

A person in a dark suit and tie is pointing their right index finger towards a glowing, semi-transparent square icon. The background is a blurred image of the same person.

LIGHTHOUSE ED360



Community

Inbound Marketing Program

Keeping The Spotlight On Your Community



wedaconnect.com

Inbound Marketing Program



Introduction

There is almost no direct relationship between the marketing dollars that go out and the prospects generated from traditional marketing methods. Communities continue to spend thousands of dollars on unproductive marketing solutions. Companies will only recognize your area if you have effective and memorable marketing, which does not need to cost you a fortune. WEDA's LIGHTHOUSE ED 360 program helps communities focus their marketing efforts on a more effective strategy while saving thousands of dollars.

Lead Nurturing

The main goal of our Lead Nurturing Program is to increase productivity through the efficiency of our automated marketing program. We use individual behavior and profile data to drive segmentation and email activity to get your community's brand recognized. We acquire leads from a variety of sources and send you the leads when they have "raised their hands" and indicated they are ready to talk.



Lead Nurturing Program Includes

- A customized welcome email to leads captured from conferences, trade shows, and online research.
- Two pre-qualification emails with a survey to further segment your marketing and determine who is ready to raise their hand and who needs to be filtered into nurturing for future endeavors.
- Nine additional touch points via email made throughout a 12-month period allowing one touch point per month.
 - 4 educational emails, 4 seasonal emails, and 4 perspective emails targeted about the community and its business leaders.*
- Full reporting and tracking of each prospect's history and activity scores to identify behavior and interests for future follow-up discussions.

Types of Lead Nurturing Programs

- Welcome Campaigns
- Re-Engagement
- Promotion of Existing Buildings and Sites
- Referral and Loyalty Programs from Local Businesses
- Groundbreaking News and Announcements
- Appointment Setting
- Educational Campaigns About the Area



Inbound Marketing Program



The Power of Automation

By using WEDA's marketing automation and lead nurturing programs, you can focus directly on priorities while your custom nurturing program does the follow-up work for you.

This includes:

- Developing an increased interest in your community by nurturing previous and current project suspects
- Using individual behavior to profile leads, gather data, and respond accordingly in a timely manner
- Automatically score leads based on your defined criteria and route these qualified leads through the appropriate channels
- Increasing site inquiries by allowing constant mining of qualified leads through proven channels of marketing
- Remaining on the radar scope of identified active projects
- Doing more with fewer resources in a strategic and consistent format that allows for tracking and measuring success



Most EDs are too busy to effectively monitor and follow up with their prospects on a consistent basis. LIGHTHOUSE ED360 performs these tasks for you.

Lead Nurturing Program Specifics

- ✓ Discovery Day with our team to tour and identify targets which defines the follow-up and qualification process of each contact
- ✓ Up to 2,000 contacts to be nurtured
- ✓ Automated drip campaign with up to 12 touch points
- ✓ One standard lead conversion form
- ✓ Continual A/B split testing for consistent improvement of conversions
- ✓ Monthly updated reports of prospects as they move through the nurturing process
- ✓ Allow prospects to “raise their hand” at any step along the way and actively engage with you

Summary

An efficient and memorable marketing program is essential for your community's name to be recognized by key decision makers. Effective and consistent follow-up and follow-through can make the difference between someone landing in your community or choosing an alternative location. WEDA's marketing team uses your information and a corporate site locator's perspective to create a LIGHTHOUSE ED360 Program tailored to keep your area in the spotlight and on the minds of your best prospects.

