

What's Wrong With **Today's Leads** and **THE OPPORTUNITIES ON THE HORIZON**



An In-Depth Guide of the Best Possible Lists and Leads To **Grow Your Business**

BY THE MORE LEADS MORE CONVERSIONS TEAM

About Us

It started in a home office with a passion for providing the best leads.

Now, we're proud to serve customers all over the USA - and internationally - find the best leads, create the best lists, use the most optimized data, and understand their campaigns as well as so much more.

We always strive to make sure your satisfaction is above all else.

We built our business on helping people to succeed and that's what we still take pride in doing every single day.

Our services are always 100% Satisfaction Guaranteed.

When you decide to work with us, to put your trust in our experience, we make sure we're only delivering the highest quality and promising leads that are tailored to your exact business needs.

Our lists can be delivered in any form you want.

And we can even handle your entire campaign if you feel you still need additional help.

Above all else, we are a lead service that is invested in you and your success.

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Forward

If you're reading this because you want to have a better understanding of leads, lists, and the marketing science behind choosing the right ones, you've chosen the right eBook.

Leads are an essential part of anyone's business.

Contrary to how they may begin being viewed, leads are real people who show interest in products or services based on certain aspects of their lives.

Connecting with them correctly can build valuable and lasting relationships.

Pretty much all leads are looking for a value or service that is going to solve a problem for them or give them something they desire.

When you understand those aspects or demographics it makes leads easier to comprehend and generate.

But what if you still aren't getting the results you thought you would?

Finding the right leads can be challenging because so much can go into making sure you're targeting the exact consumers you should.

Without only targeting the right consumers, you begin wasting time, money, and valuable resources.

Three things no business owners want to waste.

It's also possible by targeting the wrong leads that your email campaign can be marked as SPAM, your cause or business wrote off as malicious, or your entire telemarketing campaign fined thousands of dollars for simply calling the wrong number.

Things can be detrimental to your overall success.

We understand how head-spinning leads can become. That's why we put together this eBook.

Everything contained here is everything we know about leads and lists and the positive effect they can have on your company, business, and consumers.

- Which leads are the most important for your business
- Why you need an up-to-date list
- What demographics we use to help you deliver only to promising prospects
- The best filters for targeting the best leads
- And so much more

In an ever-changing world of fast-paced and demanding online presence, customer satisfaction, and value, we aim to give you the clearest answers to your lead questions.

We've narrowed it down to a science-like formula that is guaranteed to deliver you with the highest-quality and promising leads yet.

In fact, we guarantee it.

But don't just take our word for it. Read on to find out why we feel so strongly about how our services can help you.

Each main service is divided into chapters, followed by smaller sub-chapters so you can understand and thoroughly comprehend how each is different but can help in big ways.

Read all of them or read only the one you feel pertains to you - either way, by the time you finish you'll know why leads and lists are so vital to your survival in the business world.

Whenever you're ready to get started, give us a call: **917-977-8009**. There are industry experts ready to help you!



Chapter One:

Create Your Empowered List

What is a list?

A tailor-made list is the most effective campaign tool you can have. When filled with the most promising prospects, a list simplifies the people you're marketing to, taking a broad range of prospects and decreasing it to only the right, most likely to convert.

A list filled with old customers and consumers can be a good start, but it can be effective to take it one step further by making sure you reach those that are most likely to continue doing business with you.

Targeting consumers or businesses not interested in you is a waste of everyone's time and your money.

What if you don't have a list....at all?

You could attempt marketing to the masses and see what comes back. But that is a broad range of prospects that is probably going to deliver little return to you. Especially when you compare it to how much you can spend trying to reach everyone.

We can help. By showing you how to filter the types of consumers and businesses you are reaching for better engagement. These filtered lists work for telemarketing, direct mail, or email campaigns, just to name a few. We have the most current and updated database information on consumers and

businesses with over 100 different filters to apply.

All of this can create the absolutely perfect personalized list just for you.

I've never built a list before - how do I start?

Building lists is easy.

It can seem daunting trying to figure out the best leads to put on your list. We have specially designed filters to make sure you're only targeting the best.

We'll not only show you how but help you every step of the way.

Those filters? We'll show you the ones that we know have worked in the past for similar campaigns.

You can choose from specialized list building services for:

- Direct Mailing
- Business Mailing
- Debt Consolidation
- Donor
- Health and Fitness
- New Businesses
- Real Estate
- Many More Proven Lists

With this empowered list, you'll know you're reaching only the right prospects with little to no wasted time, money, or resources.

We offer the fastest fulfillment times in the industry. That means with our services, you can get a list produced **today**.

