



Lead Generation: Double Registration MQLs

Our Double Registration MQL service takes a comprehensive approach. It involves engaging potential leads through multiple interactions, ensuring higher engagement and interest.

This method is ideal for nurturing Marketing Qualified Leads (MQLs) and building stronger relationships with potential customers.

Key Features:



Multi-Touch Engagement:

Engages prospects using two pieces of content at two unique times to build interest and familiarity.



Higher Lead Qualification:

Utilizes successive interactions to better qualify leads based on their engagement and responses.



Enhanced Lead Nurturing:

Provides tailored information over time to nurture leads through the sales funnel.



Weekly Newsletter Promotion:

Highlights your campaign in our weekly newsletter for ongoing exposure to a curated audience of professionals.



Tech Directory Listing:

Features your business in our tech directory to increase visibility to a targeted audience.



Social Media Amplification:

Leverages our strong social media presence to amplify your campaign's reach and engage a wider audience.



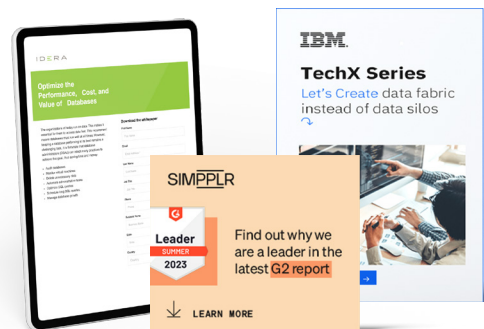
Lead Generation: Double Registration MQLs

Key Benefits:

- ✔ Cultivates more engaged and qualified leads
- ✔ Fosters deeper connections with potential customers
- ✔ Increases the likelihood of conversion through repeated engagement
- ✔ Builds trust and credibility over multiple interactions
- ✔ Amplifies online presence
- ✔ Reaches a targeted audience more effectively
- ✔ Sustained interest and engagement over time

Applying ABM and Intent Data:

- ✔ Incorporate ABM strategies into your Double Registration campaigns to create a personalized and focused experience for your high-value targets.
- ✔ Utilize Intent Data to understand and anticipate the needs of these accounts, enabling more effective and strategic follow-ups.



Regulatory Compliance:
Fully GDPR, CASL, and CCPA compliant.

Lead Verification and Validation:
Rigorous process to ensure lead authenticity.

TechInformed will deploy the most effective qualification techniques and frameworks for your lead generation campaign to maximise conversion – be it traditional BANT or modern alternatives, such as CHAMP, ANUM, FAINT, MEDDIC and others.