



# CREATING A CUSTOMER-DRIVEN NURTURE AND LEAD QUALIFYING PROCESS

**PITNEY BOWES:** ENTERPRISE LEAD SCORING  
AND LEAD NURTURING



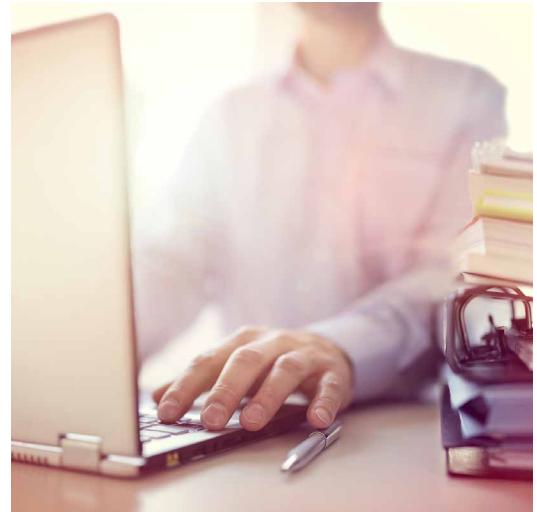


Pitney Bowes, Inc. is a provider of global e-commerce solutions, shipping and mailing products, location intelligence, and customer engagement and customer information management solutions. Pitney Bowes serves 90% of Fortune 500 companies, supports 1.5 million small businesses and employs over 15,000 people internationally.

## 1. Pitney Bowes' Pain Points

Pitney Bowes was facing challenges common to many enterprise-level companies:

- Creating effective lead nurturing campaigns
- Measuring lead nurturing campaign results
- Generating qualified leads for its sales teams
- Developing lead scoring models for all business units
- Maximizing the efficiency of its CRM (Salesforce.com)



*"Square 2 Marketing is unlike any other agency as they are truly a full-service, interactive one as they deliver the nurture content and scoring model with pinpoint precision with all the details and their methodology all in a comprehensive document. What distinguishes them from most agencies is that they want to learn about our business and care deeply about the results of their finished product."*

**- Darren Senzon, Global Email Marketing Automation Manager**



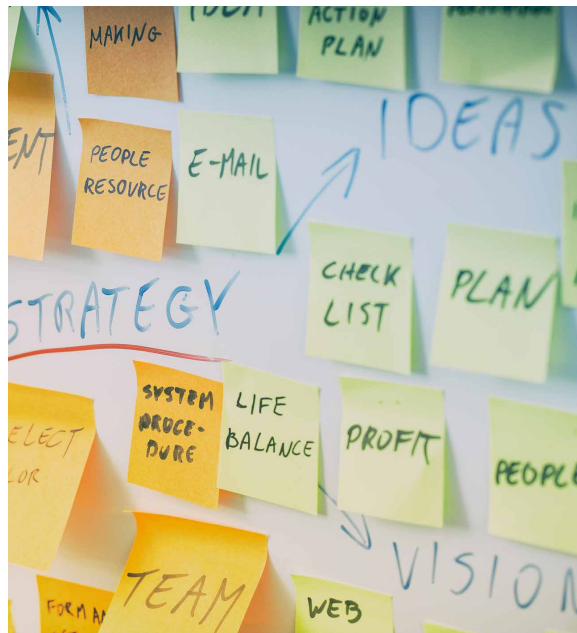
## 2. How We Helped

The Square 2 Marketing (formerly BlueBird Strategies) team assisted with the following:

- A systematic lead nurturing methodology
- A faster, simpler model for lead management
- A scalable process to create lead scoring models that optimized each business unit
- An implementation roadmap, including a scalable rollout plan for future campaigns

The team developed a strategy to integrate content marketing, lead generation, lead scoring and lead nurturing. Team members developed a systematic lead nurturing methodology that included content mapping, buyer journey stages, lead scoring fields and contact points throughout the sales process.

The Square 2 Marketing team coordinated and worked with Pitney Bowes' sales and marketing departments to generate interest and input from each business unit as the lead scoring and lead nurturing models were developed. Team members created individualized scoring models, incorporating Pitney Bowes' feedback to bolster sales and marketing alignment.