Lists Tailed to Everyone

Whether you're a small business trying to understand and get a hold of your market or a Fortune 500 company looking to thrive, a detailed list full of **high-quality** and **promising** lead opportunities is the way to begin.

We know all the best ways to help. The money can be as simple as the right list.

Read on to find out the most about comprehensive lists.

Direct Mailing Lists

It's no marketing secret that direct mailing can make or break a campaign.

When the right prospects are delivered to, it can drive revenue.

When the wrong prospects are mixed in, it can become a waste of valuable money and resources. We've all ripped apart that junk mail and tossed it into the trash can like nothing.

Getting You Responses

Consumers are almost always willing to respond to mail that they connect with and answers their needs. We do the work to get your product into the right hands to optimize your return.

How do make sure you're only mailing the right people?

It's as simple as implementing the right data accuracy. This is the highest proven method for increased profits and is the key difference between success or lost money.

But who has time to find all the right prospects? You're too busy running your business to sift through all that extra information.

Targeting the Right Prospects

We have the answers.

Our services can build you a customized mailing list and find you the right prospects based on **geographic** and **demographic** information. We are constantly updating our database so you receive a first-class product as well as a 100% deliverance rate.

You can choose your lists by:

- City
- State
- Zip Code

Even go a step further and cross-reference the information by:

- Age

- Income
- Gender
- Marital Status
- Homeownership
- Lifestyle
- Purchasing Habits
- And Many Others

Putting all this information together means you get the most detailed and curated list to mail to. You know exactly who you're mailing to and how your products and services are going to benefit them.

Likely increasing customers and conversions without losing revenue and wasting resources.

Direct Mail Your Business

Is direct mail even effective anymore?

Of course, it is!

On its own, direct Mailing is incredibly effective. It reaches prospects on a personal level that other services - such as email or social media - just cannot compete with.

Couple direct mail with marketing your business and you have the possibility of hitting a gold mine of potential customers.

Sure, that sounds great, but marketers and business owners alike know how difficult it can be to target the right audience for their direct mail. It requires a thorough and comprehensive list that sometimes takes time and resources to create that not every

business has.

There will always be a few receivers who chuck their "junk mail" but you want to make sure you're connecting with the right prospects.

We Make it Work for You

The beauty of direct mailing for your business is that it makes your potential (or existing) customers feel supported and understood. They received something in the mail that was just for them.

Specialized lists are how you make sure those opening their mailboxes find relevant information (instead of wondering "who the heck is sending me more crap now?").

We have a full database of qualified leads that we can organize and filter by:

- City
- State
- Zip Code
- Age
- Income
- Gender
- Even More

We have the highest quality direct mail marketing list within our industry. We know what prospects and filters will increase both sales and revenues for your business.

There's less competition in the mailbox, but you still want to make it into the right mailbox.

Standing Out

With that less competition in the mailbox, direct mailing for your business means a localized view of your services. It can build brand loyalty and faster recall (we all know someone who sticks a flyer on their fridge for quick reference).

The downside? How time-consuming it becomes and the fact that direct mailing requires address data that not every business has.

So let us worry about that hard work!

We'll create your list specifically for your business so you can improve your sales, set realistic goals within your company and business, all while selling to your specific audience.

Thanks to our filters and experience, we can have a list specialized for you to target and select your best prospects in **4 hours or less**. You can get back to more important things!

Local to Nationwide

Whether you're looking to target a nationwide mailing audience or a smaller, local business audience, we can help you with marketing your service

We're the only business mailing list provider that has a database of every business in America.

Always Ready to Help

We understand your business is the heart of everything you do. You work hard to make the right connections and sell your service or product.

We want to help you succeed. That's why one of our experienced specialists is always ready to assist with any questions or extra help you need when building your list.

What if you need help deciding who to sell to?

Just because you have a great product or service doesn't mean you understand and know exactly who you should be marketing it to. Sure, you have a broad idea, but how can you get that specific?

We can help there too. Our Client Modeling services help you create a formula that will tell you who your best customers are.

With our business mailing lists, you'll be sure you're contacting all the right prospects and receive a list full of **high-quality** and **promising** leads ready to help build your business and increase your revenue.

Becoming Their Debt Solution

About 80% of the American population is suffering from debt.

That means there is about 80% of the American population that are looking for a debt solution!

We can help you get in front of those prospects who need your service the most. They want to know more.

Our carefully filtered lists make sure you're receiving the most accurate candidates on your list that may honestly need your services. These are prospects that want to hear about their debt relief options and need a way out.

They are probably even desperate for a solution that is going to work for them.

