

Lead Generation

One of Our 6 Proven Methodologies



Objective:

Generate the maximum quantity and quality of leads for the sales team.

Best For:

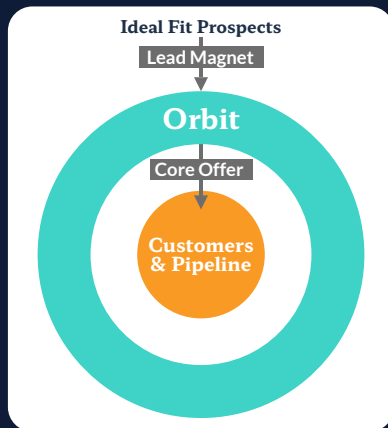
- B2B marketing teams measured by their ability to generate leads
- Outbound sales team eager to pounce earlier in the buyer's journey

Expected Outcome

Teams implementing our Lead Generation methodology generally see a steady stream of leads after 3-6 months with quantity, quality and cost-per-lead dialed in within 12 months.

Our Proven Methodology

Using our proprietary Orbit framework, we simplify the process of lead generation into 4 core actions:



1

Identify the market for whom your product or service is the obvious choice.

3

Nurture your orbit with evergreen delivered via email and tightly targeted paid media.

2

Present high-value lead magnets to pull those individuals into your orbit.

4

Extend compelling core offers with a sense of urgency to convert your orbit into pipeline.

We then layer on lead scoring to identify prospects early in the buyers journey, routing leads to sales as soon as possible.

Average Setup

\$11,400

Average Monthly Investment

\$9,300

Take The Assessment

Find out which of our 6 proven methodologies are right for you



Schedule a Call

