



B2B Lead Generation Services Overview

MARKETING STRATEGY

Distribution Channels (route to market)
Product / Services Unique Selling Proposition
Competition Analysis / Market Positioning
Sales Fulfilment / Delivery Mechanism(s)

BRANDING

Product / Services Identity
Product / Services Logo's
Stationery (Business Cards, Letterheads Etc.)
Email Signatures
Building / Office Signage
Vehicle Livery

INFRASTRUCTURE

Customer Relationship Management
Database Structures / Relationships
Opportunity logging & Forecasting
Business Process Management
Reporting (Key Performance Indicators)

MARKETING / LEAD GENERATION

OFF-LINE

Direct Mailings
Product Brochures
Advertising
Telemarketing
Conferences / Exhibitions

ON-LINE

Websites
Organic Search Positioning
Pay Per Click Marketing
HTML Emails

SALES KIT BAG

Quote Templates
Case Studies
Customer Testimonials
Electronic Presentations
ROI Calculators

PR

CUSTOMER RETENTION

CRM Database Management
Feedback Forms / Surveys
Newsletters (HTML / Printed)
Gifts and Incentives