



# MOFU TO BOFU

## BEST PRACTICES CHECKLIST

- ✓ **Break data silos:** Share data sets siloed in marketing or sales departments, so both teams can benefit from each other's insights.
- ✓ **Leverage SDRs' input to craft content:** Collect insights on your leads' needs and pain points to create content that resonates better with your audience.
- ✓ **Establish shared KPIs:** Sharing marketing and sales KPIs is important to ensure continuity throughout the client experience and having both teams work toward the same brand goals.
- ✓ **Action SDRs' feedback to address bottlenecks in the buyer's journey:**  
Due to their direct contact with your audience, SDRs can offer valuable insight on what elements of the buyer's journey are preventing conversions.
- ✓ **Promote thought leadership:** Cement your brand's authority in its field, building trust and demonstrating the unique value proposition (UVP) of your solutions.
- ✓ **Address common questions and objections:** Preemptively act on your audience's most frequent objections to enable leads' decision making in your favor when considering solutions.
- ✓ **Keep track of your audience's evolving challenges:** As leads progress through your sales funnel, their pain points and demands also change, especially in long-term campaigns.
- ✓ **Diversify nurture channels:** Employ omnichannel marketing strategies to offer leads a cohesive and enjoyable brand experience.