

Content Lead Touch

Multi-touch strategy to nurture your high-quality leads.



We map three pieces of your thought leadership content to the needs of your prospects at key buying stages. A series of three emails is sent to 5,000 targeted contacts to generate and nurture their interest. You receive lead data for each user who views your content as well as overall campaign engagement metrics.

DETAILS

- 3-touch email strategy
- Sent to audience of 5,000
- Leverages Informa's editorial expertise
- Design included
- Detailed summary reporting

USEFUL FOR

- Promoting multiple assets
- Campaigns focused on lead quality over lead quantity
- Moving prospects through the awareness, discovery & comparison stages
- Using engagement data to prioritize follow-up