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Keep

It

Simple

Stupid

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ROCKET - SEO, CRO AND PAID ADVERTISING | **NO**

INFUNNEL - LEAD MANAGEMENT THROUGH MARKETING AUTOMATION & CRM | **SE**

NOVACARE - MANAGING, MAINTAINING, AND SUPPORTING .NET-BASED SOLUTIONS | **NO**

POINT TAKEN - FULL SERVICE DELIVERY ON ALL OF MICROSOFT'S KEY CLOUD SOLUTIONS | **NO**

PINEBERRY - SEO AND ADVERTISING ON GOOGLE, FACEBOOK, AMAZON, INSTAGRAM AND YOUTUBE | **SE**

NORTHERN BEAT - USER EXPERIENCES THAT ENGAGES, CONVERTS, AND EXCITES | **NO**

NOVANET - APPLICATION DEVELOPMENT AND INTEGRATION ON THE MICROSOFT .NET PLATFORM | **NO**

EPINOVA - WEBSITES, E-COMMERCE, AND INTRANETS IN OPTIMIZELY CMS / COMMERCE **SE | NO**

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+5hg

Herring
Tradition says that you start a julbord at the cold seafood buffet first

+2kg

Meatballs
Let's head to the warm dishes part of the buffet. Like the köttbullar (meatballs).

+1kg

Ham
Time to move on to the second course: the cold meats. This round includes the julskinka

+1kg

Jansson
Since the potato is a relatively late arrival to Sweden, Janssons frestelse is a more modern addition to the spread.

+3kg

Dessert
Eventually, it's time for dessert and/or cheese with crackers, finished off with some coffee and perhaps a few sweets and rice pudding (ris à la Malta)
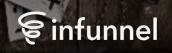
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Is there a perfect journey?

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Is there a perfect journey?

1.USER

A unique user / visitor in clients digital channels

2.LEAD

An identified person, we have the contact information, such as an e-mail

3.MQL

Marketing Qualified Lead - A lead qualified by Marketing for handover to sales

4.SAL

Sales Accepted Lead - A lead that sales think is good and chooses to continue working on

5.SQL

Sales Qualified Lead - After being in contact with the lead, this is still interesting

6.WON

Client has closed a deal

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1 2 3 4 5 6

1. Set the definitions - MQL, SQL, FNL...

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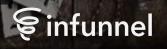According to the Power Rule of Exponents....

3 Steps
3 Themes
3 Personas

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1. Set the definitions - MQL, SQL, FNL...

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	Persona	Stage	Theme
Article A BOFU	Cost	CEO	
Whitepaper B TOFU	ROI	CFO	
Infographic C BOFU	Design	CMO	
Movieclip D MOFU	ROI	CMO	
E-book E		CFO	

2. Structure content - in Excel (What?)

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CEO:s **interested in ROI**, with a **lead scoring higher than X**, at a **company with 1000+ employes** in the **energy sector**. **With a moustache.**

3. Data-driven automation stop guessing ;)

of USERS
A unique user / visitor in clients digital channels

of LEADS
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of MQL
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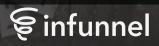
of WON
Client has closed a deal

/Campaign

/Time

/Area

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4. Find the correct KPIs - that can be measured!

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