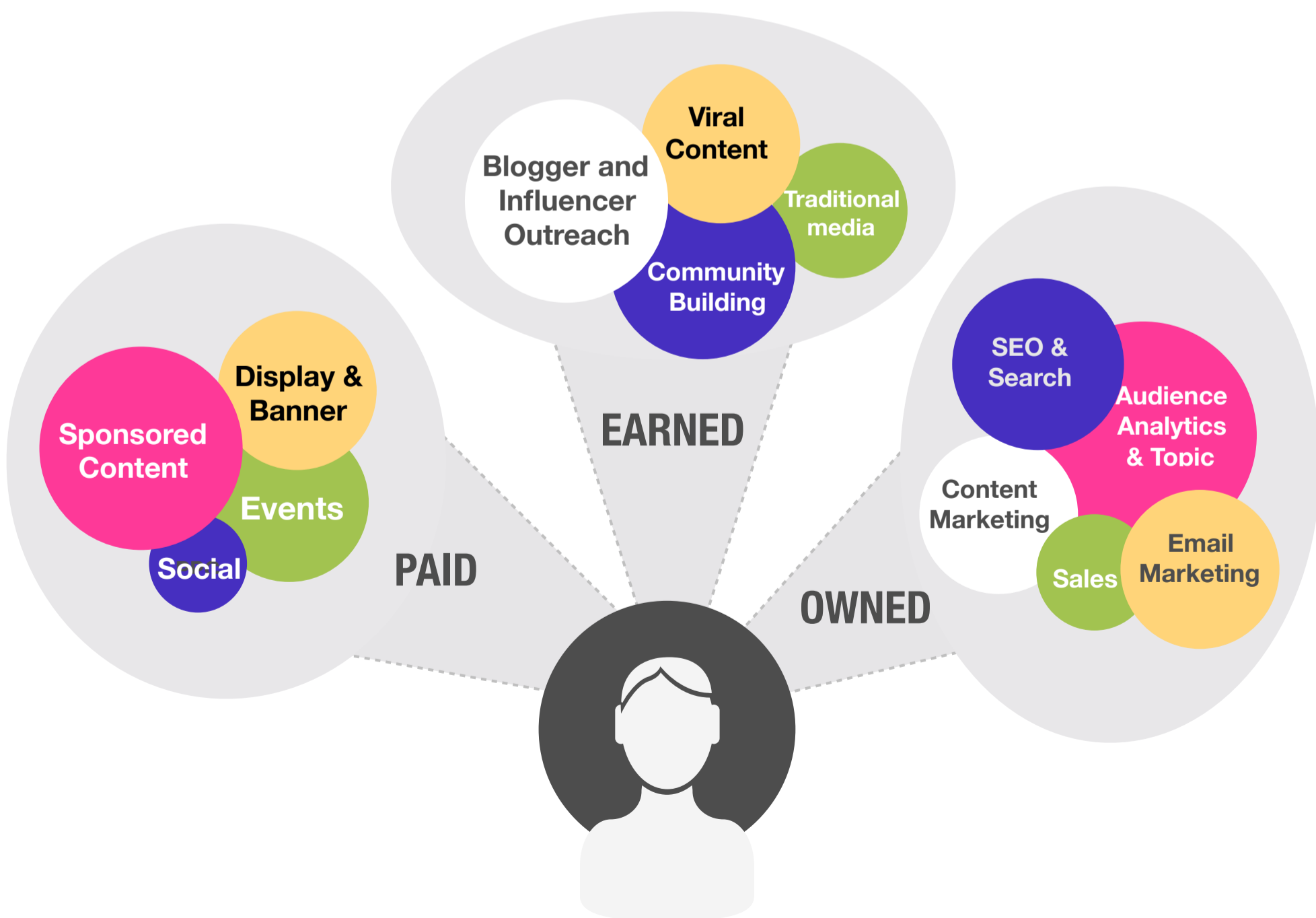


# LEAD GEN with a Small Team



# THE MARKET HAS CHANGED

With hundreds of social and search channels at their fingertips, consumers are in control. Your brand must be across **paid, earned, and owned**, and across each channel within those categories as well. **How can you possibly keep up**, with new channels introduced almost daily?



