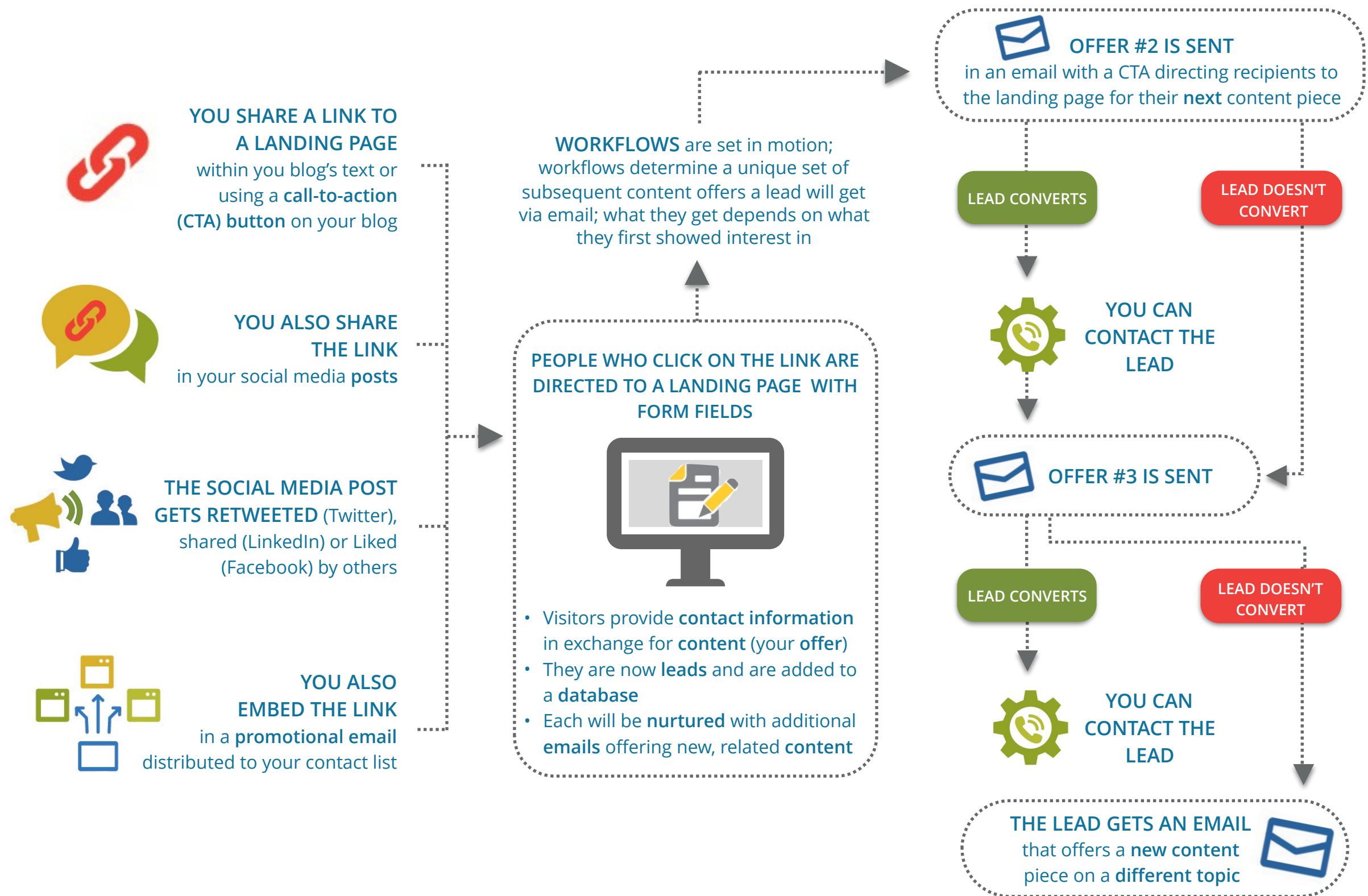


The LIFE of an Inbound Marketing LEAD



**MARKETING
PUBLICATION**

THE LIFE OF AN INBOUND MARKETING LEAD



THE LIFE OF A LEAD GLOSSARY



LEAD CONVERTS



LEAD DOESN'T
CONVERT

LINK. The clickable web address that takes people to the landing page for a specific piece of content

LANDING PAGE. A page connected with your website where you tell visitors more about the content you're offering, and where they provide contact information if they decide to download the content

CALL-TO-ACTION BUTTON (CTA). A big graphic button that says something like, "Click here to download our FREE XYZ Tip Sheet now!"

SOCIAL MEDIA POSTS. Entries (sometimes called an update or your status) on LinkedIn, Facebook, Twitter, or YouTube (and others)

RETWEETED. A post on Twitter that is shared with your followers is called a Retweet

SHARED. An update on LinkedIn that you shared with others on LinkedIn is called a Share

LIKED. A status on Facebook that you give the "thumbs up" to (Like) is then posted on your feed for all your Facebook friends to see

EMBEDDED LINK. A link that's put directly into the body of an email

PROMOTIONAL EMAIL. An email that's sent to a list of customers and/or prospects to get them interested in something you have to offer

CONTACT LIST. You can customize lists based on a number of factors and send tailored emails/offers to each contact

OFFER. The piece of content you want visitors to your website landing page to download in exchange for their contact information. This can be a tip sheet, whitepaper, guide, research results, video, etc.

WORKFLOW. This is the specific set of email offers that will be sent to everyone who downloads a piece of content. The offers people receive depend on what piece was initially downloaded

FORM FIELDS. You can create basic form fields that capture emails, company names and titles, for example, or make them more valuable by asking about challenges, sales, industry type...anything that will help you better understand those who are interested in what you're offering

CONTACT INFORMATION. Information to be used to determine the best subsequent email offers/workflows and determine your best prospects

CONTENT. See "Offer"

LEAD. Anyone who downloads a piece of content and provides contact information is considered a lead; you will determine, based on the form field information you ask for, whether or not each is a marketing-qualified lead or a sales-qualified lead

NURTURED. Nurturing is the process that follows a person's first download; it includes future emails, timed appropriately, that provide additional and more in-depth information on topics related to that of the first offer

CONVERTS. When someone visiting the **landing page** fills out the **form fields**, providing their **contact information**, in exchange for your free **content** download

DOESN'T CONVERT. When the person visiting a landing page chooses not to download the content in exchange for content

CONTACT THE LEAD. You can email or call the lead, if you choose; this is best done when you have a good sense that the lead is a good prospect for your business

NEW CONTENT, DIFFERENT TOPIC. If a lead hasn't downloaded any content after the first piece, it may be because he or she has no further interest in that specific topic. Try sending something that goes in a different direction.

WANT TO KNOW MORE?

We've got answers to just about any question you've got about inbound marketing – we're even happy to take a curve ball now and then! Reach out using any of the methods below, or call **Greg Linnemanstons**, our president, at **920-731-2771 ext. 231**.

