

# Build your customer base.

All businesses need customers in order to grow. Lead generation is a unique way to attract potential customers to your business. Every day, people research your products and services online before they make a purchase. Strategically placing your products in front of people who are already in the market, focuses your marketing efforts on the right audience. These prospective customers are past the "Awareness" and "Interest" stages in the purchase funnel and are considering a purchase for your products and services.

## The value ladder

The right offer can open the door to a lifetime customer. This diagram uses the dentistry industry as an example to show how offering a free dental check-up can lead to increased value.

**FREE**  
CHECK-UP

**\$**  
CLEANING & X-RAY

**\$\$**  
CAVITY FILLING

**\$\$\$**  
TEETH WHITENING

**\$\$\$\$**  
INVISALIGN/BRACES



[changeyourmarketing.com/leadgeneration](http://changeyourmarketing.com/leadgeneration)

LEAD GENERATION



Our team will build ad campaigns that target internet users who are interested in your products. There are three core parts to lead generation; ads with an offer, a landing page with a single focus, and emails. Our lead generation program provides you with immediate notifications of new leads, so you can quickly follow up with the prospect. We will also use the leads to build an email marketing list for future use. An email list can be leveraged to increase revenue and nurture customers into repeat customers.

## Marketing has changed.

### MOST POPULAR

#### Three Month

Lead Generation Plan Monthly Cost

- Landing page design
- Google display ads
- Facebook ads
- Lead forwarding

\$1,495

#### Six Month

Lead Generation Plan Monthly Cost

- Landing page design
- Google display ads
- Facebook ads
- Email campaigns
- Remarketing
- Lead forwarding

\$1,295

#### Twelve Month

Lead Generation Plan Monthly Cost

- Landing page design
- Google display ads
- Facebook ads
- Email campaigns
- Remarketing
- Lookalike targeting
- Lead forwarding

\$995

Did you notice?



### Traditional purchase funnel

For more than a century, the purchase funnel has served as a model to help describe a consumer's journey from first being aware of your product or service to taking action and making a purchase.

With this funnel, conversions have a longer timeline. Also, not all consumers that start at the top will filter all the way down to purchase.



*With all the digital marketing choices available, it can be difficult to know where to start.*