# LEAD GEN TEAM, PARTY OF ONE

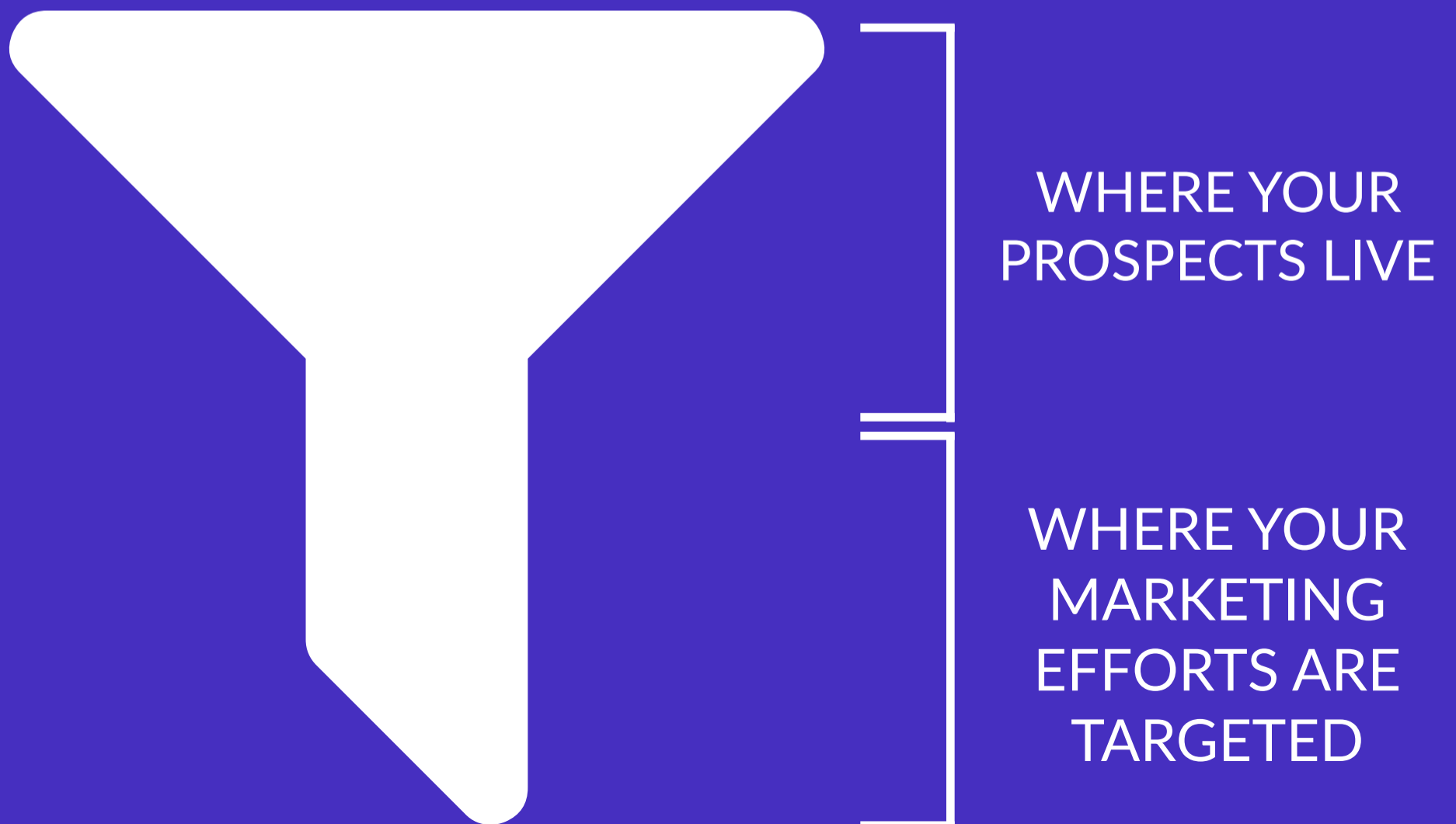
But what if that lead get team is just you? Running an effective lead get team is no small feat. There's a lot to consider to inform your marketing, sales, and growth strategies.



# ELEMENTS OF A LEAD GEN TEAM

First, Sales finds leads. Then, Marketing bombards them with emails and ads they don't really want to see. Finally, their spirit's been worn down so much that they finally buy your product or service. Efficient, effective, and transparent, right?

