

The *Pursuit* of Demand

OppSource.com

The Pursuit of Demand™



**Some see marketing leads as an end result.
We see them as the beginning of a sales opportunity.**

Generating leads and nurturing leads into sales opportunities is what OppSource.com is all about. We call it The Pursuit of Demand™. Our lead management process is more personalized, cost-efficient and effective than the automation solutions offered by others. We provide an essential connection between marketing and sales that can significantly improve your company's return on marketing investment.

**Marketing is evolving.
Lead management needs to do the same.**

Marketing provides important value in building awareness of a company's brand and in generating leads. But more and more companies are demanding quantifiable proof of that value. OppSource provides that payoff by getting the most out of your marketing expenditures by developing new leads and better nurturing the ones you already have.

Studies of companies show that 80% of marketing leads are never converted to sales. OppSource provides a new, more effective approach to lead management that improves success by assuring all interest and leads are groomed and nurtured into something more.



Using content marketing to **generate and nurture leads.**

At OppSource, we use content marketing to engage customers and help our clients nurture leads into sales. We also apply those same content marketing skills to lead generation. We believe a good content marketing strategy can help with both your outbound-marketing and inbound-marketing efforts.

We have content development specialists who are skilled at creating, adapting and delivering content for the purpose of lead generation. We understand what customers want to hear, and when. By developing effective content that is accessed via blogs, social media, website links, searches and other online media, we have dramatically increased customer engagement and lead development for our clients.



Leads need to be led.

As selling and buying cycles get more complex, it's no longer enough to just deliver leads from your marketing efforts. Successful companies are investing in lead management to maximize the performance of both marketing and sales. The payoff is more sales-ready opportunities, higher revenue and lower overall cost per qualified lead.

The OppSource approach starts by capturing leads from all your marketing activities, while also generating additional contacts. We engage all prospects with valuable information and offers that position you as a trusted resource. We capture, track, qualify, nurture and score leads all along the way, so we know where prospects stand in the process, and when they're ready to buy. We even have the capability to set the appointment and deliver a sales-ready qualified opportunity to your sales force.



Traditional lead management systems waste opportunities. So we built **a better one.**

Lead follow-up is an activity where lots of things can fall through the cracks. Marketing departments managing activities such as campaigns, trade shows and other efforts often lack the people, processes and technologies needed to manage leads in the marketing funnel. As a result, some are never followed-up on or are handed off to sales before the opportunity has been qualified.

Many companies turn to marketing automation technology to solve their lead management issues, but without the right people and processes, these impersonal approaches can fail to deliver the qualified sales opportunities companies want.

A more **personalized** approach

Our lead management process is more personalized than the one-dimensional automation solutions offered by other companies – and more cost-efficient because it doesn't require you to hire expensive on-staff expertise.

With OppSource, meaningful customer dialogue takes the place of run-of-the-mill digital tactics. We combine personal contact with innovative and effective communication tools to create higher-value interaction with your customers – for better lead generation and better lead nurturing.

We manage the lead management for you.

Ours is a complete turnkey approach to lead management, covering every step of the process from beginning to end.

Our strategy includes a holistic approach to maximize your return on marketing investment. It includes six key elements: content marketing, lead capture, lead nurturing, lead scoring, opportunity handoff and lead funnel measurement. Our approach is more comprehensive than any automation technology – to the point where we can even set the appointment and deliver a sales-ready qualified opportunity to your sales force.

We also solve your time and cost-of-staff issues. We provide the necessary processes, skills and technology for you – to more quickly implement an effective lead management program at a lower cost.

"Instead of just ignoring leads that aren't immediately qualified, we now keep the conversation going, moving them down the continuum from awareness to preference. When prospects do enter the buying cycle, Lawson is top of mind. It's not just a one-time shot with our audiences anymore."

-John Cook, Global Marketing Director, Lawson Strategic Human Capital Management



How we grow your **leads into sales**, while also creating new ones.

Every company has a lead management process, but none is more complete or carefully administered than OppSource. We've spent years developing and refining a comprehensive, personalized approach to lead generation and lead nurturing – and we've proven our processes with real results for demanding clients. Our process can be broken into **6 key elements**:



1. Content Marketing

Content marketing is an essential part of effective lead generation and lead nurturing. By delivering content that is interesting and relevant to your target audience, you attract interest from new customers, and solidify ongoing buyer relationships. A good content marketing strategy is one that can help with both your outbound-marketing and inbound-marketing efforts.

