

Pay for Performance Managed Lead Generation Services

macon**RAINE**

Your Challenges

You Need Leads

- I don't need an salesperson, I need leads!

Tough to Hire a New Salesperson Now

- The great ones still have jobs
- Everyone kind of looks alike.
- Not a good time to be hiring.
- What KPIs are reasonable given today's market volatility?

Ramping Sales Takes Time

- Can we afford 3 months getting up to speed?
- Face to face training now impossible

Tough to Justify Costs

- Am I getting my money's worth?
- Can I get more for the same amount?

Reduce cost of leads

PPC rates for clicks are high

- Keyword competition is increasing
- Real-time bidding exchanges are driving up advertising costs
- Tracking is becoming increasingly more difficult; in particular attribution in a multi-device world
- Web technologies have become complex. For example, Google now requires responsive design for all websites, more websites use dynamic menus, sliders, and modal windows.

Pay for Performance Lead Generation Services

Managed Lead Generation Service includes...

- All the technology
- All the expertise
- All the execution

PLUS...

- No integration required
- No list buys
- No CRM imports
- Easy attribution
- Simple tracking

**You only pay for leads that
want to talk to you...nothing
else!**

How does it work?

Our 4-Step Process

1. Using multiple third-party list sources, intent data providers, remarketing, and email, we target and find unique prospects for you - this costs you nothing
2. We use our marketing automation technology to engage with prospects - this costs you nothing
3. We use best-of-breed, intelligent campaigns that work - you pay nothing for creative services
4. Everything is done and managed for you!

What you get

NO TECHNICAL HEADACHES

No integration requirements

No access requirements (we don't use your email server, CRM, marketing automation accounts, website, analytics, landing pages, etc)

Up and running in 10 days

GUARANTEED RESULTS

You can expect inbound sales qualified leads each month that meet the following criteria:

Leads that want to talk to you plus...

- Right titles
- Right company type
- Right geography
- Accurate email/phone

What you don't get

CREATIVE CONTROL

Since we are sending from our own domain, we maintain creative control over landing pages, design, and copy. We use your downloadable assets.

LIST OWNERSHIP

The list we use is ours - not yours. If you decide to discontinue our services, we can re-use the list with anyone we want.

REDOS

No re-dos. If a lead fits the mutually defined criteria, you pay for it.

BILLING FLEXIBILITY

We bill in advance at the beginning of the month.

If we are short in month 1, we do a make-good for month 2. If we don't hit our numbers by month 3, you get a refund for all non-fulfilled leads and you can cancel the agreement.

Compare cost

WHAT IS YOUR TRUE COST OF LEADS?

DO THE MATH - COST OF INSIDE SALES PERSON

- One inside sales person churns for every one hired
- Labor costs have risen along with training costs
- Perks to maintain these folks have increased (laptops, increased vacation, more comprehensive benefits).
- VPs of Sales are comp beasts
- Pricy CRM, tools, widgets, and more

Fees

MINIMUM 4 MONTH COMMITMENT

\$1500 monthly non-recoverable draw plus...

\$100 per lead (after 15 leads generated) during that month.

You only pay for leads that complete the form and that meet your criteria:

- Right titles
- Right company size
- Accurate email/phone (no 555.123 4321)
- No junk email addresses

Cost per lead is reduced when you commit to larger lead volumes

Questions?



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