

DELIVERING DEMAND, LEADS AND LOYALTY

Introducing Convert!

BEYOND THE LEAD

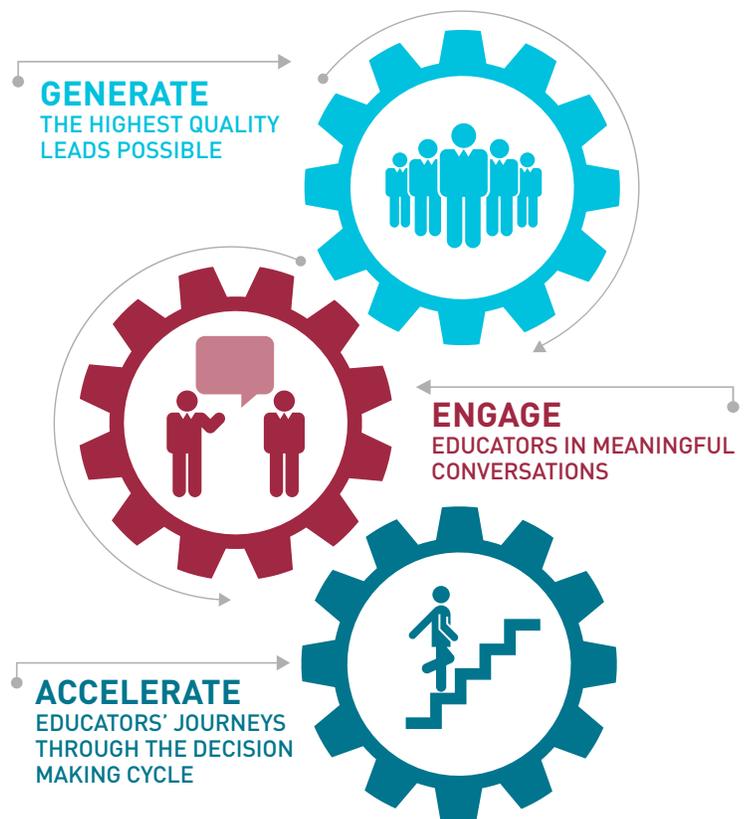
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The education market is a crowded space. There is a lot of competition for educators' attention, mindshare and budgets. So how can your company stand out and gain a competitive edge? Using strategic lead engagement.

Strategic lead engagement nurtures and builds educators' interest with a steady flow of information about solutions that are highly relevant to the challenges they are facing. This process can accelerate the decision making process by:

- Keeping your company top-of-mind with educators
- Addressing common questions, concerns and information needs proactively
- Engaging in authentic, meaningful dialogue with customers and prospects
- Building the credibility of your company

Convert! provides education businesses with the knowledge and tools to implement lead engagement programs focused on conversations that deliver results. Through a partnership with PR with Panache!, we offer both strategic consulting and implementation services to help you generate the highest quality leads possible and accelerate educators' journeys through the decision making cycle.



WANT TO KNOW MORE? Contact your Agile Account Executive to discuss your business goals and how lead engagement can help you achieve them.

Lead engagement from planning to campaign execution

The Convert! team is skilled at the entire lead engagement process, from full program planning and execution to ongoing management and analysis. Whether your company is brand new to lead engagement or would like ideas to increase the effectiveness of an existing program, Convert! is ready to offer our assistance. Depending on your needs, Convert! provides:



The know-how and experience to generate and nurture high quality leads

Educators tune out when companies constantly sell and never share. Sales and marketing in today's education market is a dialogue not a monologue. Strategic lead engagement with Convert! builds trust and confidence with the educators you want as customers.

For help starting and maintaining your dialogue with educators, get in touch with your Agile Account Executive.