

LEAD NURTURE & MANAGEMENT PROGRAMS

Convert leads into long-term customer relationships.

Offline

Collateral & print materials
Direct mail
Industry publications
Newspapers
Personal letters
Presentations & pitchbooks



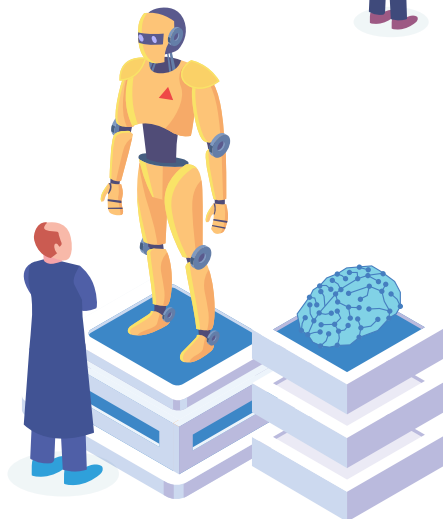
Direct

Setting appointments
Meetings
Networking
On-site visit
Phone call
Screen sharing
Video call
Workshops



Marketing Automation

A/B testing
Chatbots
Custom landing pages
Dynamic content
Dynamic landing pages
E-blasts
Email & feed drip campaigns
Heatmaps
Lead scoring
Persona-based segmentation
PPC
Social listening
Triggered emails



Online

Blogging
Case studies
Content marketing
Digital media
E-blasts
Newsletters

Online advertising
Online conferences
Podcasts
Press releases
RSS
SEO
Social media
Sponsorship
Webinars
White papers



DREAM FACTORY
ADVERTISING | PR | MARKETING