

NURTURE

At the heart of what we do our NURTURE Programme is a blended multi-channel lead nurturing programme to generate a consistent supply of highly qualified new business sales opportunities.

With each client we agree and deliver a contact strategy and nurturing model that utilises an appropriate mix of online and offline channels to deliver New Business Generation campaigns that:

- **Generate highly qualified new business opportunities**
- **Build brand and product awareness**
- **Track and act on digital responses**
- **Nurture warm relationships for future opportunity**

To generate a consistent flow of high quality new business opportunities for your sales team NURTURE is centred on creating and nurturing a qualified prospect universe, using telemarketing and email to build a relationship with your prospects.

NURTURE will complement and enhance your other marketing activity, as a dedicated New Business Lead Generation programme that works not just alongside, but integrated into your other activity, bringing it all together into an effective programme **completely focused on finding, and winning, new business.**

The exact channels that we use and how much we undertake directly or interact with your existing activity will depend on your particular situation. Whatever the exact mix, NURTURE will always be focused on **engaging with your prospects to convert them into opportunities.**

ACCELERATOR

New Business Generation Programmes



ACCELERATOR is a suite of powerful New Business Generation Programmes - consistently delivering, and exceeding, the marketing objectives and sales results our clients tell us they are looking for.

Whatever your market, your starting point or your objectives we have a programme to suit you.

ACCELERATOR works for all B2B organisations, whether you are a SME looking for a complete solution or a large enterprise wanting to accelerate or explore a particular vertical, sector, geography or product.

Talk to us today to find out more and get started!

The Newbury Group is a new type of agency, 100% focused on the process of new business acquisition in B2B. Success for us is delivering to our clients continually improving ROI: by supplying a consistent flow of high quality leads, driving down cost per lead over time and supporting improved sales conversion rates.