## OPPORTUNITIES



# ALWAYS ONE STEP BEHIND

Here's the problem: **You're only marketing to pre-existing customers.** You have no visibility about what's driving new opportunities, and you aren't using your resources appropriately.

Businesses must participate in the conversation online, or be eliminated from the sales process.



76% of buyers at least three social channels to research a product



93% of all purchase decisions begin with an online search

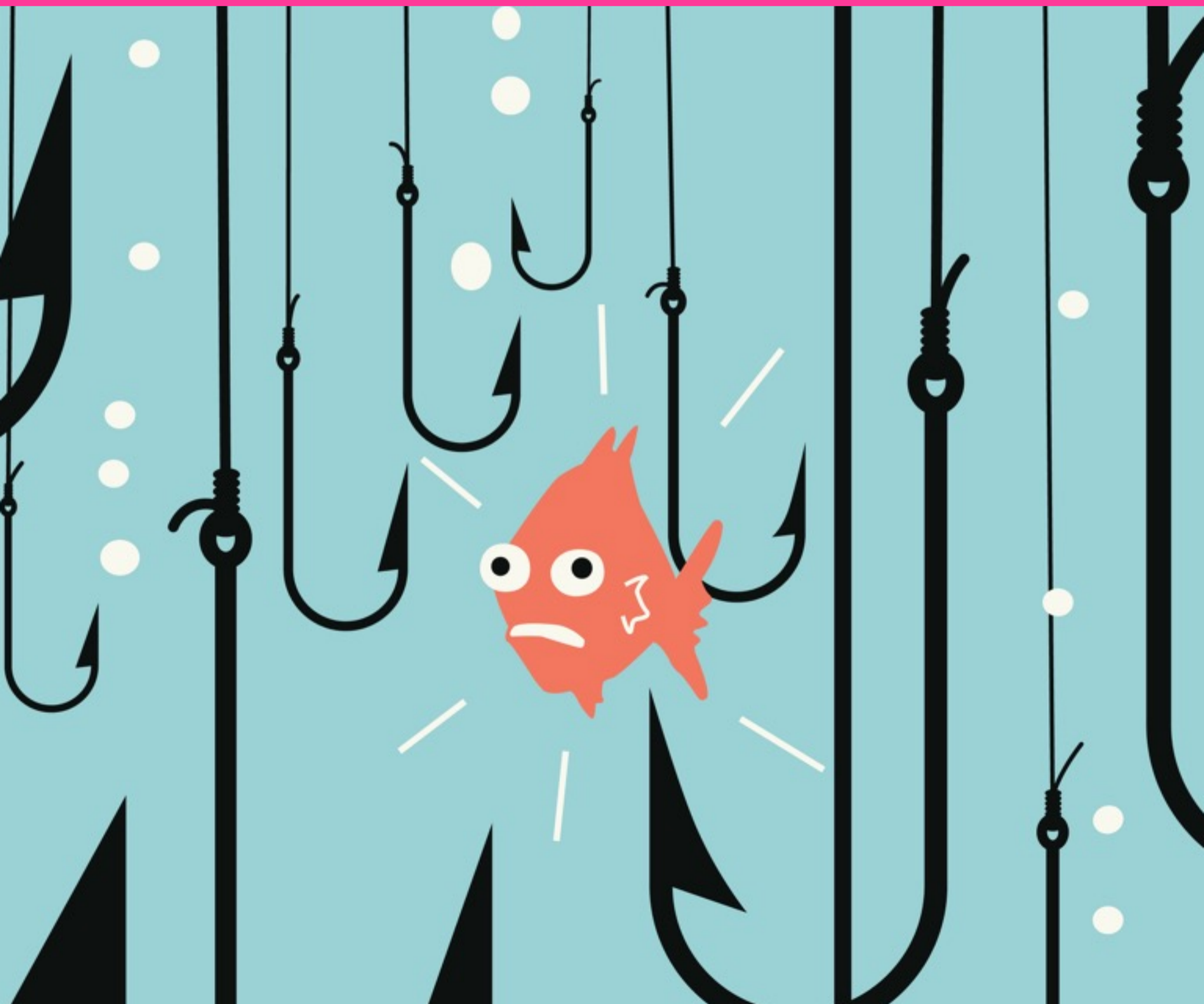


Social media conversion rates are 13% higher than all other methods

Did you  
get all  
that?

