

Convert Content Downloads into Revenue Pipeline



Shift Mindset

Lead Gen ≠ Lead Conversion: Content downloads signal topic curiosity, not sales readiness.

Goal: Maximize revenue impact from every download lead.



The 3-Phase Execution Roadmap

1

Pre-Campaign: Define What Success Looks Like



Target the Committee:

Engage key decision-makers and influencers beyond just your Ideal Customer Profile (ICP). Enterprise purchases involve an average of 13 decision-makers across 3+ departments. *



Set the Playbook Early:

Define lead ownership, routing, contact SLAs, and multi-channel follow-up cadences before launch.

2

Mid-Campaign: Speed, Context and Feedback Matter



Engage in 24–48 Hours:

Timely outreach prevents lead decay and maintains momentum.



Focus on Their Problem:

Frame outreach around core business challenges rather than specific download titles.



Provide Value First:

Use multi-touch nurturing (email, phone, social) to build trust instead of aggressively pushing for meetings.

3

Post-Campaign: Nurture Converts into Pipeline



Maintain Mindshare:

Deploy personalized email sequences to stay top-of-mind throughout the 3–9 month buying cycle.+



Close the Loop:

Seamlessly connect targeting, lead generation, follow-up, and nurturing into one continuous revenue engine.



Take Action

Next Step: Contact our team today to build a custom lead management strategy for your business.

www.futureb2b.com/#get-in-touch