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Integrated and Closed Loop Lead Generation Campaigns to drive Sales

Average Campaign Results

- 1 lead every 4 to 6 hours
- 1 prospect every 2.5 hours
- 16 to 25 qualified leads
- 40 pre-qualified prospects
- Cost per lead/inquiry \$129

- One week to launch
- Three weeks to complete

Integrated lead generation programs produce more qualified leads than traditional telemarketing campaigns. IPC can bring focus and attention to your sales efforts and increase revenue by delivering pre-qualified prospects and leads to your sales team.

All IPC campaigns begin with strategic planning, execution and campaign audit and ROI measurement.

Sample Lead Generation Campaign **\$6,950**

- ✓ 200 Records append to existing database of 500 contacts
- ✓ 100 Hours of outbound telemarketing and lead qualification
- ✓ 2 Email blast to targeted prospects
- ✓ 1 Solution flyer customized and ready for distribution
- ✓ Inbound 800 number
- ✓ Recording of all calls for validation and training
- ✓ Daily updates and weekly detailed reporting
- ✓ Campaign ROI analysis and reporting

By adding the following marketing components you can increase campaign effectiveness from 10% to 20%

Pricing to support above campaign with up to 500 records

- | | |
|--|-------------------------------|
| ✓ New prospect database and append | \$0.50 - \$1.50 <i>record</i> |
| ✓ Banner advertising posted on your website | \$195.00 |
| ✓ Customized and hosted micro-site | \$750.00 |
| ✓ Sales letter and promotional flyer mailing | \$1,150.00 |

Did You Know...

Targeted solutions and special offers will increase campaign response and ROI 15% to 30%

Actual campaign results depends on the prospect database and specific solution offered.