

# When you want to convert time and energy into revenue.

Leverage a 4-touch nurturing program to increase the pre-event buzz (to drive attendance) and continue the conversation after the event. Upon conclusion of the program, summary reporting is provided so the client can follow up based on messaging and content engaged with by each contact.

## SIMPLE DETAILS

- 4-touch, 2 deployments before and after
- Storyboard aligned with the buyer's journey
- Develop a custom registration form (optional)
- Lead report (with analysis) upon completion

## USEFUL FOR

- Promoting an event, trade show or seminar
- Driving traffic

## 4-touch nurturing

- 1. INTRODUCTION**  
Create awareness
- 2. SHOW VALUE**  
Identify needs
- 3. PROVID SOLUTIONS**  
Solve problem
- 4. CONVERSION**  
Why buy from me?

## ADDITIONAL SERVICES

### Lead Lifecycling

Nurture generated leads

### Webinar

Continue to educate your audience

### Infographic

Visually represent main data points in an easily digestible and shareable format