Phew. That's a lot to manage. And that's on top of running your business, performing administrative tasks, invoicing, content production, promotion...

**DON'T WORRY, YOU JUST HAVE TO DO THIS CONTINUALLY THROUGHOUT THE ENTIRETY OF YOUR TIME AS A BUSINESS.**



# THE GROWTH WAY

1. **Proactively identify** new audience members interested in your service or product
2. Find them across **every channel** they use and tailor your outreach to their behavior.
3. Reach your targets across multiple channels with **high-converting messaging**, specific to that channel.

Create automated, hyper-targeted campaigns for your clients that generate leads that convert, reports that prove your value, and messaging that penetrates every channel.

## DIGITALLY SURROUND WARM PROSPECTS

Pitch the influencers that sway your prospects



Follow your prospects to stay top of mind

Uniquely target using custom Facebook audiences



Offer incentives to try your product or service

Find your target customers

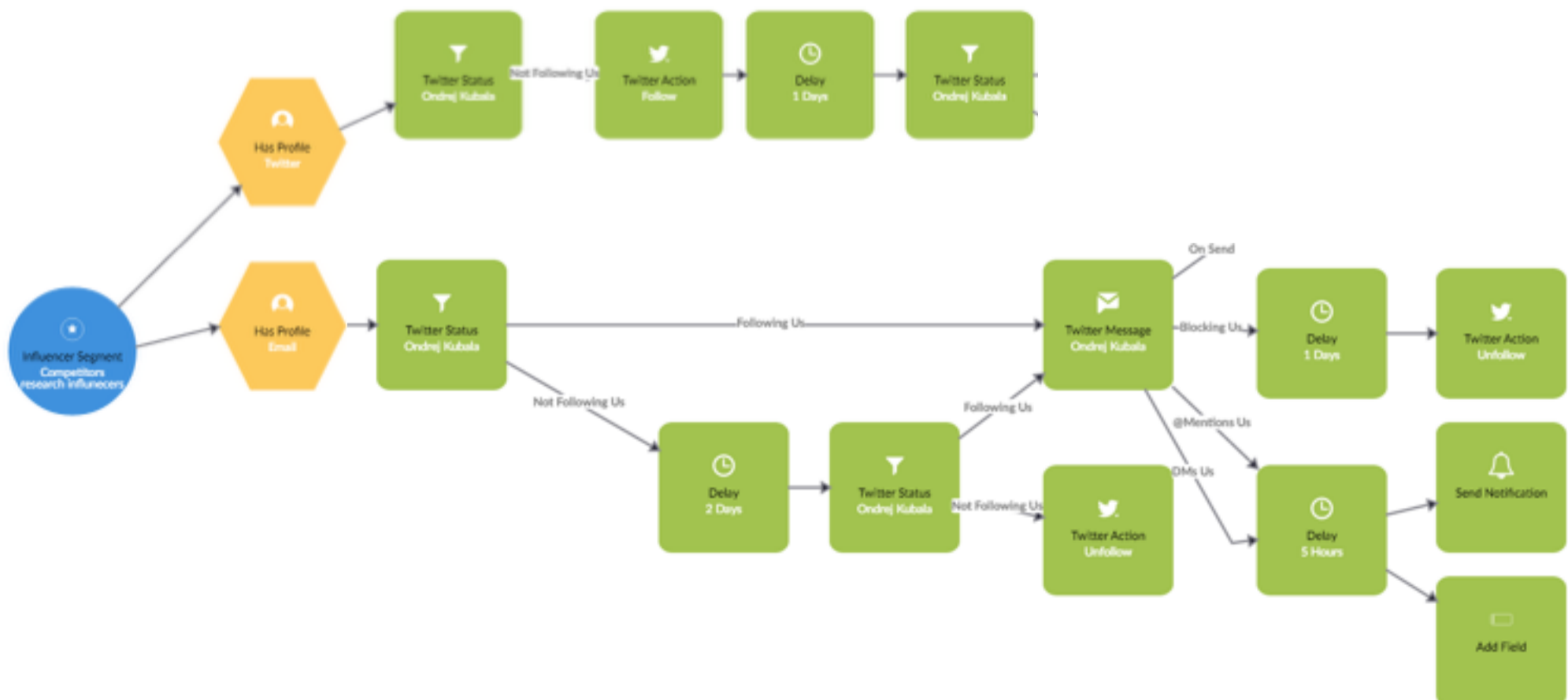


Convert prospects at all parts of the sales journey

# GET AHEAD OF THE GAME

Sales & Marketing should operate seamlessly to drive your growth. Optimize campaigns with **split testing, conversion tracking, and analytics**, and automate your execution for better, faster, and smarter campaigns, every time.

