

CONTACT-TO-LEAD (C2L)

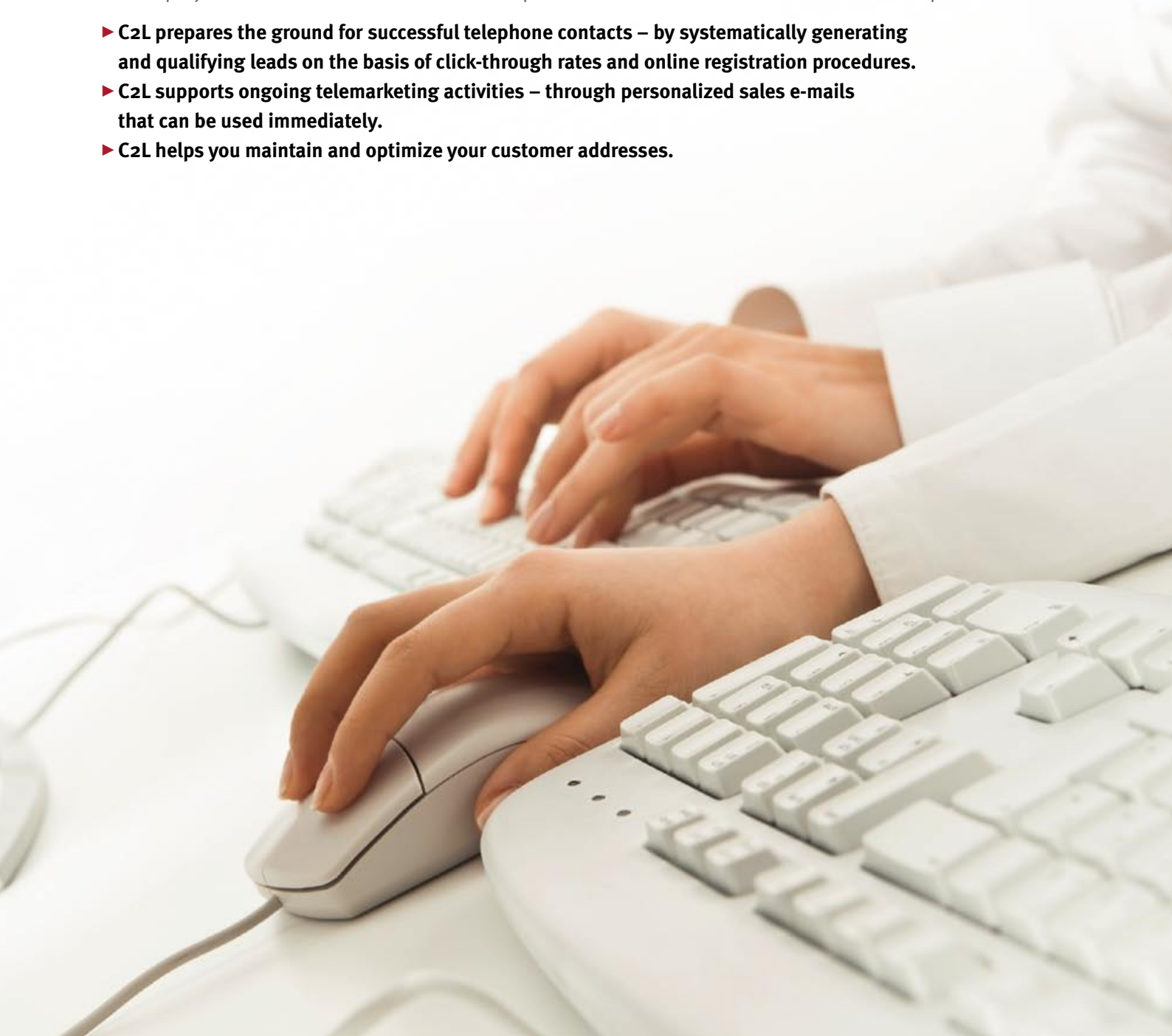
Combine e-mail marketing with telemarketing – and gain affordable leads.

