective sales strategies empower consumers to become online ambassadors for your brand and products.

DO YOU NEED HELP?

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