

# Intensive Lead Generation Program

## Kick into high gear by putting intensive lead generation in place.

- 3 intensive campaigns over 5 months
- 3 target markets, including new and existing customers based on your best opportunities
- Expert content development and targeted promotion
- Hand off to your sales team for sales process and close

## Strategic Marketing to Support Lead Generation Program:

- Develop target market profiles (personas) for each campaign
- Create content strategy via content planning workshop
- Refine messaging via positioning workshop
- Keyword strategy, selection and plan
- Email template and landing page design
- Social Media – update company presence on LinkedIn, Twitter and Facebook. Use for campaign promotion.
- Direction for building and cleaning the email list
- Digital advertising – Google Ads, LinkedIn and Facebook

SOME TOOLS WE USE:



MailChimp



LinkedIn



**The Intensive Lead Generation program is offered for \$4000/month.**