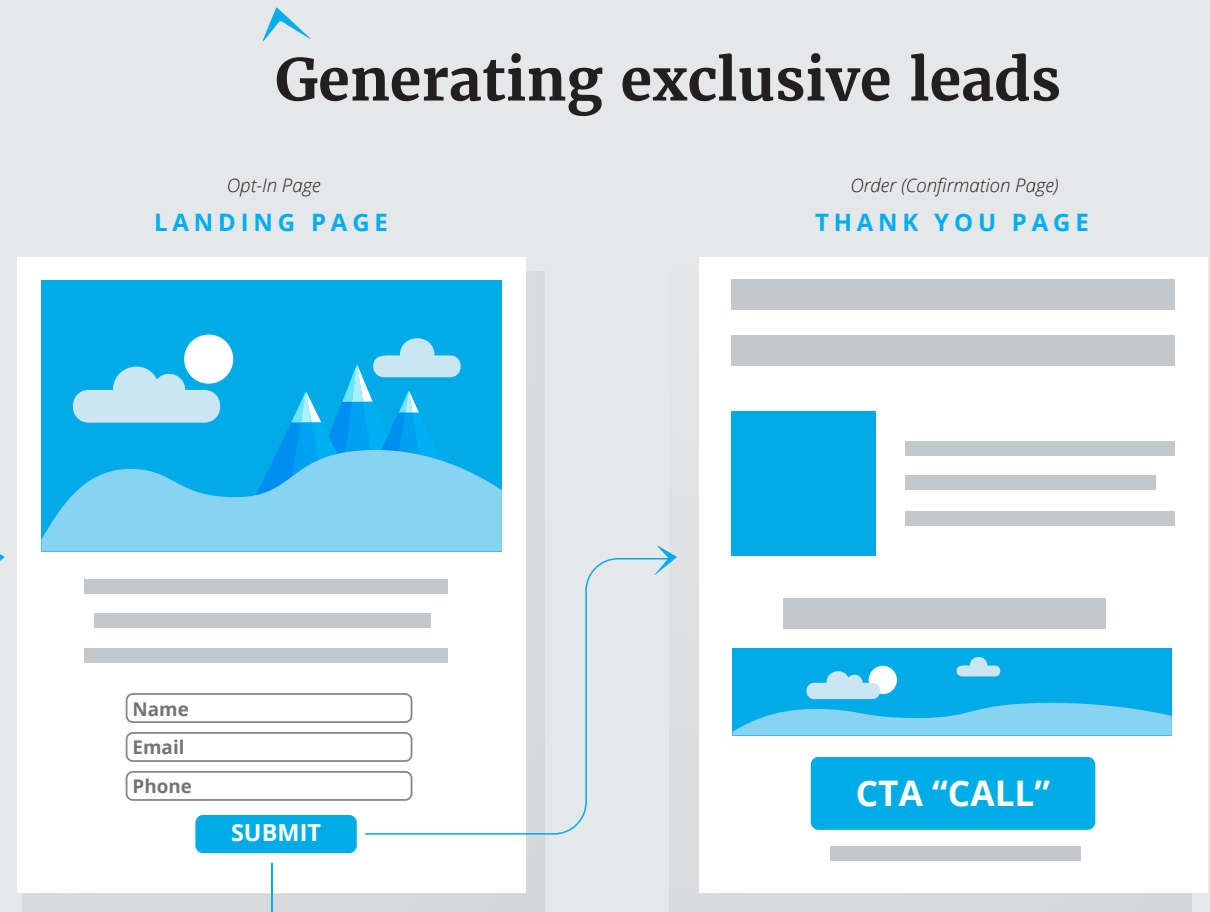
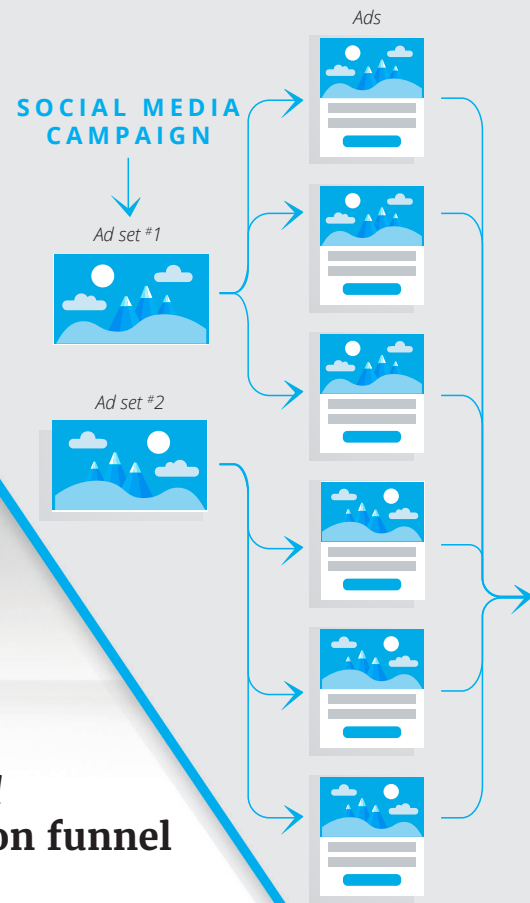
QUALIFY

PURCHASE

### Optimized conversion funnel

With the dawn of digital marketing, websites, and e-commerce, a new marketing model has emerged. The conversion funnel tracks a consumer's journey through internet advertising, search results, and email marketing, to a qualified lead and sale.

In concept, this funnel is more like a straight pipe. It's structured to be more precise and faster in conversions. The consumers are inherently qualified, and the choices and paths are narrowly focused on leading to a specific action.



## Generating exclusive leads

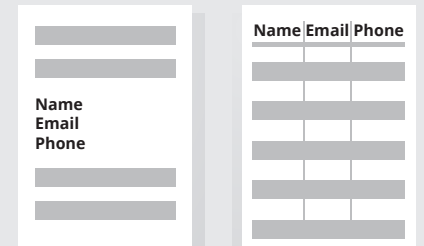


### LEAD GENERATION

- Single focused marketing
- A set amount of expected leads as the objective
- Incorporates ads, landing page, and email marketing

Before the internet, the best way to generate leads was through mail targeted offers based on demographics. Today, we can use the same concept but reach those people online where they spend most of their time. By using lead generation, you can be more confident you will reach the people who are looking for your products and services.

### LEAD FORWARDING



Email

Spreadsheet