In many ways, telemarketing is hard to beat: it enables you to talk directly to the right person, provides immediate feedback, and delivers measurable results. But telemarketing is not cheap: contacting prospects by phone is time-consuming, labor-intensive – and the sheer volume of calls makes it extremely costly.

Telemarketing without e-mail support? Simply too expensive.

Contact-to-Lead (C2L) offers you a way of making more efficient use of telemarketing – and achieving better results. Through precisely targeted e-mail campaigns, C2L supports telemarketing and makes sure it is employed where it is most effective. It also provides an alternative where costs would be prohibitive.

- ▶ **C2L prepares the ground for successful telephone contacts – by systematically generating and qualifying leads on the basis of click-through rates and online registration procedures.**
- ▶ **C2L supports ongoing telemarketing activities – through personalized sales e-mails that can be used immediately.**
- ▶ **C2L helps you maintain and optimize your customer addresses.**



EVERYBODY CONCENTRATES ON HOT LEADS.

But warm leads can be just as important.

Sales organizations usually focus on hot leads. These contacts, small in number but with high potential – are often managed and qualified by the salespeople themselves. Experience shows, however, that hot leads are only the tip of the iceberg. Below the waterline, a much larger number of warm leads go undetected and unused: potential customers who may not come forward of their own accord, but who will show interest if addressed in the right way. However, traditional sales departments lack the time and resources to identify warm leads – and no telemarketing budget will stretch that far.

Cutting costs with Contact-to-Lead (an example based on 10,000 target addresses)	
Qualifying leads through telemarketing	Qualifying leads through Contact-to-Lead
Developing scripts/guides and follow-up e-mails for call center	Developing, producing and sending a promotional e-mail to 10,000 contacts. Identification of 500 prospects via response analysis (click rate: 5%)
€2,500	€4,000
Calling 10,000 contacts	Developing scripts/guides and follow-up e-mails for call center
€50,000	€2,500
	Qualifying the 500 contacts identified as being generally interested by means of e-mail response analysis
	€2,500
Total costs	Total costs
€52,500	€9,000
Results of telemarketing	Results of telemarketing
1% hot leads *	10% hot leads
Costs per hot lead	Costs per hot lead
€525	€180

* Out of 10,000 unqualified contacts

With C2L, you fully exploit your e-mail marketing activities to generate leads. You can accurately gauge your contacts’ level of interest based on the actions they take in response to one or more e-mails, e.g.

Read an e-mail	●
Clicked a link to further information	● ●
Downloaded documents	● ● ●
Registered for a webinar	● ● ● ●
Submitted an online query in response to an offer	● ● ● ● ●

C2L is an excellent way of preparing the ground for calls – and lowers telemarketing costs. Contacts are passed on to Sales – or the call center – at a much later stage. Talking to prospects who have already shown some interest decreases the annoyance factor. And improves your chances of making a sale.

By generating leads with C2L, you can:

- ▶ Expand your business by exploiting warm leads
- ▶ Improve your conversion rate
- ▶ Enhance your sales efficiency
- ▶ Reduce costs by employing telemarketing at a later stage

TELEMARKETERS NEED TO MAKE A GOOD IMPRESSION.

