

# Lifecycle & Nurture Systems

Convert more leads – without overwhelming Sales or bloating your database



## The Problem This Solves

Most companies don't have a lead volume problem. They have a **conversion and readiness problem**.

- Leads enter HubSpot at different stages of awareness but receive the same messaging
- Sales complains leads aren't ready – Marketing disagrees
- Cold, unengaged leads inflate scores and clutter the database
- Buyers who *aren't ready yet* fall into a black hole

The result: lost opportunities, wasted spend, and friction between teams.

## HIVE's Philosophy

At HIVE, we believe **buyers should be met where they are – not forced through a funnel**.

Lifecycle & Nurture Systems are about:

- Respecting buyer intent
- Creating momentum without pressure
- Ensuring Sales only engages when readiness is real

This package is about **conversion mechanics**, not revenue reporting or forecasting.

## What We Build (In This Order)



### **1. Company-Wide Lifecycle Alignment (Foundation)**

Before automation begins, we align Marketing, Sales, and Leadership using **HIVE's lifecycle worksheet** to define:

- What qualifies a lead as **MQL**
- What signals indicate **SQL**
- What triggers recycling or suppression
- When ownership moves between teams

These definitions are agreed upon cross-functionally and then enforced directly in HubSpot.

### **2. Buyer-Stage Nurture Journey Architecture**

We design and implement **three dynamic nurture journeys**, aligned to real buyer behavior:

- **Awareness Stage:** Education, problem framing, trust building
- **Consideration Stage:** Solution exploration, differentiation, credibility
- **Decision Stage:** Readiness signals, validation, sales enablement

Contacts move between journeys based on **engagement and intent**, not static timelines.

### **3. Intelligent Lead Scoring (With Decay & Hygiene)**

We implement **behavior-based scoring** that reflects current interest:

- Engagement-based score increases
- **Score decay** when engagement drops
- Automatic movement of fully unengaged contacts to **non-marketing contact status every 90 days**

This creates an ongoing **database cleanse** – reducing costs and improving signal quality.

### **4. Recycling & Re-Engagement Frameworks**

We build logic to ensure no lead is wasted:

- Stalled MQLs re-enter appropriate nurture tracks
- Lost opportunities re-engage based on buyer stage
- Sales outreach is suppressed until intent re-emerges

Sales spends time on conversations that matter.

### **5. Conversion & Velocity Dashboards**

Dashboards focused on **movement**, not revenue:

- MQL → SQL conversion rates
- Time-in-stage by lifecycle
- Engagement by buyer stage
- Nurture influence on opportunity creation

## **What This Package Is Not**

- Revenue forecasting
- Attribution modeling
- Pipeline governance
- Executive KPI ownership

## **What You Walk Away With**

- Buyer-aligned nurture journeys in HubSpot
- Clean, decaying lead scores
- Automated database hygiene
- Higher conversion without more lead volume

## **When to Buy This**

Choose this package if:

- Sales says leads aren't ready
- Conversion rates feel low or inconsistent
- Your database is bloated with unengaged contacts

**We don't deliver tactics. We build your revenue engine.**