

B2B DEMAND STRATEGIES

Don't go deep into crisis, we'll find a solution.

Nurture & Deliver

Nurture and score qualified leads providing actionable opportunities to the sales team.

Deploy & Execute

Creation of deliverables and execution. Leverage data mining and market automation. Define frequency and narrative.

Track & Report

Understand response profile and sales conversion: constant review and feedback loop.

Define Strategy

Map sales process alignment with marketing strategies and budgets. Define KPI's and deployment channels.

Identify Target

High propensity personas focusing on segmentation, sales cycle profile, and frequency touchpoints.

