

## **Lead Generation and Nurturing**

### The Challenge

The oil and gas industry operates much the way it did in the 1980's, relying on legacy systems and manual processes. Lead generation for the A/C business unit consisted of "mining" trade magazines for leads and cold calling prospect premises. A long sales cycle further complicates the process.

#### The Solution

Leveraged Hubspot marketing automation and Vision CRM to create lead generation and nurturing programs. The programs leverage key contact points to gather leads and a simple 2 stream communications strategy. The streams were segmented by the prospects' stage within sales journey. This ensured that

the correct messages and delivery cadence were employed. Lead scoring models, based on lead source and asset consumption, were used to grade and disposition the lead status.

Content marketing assets include:

- Digital content
  - Case studies
  - White papers
  - Videos
  - Webinars
- Social media

#### The Customer

FMC Technologies is a leader in the oil and gas industry. The Automation and Controls division specializes in SCADA process control and back office software for the *midstream* market segment (pipelines, fuel terminals, and other facilities). The lead products are FuelFacs and Ucos.





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