What if you could do this all automatically?





# MAKING IT SCALE

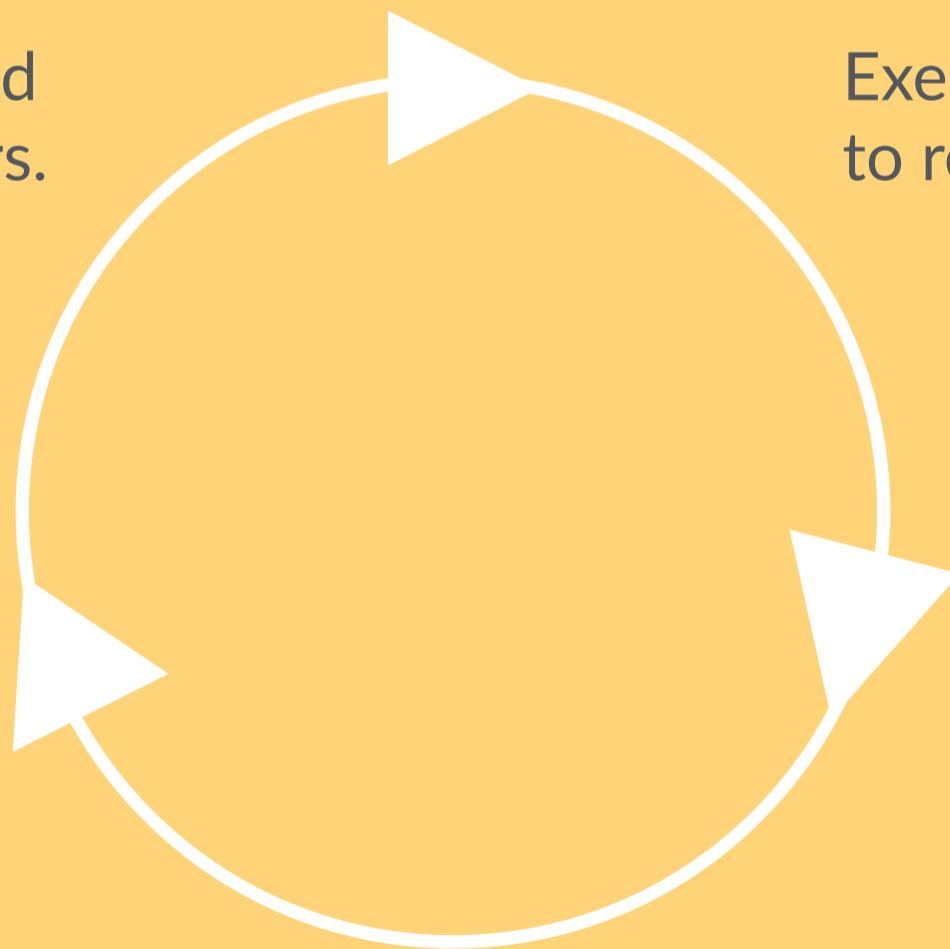
Traditional marketing automation may find audience members and launch campaigns, but it takes time, resources, and results to optimize.

You need a machine.

Identify untouched audience members.

Execute campaigns to reach them.

Review results to optimize next campaign.



# READY TO GET STARTED?

With Audenti, you can:



Identify your prospects and get in front of them with content, ads, or influencers with messaging they want to see.



Turn nurturing into closing by creating and delivering marketing messaging based on your audience member's unique marketing position.



Use social listening to make data-driven decisions about your marketing strategies.



Establish authority in your industry by listening, engaging, and targeting the top talkers in your audiences.



Identify the influencers that affect your bottom line, and have their most up-to-date contact information at your fingertips.



Generate demand for your product or service, ultimately driving more sales.

Ready to supercharge your campaigns? [Schedule your trial setup](#) to learn how Audenti can take your marketing to the next level.

[START MY TRIAL](#)