

KICKSTARTER-STRATEGY

# INBOUND MARKETING THAT GENERATES LEADS & MOVES YOUR BUSINESS NOW

**NOW is the time to convert your leads digitally, monitor and track their actions with lead scoring and grow your pipeline.**

We have developed a Kickstarter strategy that gets your company engaged in inbound sales and marketing now, and get more leads, online meetings, and a robust pipeline both now and in the future.

With this proven strategy, you get everything you need to convert and nurture your leads and bring Sales and Marketing closer together.

This solution is intended exclusively for B2B companies.

PRICE: 2 x 55.000

**110.000 DKK**

excluding VAT and advertising spend. The recommended budget for ad spend is 15,000 per month.

EVERYTHING YOU NEED

## IS INCLUDED IN THE SOLUTION:

- **Time frame:**  
6-8 weeks (2-4 weeks of production, four weeks of execution)
- **Content production:**  
2 pieces of gated content (guide, webinar, checklist etc.)
- **E-mail flow:**  
with four e-mails
- **High-converting landing pages:**  
(cf your design manual)
- **Landing pages for videos:**  
(e.g. the recorded webinar for future use)
- **Marketing automation:**  
Ensure all e-mails are sent automatically with marketing automation
- **Lead Scoring:**  
Track every single lead with lead scoring
- **Sales approach:**  
Feedback on your sales approach and how to convert leads with LinkedIn
- **Digital lead strategy:**  
across Facebook and LinkedIn for four weeks
- **Graphics:**  
for your ads and landing pages
- **Lead sheet:**  
Monitor all leads in one place with a simple and easy-to-use lead sheet.
- **Video shoot and editing:**  
so you can create a personal relationship from the get-go

BUSINESS