We have discovered that the same tools and content development skills that help nurture leads can also be applied to lead generation. For lead nurturing, a key to success is delivering relevant communications by mapping content to the buying cycle. For lead generation, our content delivers timely and interesting information that invites customers to opt in.

OppSource creates content, or adapts yours, to provide your marketing programs with engaging messages that will help you generate new leads. We develop valuable content, accessed via blogs, social media, website links, searches or other media, that will increase customer engagement and lead development. We also have back-end skills at adapting content to a variety of effective delivery forms. Incorporating our content creation skills into your larger marketing program can dramatically improve lead generation.



2. Lead Capture

Lead management will fail unless marketers capture and track all leads and lead sources including ads, trade shows, direct mail and digital sources such as webinars, websites and email. Our lead capture approach focuses on both inbound and outbound lead generation efforts. Our tracking begins with a single centralized database – governed by a common process and methodology for managing opportunities as they move through the marketing funnel and become a qualified sales opportunity (QSO).

“According to Aberdeen Research, companies that get lead scoring right have a 192% higher average lead qualification rate than those who do not.”

-Source: Aberdeen Group, Lead Scoring and Prioritization

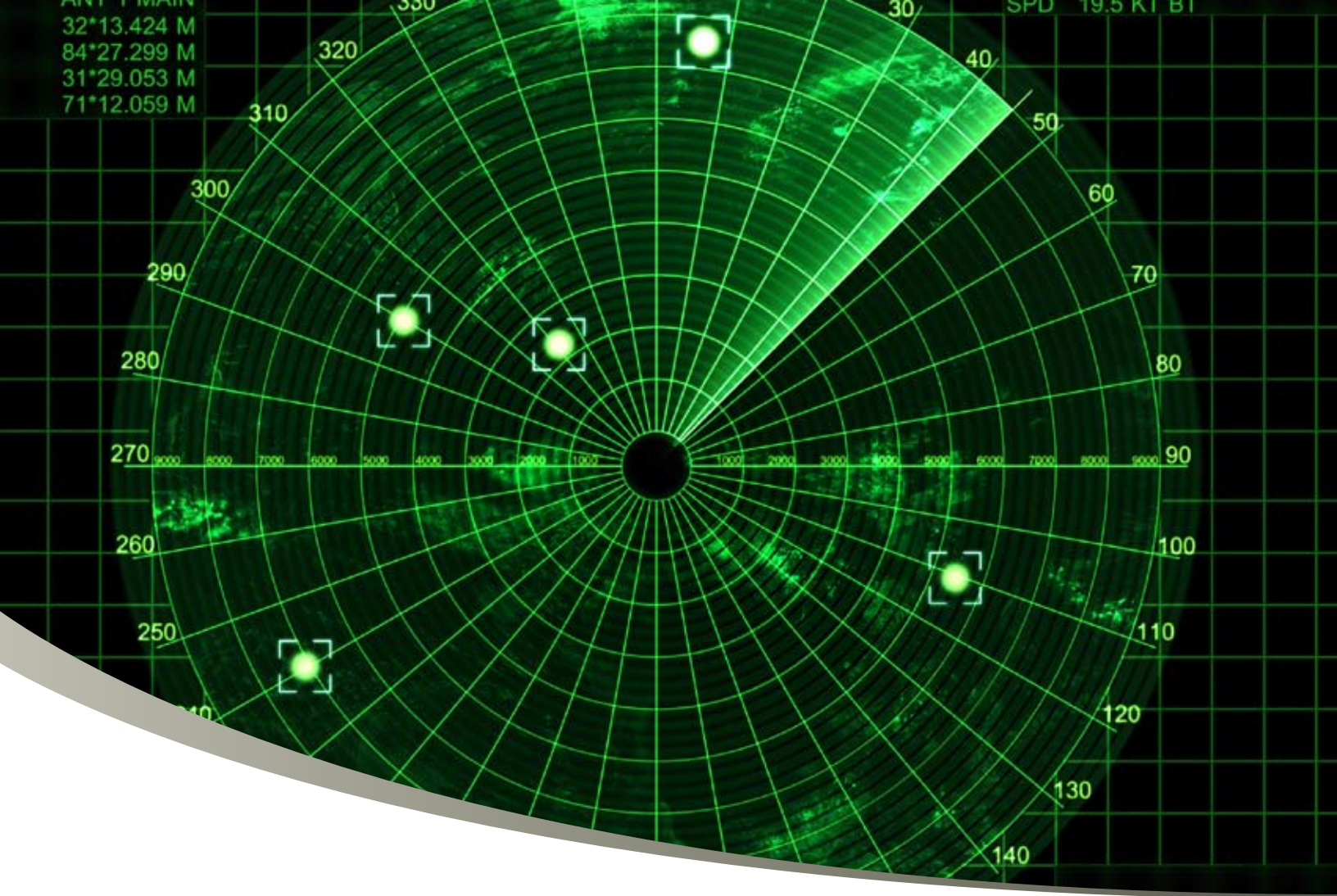


3. Lead Nurturing

Lead nurturing is about continuing the conversation using digital and personal contact with prospects. Studies show that 80% of leads not yet qualified will buy something within 24 months. Therefore lead nurturing represents a major opportunity to improve revenue with better qualified opportunities.

