Targeted Lead Marketing

Discover the hidden sales potential within your customer database and be sure you aren't leaving any money on the table.

Begin with lead nurturing

The Internet marketing space is no longer a playground for amateurs. It is a fast-changing, advanced and high-profit arena for specialists and experts that practice the scientific discipline of online marketing. But that shouldn't scare anyone away. On the contrary, Targeted Lead Marketing is one of the strongest ways for businesses like yours to leverage the power of the Internet.

BUILD
Quickly build and manage your customer databases.

CREATE
Easily create eye catching promotions and newsletters.

SEND
Send targeted messages to your specific customer segments.

TRACK
Efficiently track and measure campaign results in real time.

Your online presence is your 24/7 marketing vehicle and a very powerful customer interface tool. By following leading best practices in Internet marketing, you can convert online inquiries into qualified leads and motivate these leads to turn into profit bearing sales. It's all about maintaining a healthy and interactive relationship with prospects, wherever they may be in their decision making or buying process. **What systems can you put in place to instill a strong lead nurturing discipline in your organization?**
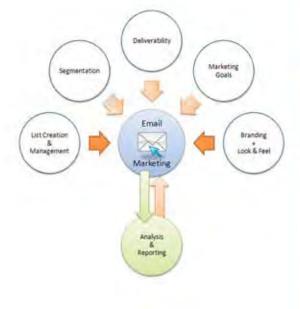
Help customers keep their faith in you

An effective Targeted Lead Marketing campaign involves fostering consistent and meaningful ongoing interaction with potential customers, regardless of their timing to buy. There are many innovative, cost-effective methods that keep you on your customers' and prospective customers' radar; nurturing your relationship with them. Some examples are: auto-responders, click-to-call (Internet to phone), email marketing, RSS feeds, blogs, customer loyalty programs and free trials. A focused Targeted Lead Marketing mechanism allows you to capture and cultivate early-stage leads so that valuable opportunities are continually being added to your sales funnel.

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Exposing more people to your website is like bringing more people into your store, it only accomplishes half of what you need to do. The goal of all your sales and marketing efforts, in the very simplest of terms, has always been to increase the number of people who do what you ask them to do – BUY your product or service and encourage others to buy too. Every online business must have a comprehensive Internet Marketing Strategy Your WSI Consultant can work with you to design, implement and monitor the results of your Internet marketing strategy.

Buyers won't come to the phone

Besides the expense of traditional methods like telemarketing, can you really afford the ire of potential buyers who just can't handle one more sales caller and decide not to buy even though they may have been thinking about it? Wouldn't you rather send a periodic e-Newsletter to the folks who asked to be on your mailing list? It's a click of a button to reach a multitude and you will be giving them information that is useful, something they asked for. So what if they don't buy from you today? You'll have their mindshare because they have grown to trust you. They are more than likely to recommend you to someone who is closer to buying than they are.

That's the kind of relationship you want to nurture. The dictionary defines "nurture" as "to encourage somebody or something to grow, develop, thrive, and be successful". Having your lead nurturing mechanism in place allows you to capture and cultivate early-stage leads so that your marketing and sales funnel never miss out on valuable opportunities.

Your prospects will evaluate your product or service and move at their own pace through the buying process. You have the challenging task of keeping the balance between staying in touch with relevant information and throwing them off with overbearing follow-up. It is the kind of task a WSI Consultant can expertly handle for you and on your behalf.
Get help now – we simplify Internet marketing!

WSI | we simplify the Internet