



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