



DO LEAD GENERATION RIGHT!

And get the best ROI with us.



WE ARE EXPERTS IN LEAD GENERATION

LEADS MARKETING KIT



** Former CIO America Latina



** Former PC World en Español



- HAP Group's strong editorial content platform brings together an important community of IT decision-makers throughout Latin America and Spain.
- Our web sites provide great value to your marketing needs positioning your brand to a target audience, developing conversion campaigns towards strategic content to boost your business and generate leads, or whatever is your strategy: fully customizable.
- For 12 years plus we have tested & perfected our lead generation capacity for our clients.
- In the last five years we have increased our lead production capacity by 23% year-over-year.
- By the end of 2023, we broke our own records by generating thousands of leads for clients such as: Microsoft, AWS, Google Cloud, HP, Deloitte, among others.



What distinguishes us as your ally in B2B Lead Generation?

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Flexibility

Our fully custom-made campaigns adjust to the client's needs, all of them with our proprietary multiple touch strategy.

Capacity to deliver multiple assets

For specific targets and geos.

Content creation by experts and committed teams

to achieving metrics and results for each campaign: content strategists, editors, database managers and call centers across countries.

A powerful community of IT leaders

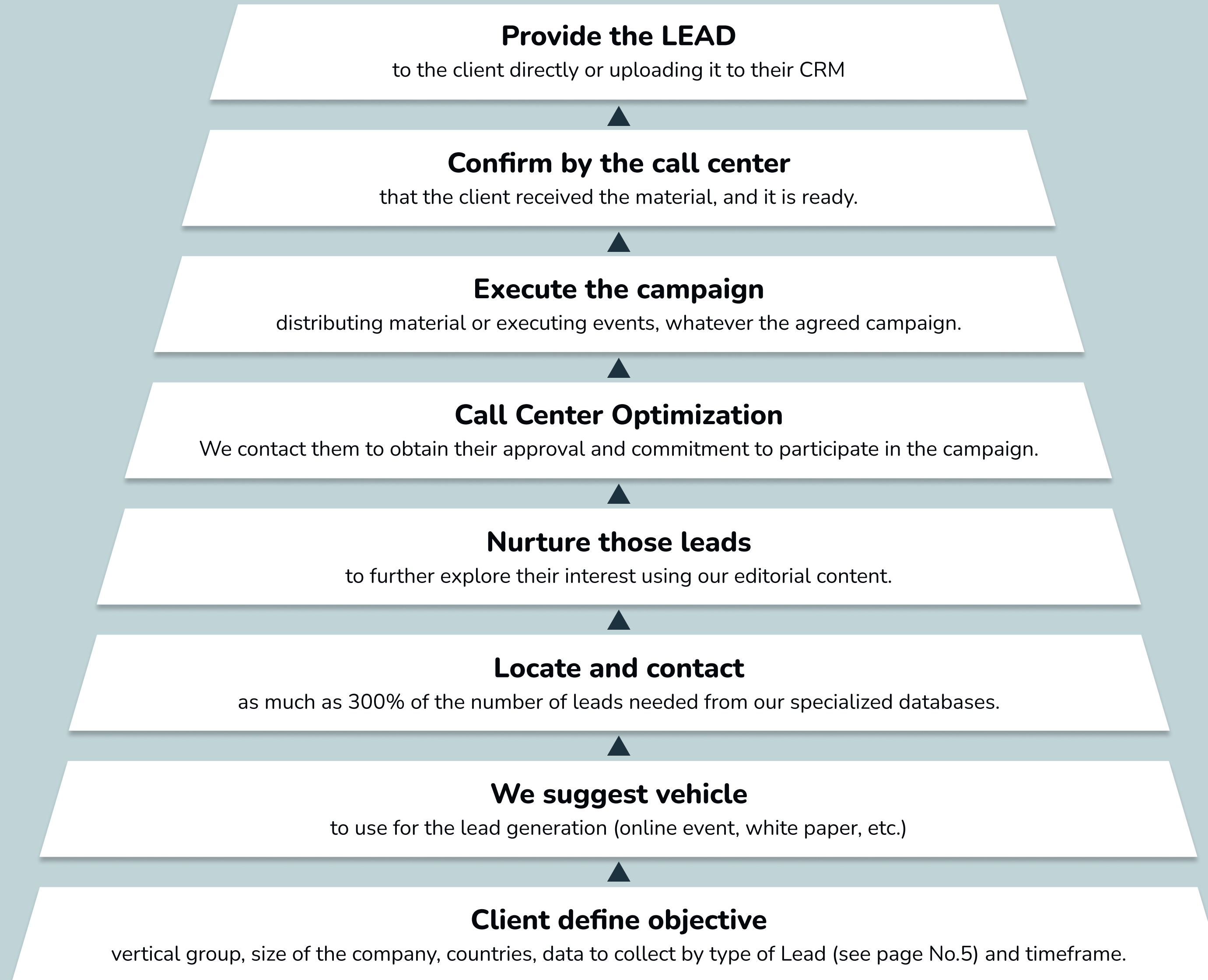
580,000 contacts and counting, in our database.

Experience

Tens of Thousands of leads generated in the last recent years for different clients for multiple types of campaigns provide us with solid experience to share best practices for our clients throughout the development of each campaign.

How do we do it?

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What types of leads can we generate?

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SQL Lead

A marketing qualified lead is a prospect who has shown interest in your company's product or service by taking any action that indicates interest (downloading content, attending a webinar, etc.). MQLs require additional nurturing before you can pass them on to your sales team.

BANT LEAD

A BANT lead assesses the readiness of a potential customer for the sales process. BANT is an acronym that stands for Budget, Authority, Need, and Timeline. By applying the BANT framework, sales teams prioritize and qualify leads based on these fundamental criteria, enabling more effective resource allocation and increased efficiency in the sales process.

SQL

A SQL (Sales Qualified Lead) is a lead that has thoroughly evaluated and determined to have a high likelihood of becoming a customer. This stage in the lead qualification process signifies that the lead is not only interested in the product or service but also meets specific criteria indicating readiness for direct sales engagement.

The criteria for identifying a Sales Qualified Lead include factors like:

- **Interest and Engagement:** The lead has demonstrated genuine interest in the product or service through interactions with marketing materials, website visits, or other engagements.
- **Fit with Ideal Customer Profile (ICP):** The lead aligns with the characteristics of an ideal customer as defined by the company. This includes factors such as industry, company size, and specific needs that match the company's offerings.
- **Buying Signals:** There are clear indications that the lead is in the buying stage, such as requesting a demo, asking detailed product/service questions, or expressing a strong intent to make a purchase.





So, are you ready to optimize your ROI in lead generation campaigns?
Select the right partner and contact us:

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