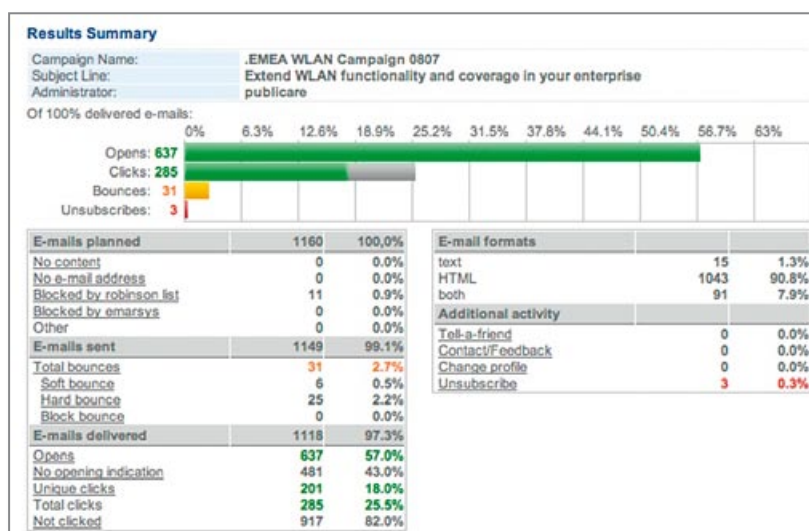
And that includes the e-mails they write.

Once the lead has been passed to telemarketing, it's time for the sales employees or call-center agents to apply their professional skills. Prospects who show an interest must be mailed appropriate information – either during or immediately after the call. And all too often, this is where professional standards are allowed to slip: E-mails written and formatted by individual employees without reference to corporate-identity standards and guidelines can damage the positive first impression created in the call.

C2L enables professional-quality e-mails to be created and sent with point-and-click simplicity. They address the prospect by name and include a general greeting and a tailored selection of standard content consisting of information or news. Any preferences identified during the telephone interview – for product A rather than product B, for example – can be taken into account via checkboxes. C2L automatically generates the right components from all available information.

Through the telemarketing support C2L provides, you can:

- ▶ Intensify the contact by e-mailing additional information
- ▶ Create and send mails promptly by using standard content
- ▶ Avoid sending do-it-yourself e-mails to prospects
- ▶ Create new contact opportunities, e.g. through response tracking



◀ Response analysis of e-mail promotions does much more than merely identify the percentage of recipients interested in the offer. By counting individual clicks and click-throughs, it can also provide the telemarketing team with lists of interested prospects to contact.

YOUR ADDRESS BASE NEEDS ATTENTION.

Even if your budget is limited.

There are many obstacles to communication with prospects, including obsolete address data or changes to their profiles. Unless you continuously check contact data, the quality of your address base will almost certainly deteriorate. And even a generous budget for address-data optimization is no guarantee of improvement.

Contact-to-Lead shows that you can significantly improve the quality of your address base even with limited means. By determining contact-loss rates, our service establishes a new, more efficient approach to maintaining contact data. You receive prompt, accurate information on which companies or groups of recipients are most affected by deliverability issues, and what marketing activities are required to overcome them.

The methodology developed for Contact-to-Lead to determine contact-loss rates delivers an overview of the number of valid contacts that can be reached at each of your target organizations – and how many of these contacts read the e-mails you send them, or actively respond to them. We then use a metric to compare an organization’s importance for your business with the ratio of valid, active contacts to total contacts at the organization. Based on this metric, you can use e-mail marketing to overcome critical weaknesses in your address base in a cost-effective way, and qualify new contacts within your target group.

By optimizing your address base with C2L, you can:

- ▶ Utilize limited resources to best effect
- ▶ Identify and analyze weaknesses in your address base
- ▶ Exploit always up-to-date metrics/indicators to pinpoint new sales opportunities
- ▶ Deploy a highly effective mix of telemarketing and e-mail marketing

WHAT WE OFFER YOU:

Analysis and recommendations.

The purpose of generating leads, improving the quality of your e-mails, and optimizing your address base is to convert current and future prospects to customers. Contact-to-Lead helps you to do this in a highly systematic, highly professional way.

In many enterprises, the groundwork has already been laid. Our analysis gives you a clear indication of where you currently stand. And our recommendations tell you exactly where and how Contact-to-Lead can help you realize additional sales.

For more information, contact

Publicare Marketing Communications GmbH
Städelstrasse 10
60596 Frankfurt am Main
Tel. +49 69 605009-0
Fax. +49 69 605009-99
info@publicare.de
www.publicare.de