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## Scalable Prospect Nurturing Campaigns to Maximize Sales Funnel

"...working with IPC, our experience has been terrific. Walter has truly made it easy to get our project launched. He is thoroughly knowledgeable about the marketing process and understands our goals..."

*Nancy McCloskey  
Marketing Manager  
Acxis, Inc.*

Prospect or lead nurturing is a relationship-building approach utilizing multiple media to support the prospects buying cycle with relevant information and engage in an ongoing dialog until qualified prospects are deemed "sales-ready" and passed on to the sales organization.

In today's Web-centric world buyers are reluctant to engage with sales until much later in the decision making process. Lead nurturing is an important part of educating your prospects while building relationships and trust in a way that is both consistent and relevant to their business.

### Sample Prospect Nurturing Campaign **\$3,250** per month

- ✓ Quarterly campaign targeting 100 prospects
- ✓ Monthly telemarketing, interview and profile updates
- ✓ Customized and hosted micro-site
- ✓ Monthly email with targeted messaging
- ✓ Monthly direct mail with customized white paper and solution briefs
- ✓ Inbound 800 number
- ✓ Weekly reporting and detailed monthly updates
- ✓ Campaign ROI analysis and reporting

### Did You Know...

With prospect nurturing,  
you can generate  
50% more sales-ready leads  
at 33% lower cost per lead

Nurturing is not just for new prospects. IPC can help you leverage nurturing techniques to cross-sell and up-sell to existing customers.

Above monthly campaign pricing is based on quarterly campaign commitment.