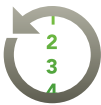
Our lead nurturing integrates three essential elements: Process – defines how leads will be communicated with and managed using data segmentation; People – personal contact allows the true intentions of a prospect to be validated. We use personal conversations following a defined methodology coupled with the lead database to assess, identify and determine whether a lead is a QSO. Technology – helps us streamline the nurturing process so the right resources are applied to the right prospects at the right time. Tools like lead scoring, web analytics and marketing dashboards help speed the process.

We deliver relevant communications by mapping content to the buying cycle. In the education phase, we use tools such as white papers, microsites, videos and webinars. As the prospect moves to the interest phase, we shift to comparison data or industry studies. In the preference phase, we offer brand-specific content to differentiate you from your competition. All of this helps your prospects move more quickly through the buying cycle.



Knowing where your **customers stand** at all times.

Essential to the success of any lead management process is lead scoring, opportunity handoff and lead funnel measurement of where prospects stand in the buying cycle. Our process contains three important steps that assure leads are properly tracked and measured:



4. Lead Scoring

Lead scoring quantifies each interaction between the prospect and your company, whether it's digital, physical or a phone call. Our lead scoring model uses a set of criteria to determine behaviors and guide the next action in the process. Scoring allows us to rank leads within the marketing funnel and better prioritize those in need of personal contact.

Our lead scoring approach integrates website/microsite metrics into the model and creates a digital record of a prospect's behavior based on certain criteria. We also use a feature called account optimization, a web-based research process, to make sure we're reaching all individuals involved in the buying decision.



5. Opportunity Handoff

Opportunity handoff is a seamless transition from marketing to sales. This critical step is where many marketing and sales teams struggle. We bridge the gap by developing a process that delivers a QSO that meets agreed-upon criteria.

Experience tells us that lead scoring alone is rarely indicative of the sales readiness of a lead. So we use BANFTO (Budget, Authority, Need, Timing, Fit and Other) analysis to determine sales readiness beyond what scoring can indicate.



6. Lead Funnel Measurement

A final important step in our process is lead funnel measurement and CRM integration. Comprehensive lead measurement gives marketers a better idea of the value of their marketing.

We believe effective lead management programs should offer a comprehensive, transparent view of the status of all leads. We make every digital and personal interaction visible on an executive dashboard containing a detailed micro-view of where each lead originated, the number of interactions, the lead score and additional customized attributes.

We also provide the ability to track the opportunities to revenue. When integrated with your CRM system, our lead management system provides essential sales pipeline information. This CRM integration enables greater accountability and ROI validation for the marketing programs and activities you administer.

“Being in front of your customers with relevant and timely information is always a competitive advantage. By using OppSource, we have a number of touch points that keep XATA top-of-mind in the marketplace.”

– LeAnn Castillo, Director of Marketing Communications, XATA Corporation

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Some see **marketing leads** as an end result.
We see them as the beginning of a **sales opportunity**.

Generating and nurturing leads into sales opportunities and creating demand is what OppSource is all about. We provide an essential connection between marketing and sales that can significantly improve your company's return on marketing investment. Our lead management process is more personalized than the one-dimensional automation solutions offered by other companies — and more cost-efficient because you don't need to hire on-staff expertise.

With OppSource, we combine personal contact, digital tools, and more focused communication to improve customer interaction — thus resulting in effective lead generation and better lead nurturing.

We start by capturing leads from all your marketing activities, while also using content marketing to generate new leads. Then we engage all prospects with valuable information, offers and news to position you as a trusted resource. We capture, track, qualify, nurture and score leads all along the way, so we know where prospects stand in the process. When they're ready to buy, you know them and they know you. OppSource even has the capability to set the appointment and deliver a sales-ready, qualified opportunity to your sales force.

If you're ready to extract more value from your company's marketing investment by creating leads and transforming them into revenue, talk to OppSource. We can help make sure your marketing leads actually lead somewhere.



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