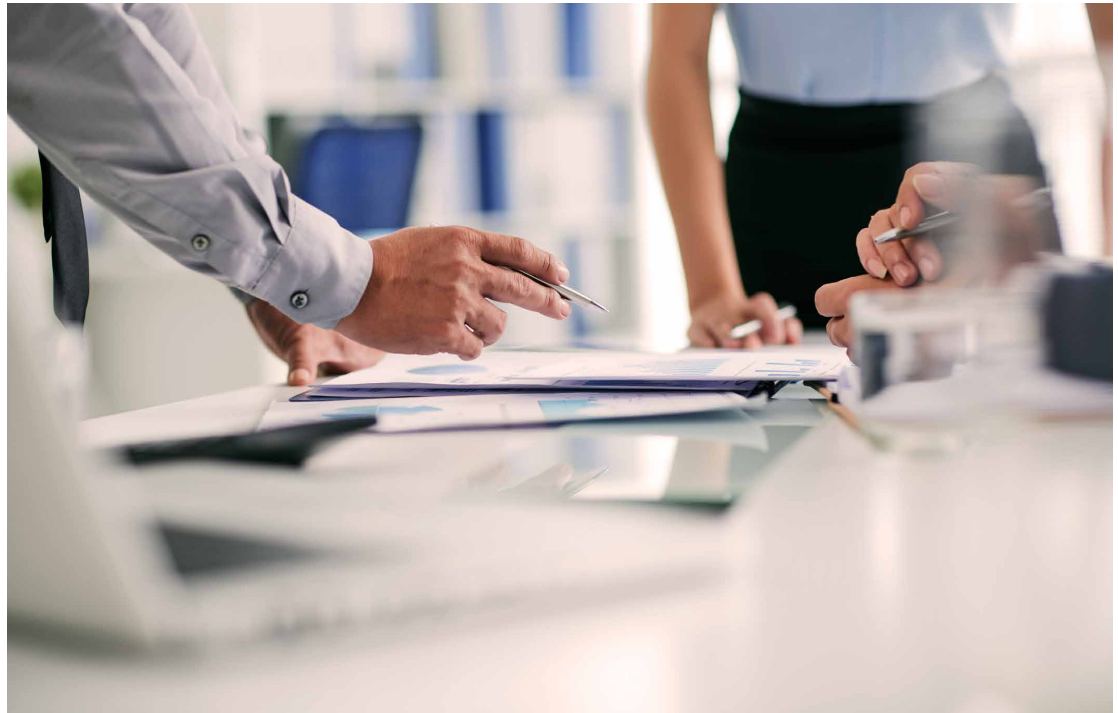
*“One of the things I really liked about working with Square 2 Marketing is that they worked with us as an extension of our internal team and not like an outside consultant. They quickly learned about our line of business and guided us through the process of developing our nurture streams.”*

**- Christine Martin, Director,  
Enterprise Solutions**



### 3. Results, Return On Investment And Future Plans

Pitney Bowes gained a deeper and more complex view of how lead nurturing and lead scoring models should be developed and implemented. The lead nurturing campaigns shifted focus from Pitney Bowes' products to its customers, resulting in greater engagement and more qualified prospects. The lead nurturing campaigns have been so effective that Pitney Bowes is already planning for additional campaigns for other business units.



*"Square 2 Marketing simplified complex processes, shared best practices and guided us to make the right business decisions for everything from design to implementation. It would have taken us at least twice as long to create and implement our nurture stream had we not worked with them. They took ownership of every detail and made sure that the finished product turned out right. As a result of my experience, I am looking forward to working with them on my next automated nurture stream. They really added a lot of value."*

**- Christine Martin, Director, Enterprise Solutions**





Pitney Bowes, Inc. is a provider of global e-commerce solutions, shipping and mailing products, location intelligence, and customer engagement and customer information management solutions. Pitney Bowes serves 90% of Fortune 500 companies, supports 1.5 million small businesses and employs over 15,000 people internationally.

Pitney Bowes thrives on helping its clients navigate the world of commerce. They provide data so businesses can reach their best customers. They enable the sending of parcels and packages across the globe, and they secure payments through statements and invoices to keep their clients moving forward.

To learn more about Pitney Bowes, visit [www.pitneybowes.com](http://www.pitneybowes.com).



Square 2 Marketing is a full-service inbound marketing, inbound sales and revenue acceleration agency designed to do one thing: help our clients hit their revenue goals. We have three practice areas that work with clients to support their sales and marketing goals.

The Technology Practice helps marketing departments with the selection, deployment and integration of marketing automation, CRM and sales acceleration tools. This practice configures tools to support lead management processes, implements marketing campaigns and provides analytics on campaign effectiveness.

The Campaign Practice helps marketing executives establish a demand generation, content and campaign strategy; define buyer personas; and fill gaps within their company's current marketing or sales operations. This practice supports lead nurturing, website build, customer advocacy, content development and many other tactical programs.

The Inbound Practice is for companies that want us to handle full "click-to-close" planning, building and optimizing the inbound tactics required to push them beyond their revenue goals.

For more information on Square 2 Marketing, visit [www.square2marketing.com](http://www.square2marketing.com).