

Sagefrog Tip Sheet

Content Marketing that Drives the Sales Cycle

Content marketing takes time and expertise, and to gain true ROI – you need a well-defined, efficient strategy. The purpose of content marketing is to create valuable content that nurtures your prospective clients at each step of the sales cycle.

To do so, consider the questions that your prospects will have at each step of the sales cycle, and provide them with content that answers their questions and includes calls-to-action to guide them to the next step.



To start achieving the ROI that comes with a streamlined, process-driven content marketing strategy, consider the questions and considerations of your leads at each stage of the sales cycle. Once your content is developed, consider the channels you will use to deliver it to your leads. This may be email and direct mail, blogs and social media, phone calls and meetings. Be sure to integrate this strategy with your overall marketing effort to achieve maximum consistency, efficiency and ROI.

For more information, please contact Sagefrog Marketing Group at (215) 230-9024 or info@sagefrog.com.