

Lead Generation for Early Stage Marketing



Break the growth barrier by putting strategic lead generation in place.

This program is specifically designed for companies looking for growth. If your business has a product or service, but limited sales and marketing, this program is for you. The 6-month intensive program combines strategic marketing expertise with intensive execution to rapidly build the reputation, presence and funnel of your business.

The program includes:

- Explainer video that introduces your product or service based on the problem that it solves
- 2 case studies to profile how your solution works and help prospects understand its value
- 3 blogs to promote your solution
- A whitepaper to attract prospects who don't know your solution exists
- A webinar to attract and generate leads
- 2 articles that will be 'pitched' to media and trade publications and posted on LinkedIn
- Email template to be used for all email marketing
- Landing page copy and set-up for lead capture
- Messaging that clarifies and simplifies your offering, making it easier for prospects to understand
- A keyword strategy to guide content development and promotion
- A profile of your target market to focus your sales and marketing activities on specific audiences and their needs
- Launch and management of your social media including LinkedIn, Twitter, Google+ and Facebook
- Advice about marketing methods that may be effective in growing your pipeline

SOME TOOLS WE USE:



The Intensive Lead Generation program is offered for \$6050/month.