



**HSM4LEAD**

**ACTIONS DEDICATED TO  
SALE BASED ON LEADS**



# HSM4LEAD

LEAD GENERATION

LEAD NURTURING

CUSTOMER RETENTION

FULL CUSTOMER JOURNEY CAMPAIGNS

The Customer Journey of every customer means going through the following phases of interest in the company's products and services until reaching conversion and the state of loyalty. Complementary competencies of Bluerank and Hitspot Media guarantee the efficient guidance - **all the way their brand journey.**

# HSM4LEAD

## LEAD GENERATION

Full support in obtaining leads. Using scoring methods, we analyze users behaviors and draw conclusions to be more effective in our actions. Our campaigns help to build and maximize the potential of the upper stages of the sales funnel, on the basis of customer journey path.



[CLICK HERE TO SEE OUR CASE STUDY](#)



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## LEAD NURTURING

The first contact with a potential client is just the beginning of a long path.

The key to the success of our campaigns is to build the right image and awareness among potential customers, by personalizing the message for each user and displaying it in all of channels.

It allows to increase the purchasing potential of users.



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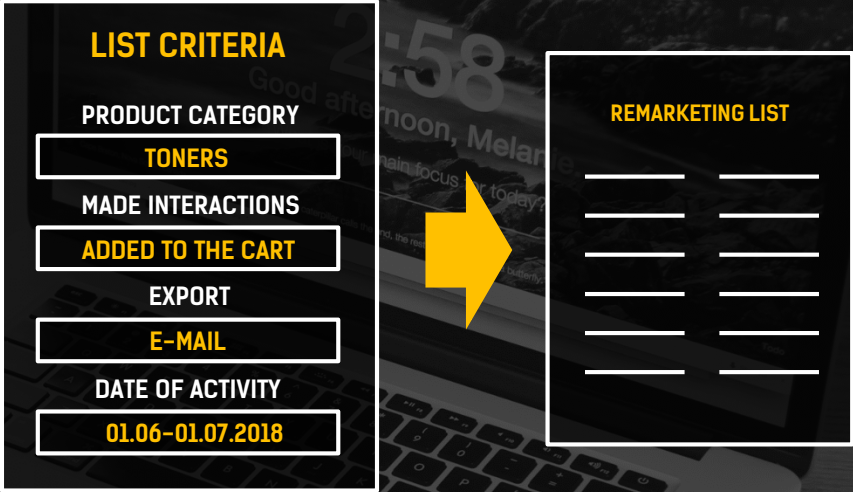
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## CUSTOMER RETENTION

he keeping of existing customers is just as important as acquisition. The cost of detaining the client is five times smaller than obtaining a new one<sup>1</sup>.

Our campaigns allows you to direct your communication to inactive or retention-ready clients by using smart lists.

The operation is based on the selected criteria in the CRM database.



<sup>1</sup> Invesp, „Customer Acquisition Vs. Retention Costs – Statistics And Trends”

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THANKS TO OUR EXPERIENCE,  
WE ARE ABLE TO CREATE DEDICATED  
SOLUTIONS TAILORED TO THE NEEDS  
OF YOUR BUSINESS

FINANCE / BANKING

PERMAMENT SERVICES

**B2B**

WHOLESALE TRADE

INVESTMENTS

REAL ESTATE

EVENT INDUSTRY

AUTOMOTIVE

SOFTWARE DEVELOPMENT

SAAS

TELECOM

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