

INFORMATION PACK

# SQL Premium Get sales qualified leads

Want to fill your pipeline with sales qualified leads? Want a BANT campaign that actually works?

Our new SQL Premium product is here to deliver highly-qualified leads that want to talk to you.



**Mixology**  
DIGITAL

[mixology-digital.com](https://mixology-digital.com)

# What is SQL Premium?

We found many companies were struggling with BANT campaigns. Whether it was different definitions of what BANT is or having a too-high expectation of what a BANT lead looks like, we knew there was a gap in the market.

SQL Premium connects brands with sales qualified leads that are ready to engage, and comes with detailed insights you don't get from regular content syndication campaigns.

## Benefits

This service is perfect for businesses operating in sectors such as IT Technology, Finance Technology, HR Tech, MarTech and SaaS.

These industries are competitive and engaging with leads further down the funnel would increase the likelihood of conversion.



High quality sales qualified leads



Clear insight into purchase intent



Contacts remember interacting with you



Highly engaged multi touch leads



As close to appointment set as possible



Detailed post-interaction write up

# What we need from you

Setting up your SQL Premium campaign is super easy, all we need from you is:

- Your ideal customer profile
- The content you want to promote
- The questions you want to ask (you can ask up to 5, including BANT questions if you want) and any qualifiers
- The number of sales ready leads you want

# What you get



**A full two-page write up of the lead details and the nature of the call**



**High quality contacts that are as close to appointment set leads as possible**



**A unique and bespoke campaign tailored to your marketing objectives**



**A dedicated campaign management team who will guide you through the process and deliver on time**

# How it works

Your account manager will work to understand your objectives and how to get the most out of our SQL Premium product.

Your campaign info will go over to a dedicated campaign team to set up.

We'll match your ideal customer profile to our first-party intent data audience to create a custom segment to contact.

We'll engage the leads with the highest purchase intent and complete a two-page write-up of their details, as well as the nature of the call.

Your campaign management team will check the details of the lead and then, after a week, we'll re-touch to ensure they're still warm and engaged.

We'll deliver your new sales qualified leads efficiently and on time.

All that's left to do is convert them.

**Campaign –**  
**Lead Type – SQL Premium**  
**Date of Call – Friday, 15 December 2023 12:00**

**Company Overview:**  
Type here or paste "TEXT ONLY"

**Name of Company**

Postal Address	
Telephone Number/s	
Company Website	
LinkedIn Company Profile	
Industry	
Company Email domain	
Employee Size	
Company Revenue	

**Prospects Details**

Contact Name	
Job Title	
Decision Level	
Direct Dial	
Business Email	
LinkedIn Profile	
Call Preferences Day / Time	

**The Opportunity**

**Reasoning:**

**Call Narrative:**

**Questions / Pain Points**

## About Mixology Digital

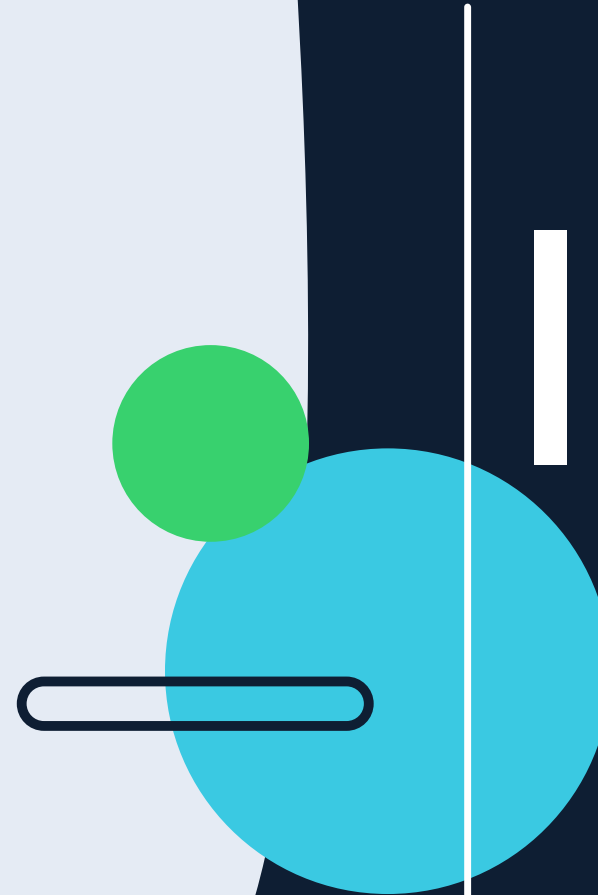
At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.



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