

IMPROVING INTERNET LEAD GENERATION AND CONVERSION

BENEFITS

- Generate more leads from the internet at a lower cost per lead.
- Improve conversion of online inquiries into more qualified leads and more closes without adding more sales resources.
- Allow sales teams to spend their time where they are most effective – closing business, as opposed to spending countless hours chasing unqualified leads.

GENERATE MORE LEADS

SEM: LeadQual provides a turnkey solution to increase the number of leads generated through paid search on Google, Yahoo and MSN. Although a turnkey provider, LeadQual's approach is open and collaborative. LeadQual firmly believe in robust testing and letting the data make the ultimate decisions on the best keywords, creative, landing pages and bidding strategy.

SEO: LeadQual provides search engine optimization services to improve search positions and increase organic traffic to your website. leadQual recommends specific methods to increase traffic including keyword research recommendations, suggested title tags, meta tags and meta descriptions, body content suggestions, site architecture recommendations, best practices for linking and detailed reporting. LeadQual services include recommendations for structuring your specific destination web page and lower level web pages to attract qualified customers to your specific offerings.

INCREASE CONVERSION OF INTERNET LEADS

Industry data indicates only 52% of Internet leads ever receive a phone response - usually hours or even days after the lead has been submitted. In fact, only 6% of leads are responded to within the first 24 hours. Yet, leads contacted first convert at a 238% higher rate than those contacted second.

LeadQual improves the conversion of internet leads by providing a rapid phone response to 100% of the web inquiries. LeadQual will make the first call within three minutes of lead form being created, qualify the lead based on the client's criteria and live transfers qualified and interested leads to the sales team. Since LeadQual calls so quickly and calls 100% of the leads, contact rates are usually thirty to fifty percent higher than companies can achieve on their own. Higher contact rates result in more qualified leads and closes. In addition, since LeadQual is almost always the first to speak to the prospective buyer, LeadQual present our client's benefits first – forcing competition to play catch up. This dramatically increases close rates.



"Despite the extremely challenging real estate market, LeadQual has successfully delivered our target qualified lead requirements in each Canadian Market Area while reducing the cost per lead by 22% in a 6 month period! Very impressive."

Carolyn Cheng
Vice President
Royal LePage



"LeadQual is extremely responsive and provides a terrific service. Their approach mirrors our own – extremely analytical and driven to improve conversion."

Mara Fineshriber
Director of Marketing
Western Governors University



"Our contact rates on web-leads are often less than 50%. With LeadQual, we're contacting more than 65% of the leads and transferring more than 35% to our sales team after filtering out all non-qualifying and uninterested parties. We have already seen a positive return, which in this environment is quite outstanding."

Chris Meyer
Senior Vice President



GENERATE

leads through SEO, SEM
and affiliate marketing



RESPOND

to 100% of your internet
leads within 3 minutes



QUALIFY

each lead based on
your sales criteria



LIVE TRANSFER

interested and qualified
leads to your sales team



REPORT & TRACK

which sources provide
the best leads

PRICING

Search engine marketing (SEM) fees are calculated as a percentage of the amount spent advertising on Google, Yahoo and MSN. Monthly minimums are required.

Search engine optimization (SEO) fees depend on the scope of the project. Please contact LeadQual for a quote.

Lead Qualification fees are priced on a per lead or per transfer basis. Pricing depends on the number of call attempts made to reach the prospective buyer and/or the transfer rates of the lead sources. Discounts are available for volume commitments. There is also one-time set-up which includes the cost to work together to develop the call script and qualifying questions, and to configure the rapid response system. Set-up fees are waived with six month contracts.

Please note: services may be purchased separately.

SUMMARY

Increase the number of internet leads at lower cost per lead

Increase contact rates by 50% or more

Be the first to contact prospective buyers, enabling you to position your company ahead of the competition

Extend the time you can respond to inquiries to after-hours and weekends

Increase the number of qualified leads by 20-30%

Determine which lead sources are generating the best leads and adjust your marketing spend accordingly

Spend more time with customers and less time chasing unqualified leads

ABOUT LEADQUAL

LeadQual's leadership team has spent more than 10 years helping companies generate Internet leads and convert more leads into transactions. Founded in 2006, the company has offices in Emeryville, California and in Norwalk, Connecticut. LeadQual can be found on the internet at www.LeadQual.com.

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