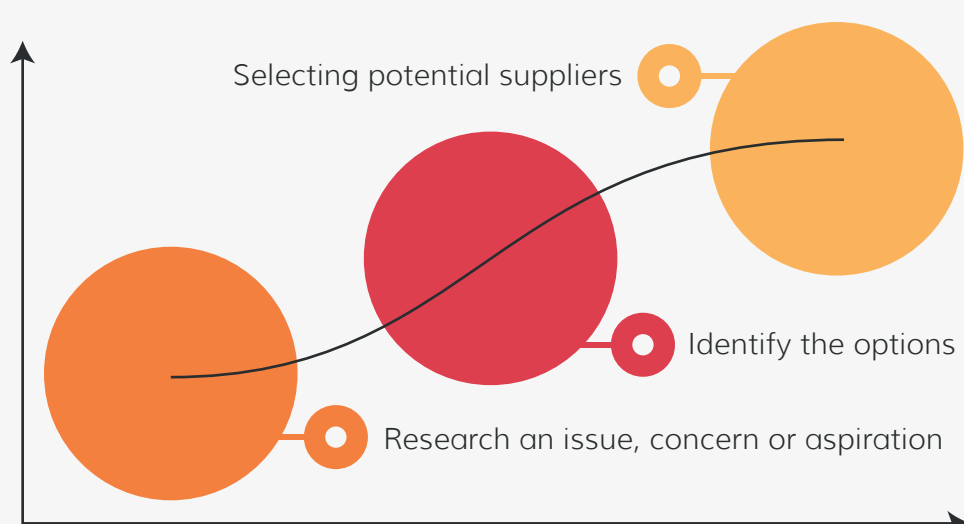


Step One: Understand Your Market



Step Two: Map Out The Buying Cycle



Step Three: Develop Engaging Content

Your content needs to add value to the stage that the buyer is at in their buying cycle. Be clear on the questions that are in the buyers mind at each stage and make sure your content answers them.



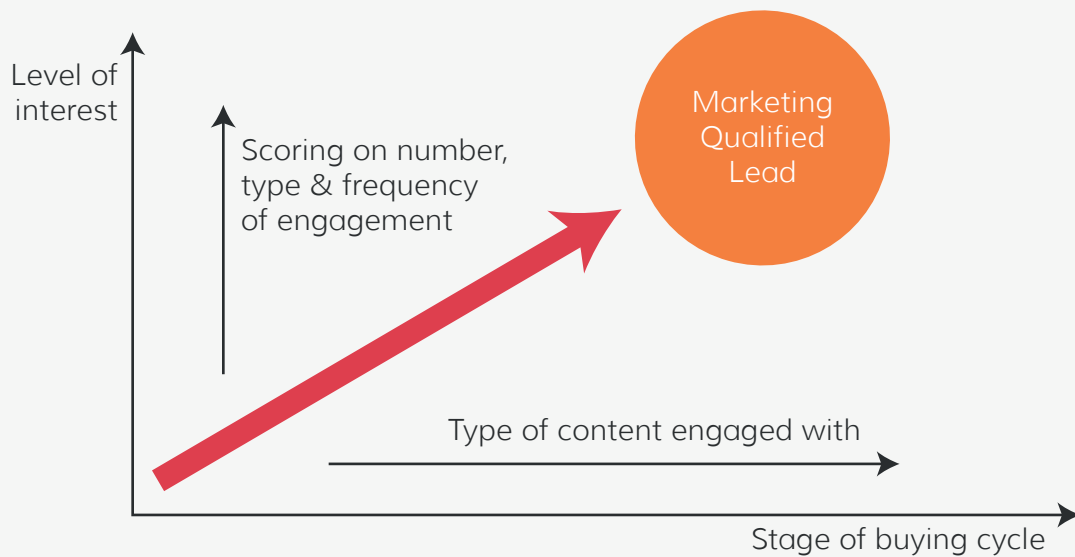
Step Four: Reach Your Audience

Understand your buyers, define their personas and understand where they hang-out.



Step Five: Cultivate, Track & Qualify

To qualify effectively, you should track the frequency of engagement, the intervals between engagement and the type of content they are engaging with.



It's All About Timing

When do you pass a lead to sales?



Too Early

and you will scare off the buyer



Too Late

and you will miss the opportunity to influence