

Accelerate Revenue Attainment and Client Acquisition

Bodi Marketing

Accelerate your revenue attainment and client acquisition utilizing targeted digital marketing and lead generation campaigns.

EMAIL LIST BUILDING AND SEGMENTATION

Bodi segments your leads into specific lists, according to their interest, demographics and other categories to provide personalized messaging through email. We'll help you set this up, as well as the forms to capture the information you need.

NURTURING EMAIL SEQUENCES

One-off emails rarely get someone to purchase your services. Leads (and clients) need to be nurtured with valuable information. We'll create these sequences for you and include compelling CTAs (calls-to-action) to get readers to click through.



Lead nurturing needs to take place once leads are generated. This is as important as generating them in the first place. According to Forrester, lead nurturing generates 50% more qualified leads at 33% less cost.

EMAIL IS ALIVE AND THRIVING...

offering an **average ROI of \$38 for every dollar spent** and is seen as the most effective channel for revenue generation.

An email **nurture campaign** is a series of emails that are sent based on a lead's behavior, which deliver timely, targeted information that helps guide the lead through the buying process.

As your prospect receives emails, they are presented with information to help them choose your product or service.

Drip marketing is a type of automated campaign focused on email, which allows you to send out a series of scheduled and personalized emails to your contact database over an extended period of time.

Generating open rates that are around **80% higher** and click-through rates that are **three-times higher** than those of single send emails, drip emails are a worthy investment over blast emails.


Whether the goal is nurturing new leads, retaining customers, or increasing company awareness, a drip campaign will help you get there.

Lead Generation Campaigns


LEAD GENERATION PROGRAM | PROCESS FLOW




FILL YOUR FUNNEL | ... WITH QUALIFIED LEADS



Prospects are sent targeted Content based on their Buyer Personas with specific Calls-To-Action (CTAs)

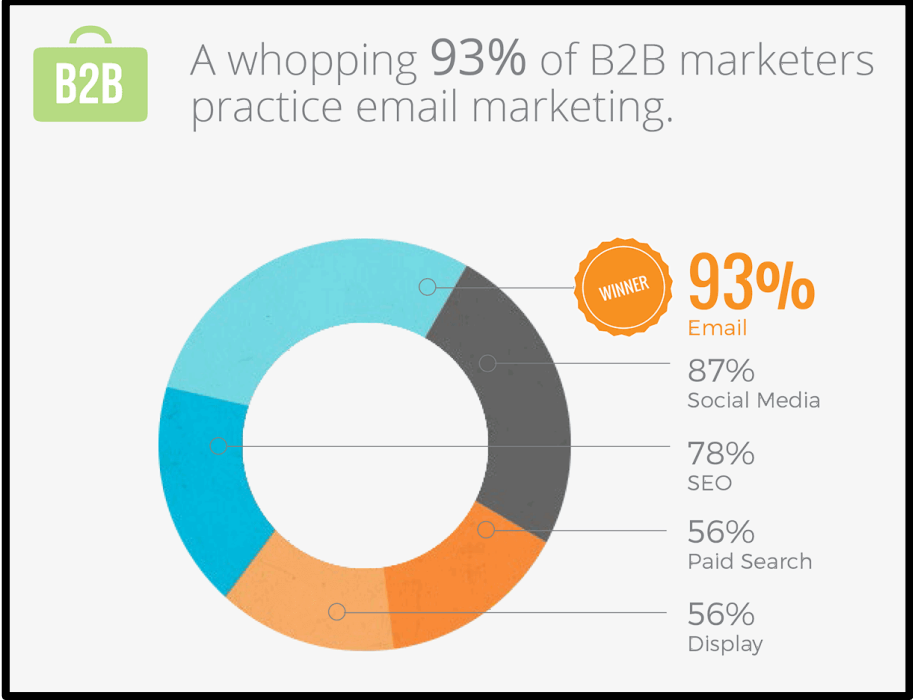


Prospect traffic (via CTAs) is driven to/through Client Website



Inbound Marketing Platform captures prospect data behind Client Website

Landing Pages
Gated Content/Lead Magnets



Bottom of the Funnel | We focus on generating Sales Accepted Leads – SALs who are ready to buy **NOW!**



digital marketing & demand generation

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