Don't try to keep guessing who needs your services - understand them and let them know you have the answers and solutions.

Getting You Ahead of the Game

Marketing is all about getting your offer in the right place at the right time.

A prospect who is actively looking for a solution to a problem as large as debt might opt to go with the first deal they find that seems like it's offering the best solution.

You want that to be you!

Thanks to our list, you'll be able to reach your prospects faster than your competitors, making sure they see your appealing message before anyone else's.

Stop searching and broadly advertising your services to any new prospects.

Stop relying on legal aid referrals.

Both of those systems can be helpful, but both are also time-consuming and can turn dry leads that have already found services.

Instead, let us do all that hard work for you and give you an even deeper specialized list that fits exactly what you're delivering.

While all the other debt consolidation services are trying to figure out how to find and market to the right prospects...

You'll be advertising to the people who really need your services before anyone else.

There are over 300 million prospects searching right now for help to get their financial freedom back in their hands. You could be their best solution.

Donor Lists for Fundraising Success

You've worked hard to build your organization and make it what it is today.

You do good in your community or maybe on a broader scale. Whatever it is, you always want to help.

But sometimes, your help has to rely on the help of others.

Yes, we're talking about funds. Everyone knows without proper funding, even the best causes can sometimes stall.

So what can you do?

Fundraising. It can be one of the absolute

best ways to grow your charitable organization. In fact, there are millions of people who choose to donate to fundraisers every year.

Now, you could sit down, take valuable time out of your schedule, and try to figure out which ones to target and how to get in front of them.

Or, you could let us do that work for you and give you a detailed list of the best contributors who are proactive about donating to:

- Local communities
- Global issues
- Protecting the environment
- Creating a better public sector
- Building a happier and healthier life for those in need
- And more

A list this thorough has the chance at becoming your biggest business asset and the key to all your fundraising campaigns' success. No more second-guessing if you're reaching out to the right people, losing hours of time doing research, or meticulously trying to maintain records of past donors and which ones may still want to donate.

We know who these donors are

We've done the research for you.

That means when we deliver a list to you, you understand all the important aspects of your donors. This will help you know which could be the key to your fundraiser.

Our donors lists are filtered by:

- Age
- Income level
- Organizations they help
- Even the ways they have donated in the past.

Have you ever known all your donors that well before?

This info will give you the best chance of increasing the number of contributors for you to add to your database.

Always Ready to Help

Our specialists are ready to go the extra mile for your donor list. Not only by giving you the most qualified leads to **guarantee** your company a better chance at increasing donations, but we also want to **devise a complete outreach plan**.

Maybe you think what you have right now is working well enough.

Why only stay at well enough? Getting in front of more donors means increased profits which means even greater good that you can do for your cause.

Maybe you're just starting out and feel like you have no idea how to even go about any of this.

No worries - we do.

Whichever side of fundraising and donor lists you fall on, we'll help you review your current

strategies (or help create them) and refine them to better suit you and your needs with our time-tested expertise.

Remember, we want to see you succeed!

Email Marketing Success List

Every marketer or business owner knows email marketing is the least expensive way to promote yourself or your services. In the digital world, it has the least expensive cost per impression rate you'll find.

It's also known that building a successful list of ready-to-read and buy subscribers takes time.

Time that a lot of busy business owners just like you don't have time for.

Targeting the right prospects with emails can make a difference between opening and converting or filing your email as SPAM (and nobody wants that).

A List to Solidify Relationships

Successful email marketing engages your brand loyalists and offers efficient exposure to new prospects. We help you build and solidify those important relationships that mean increased lifetime consumer value.

Your new prospect will be waiting for your emails!

We carefully structure and create lists to target the right prospects for higher open

rates. Each email is added to our database as an opt-in only from reputable sources, so you have peace of mind knowing there is integrity and interest behind each email address lead you receive from us.

Doing It All For You

Just a list might not be enough.

What if you need more help. What if you just need someone who can help figure it all out? Or handle it for you?

We have years in the business doing just that.

Instead of only offering a completely customized list, we work to make sure you have everything your campaign needs to take off by:

- Designing the framework
- Structuring your content
- Determining the most targeting list just for you
- Optimize your campaign strategy

You can choose to deliver your emails to a specific **zip code** or we can help deliver your emails **nationwide**. Making sure only the best, most qualified prospects receive your emails and services tailored to them and their needs.

Someone in California probably won't be too interested in hearing about your neighborhood service in New England. However, dog lovers all over the nation may fall in love with your new organic cotton

doggie sweaters.

Either way, we provide the most accurate email list within the industry. In addition to the opt-in, they are also selected by **strategic demographic** and **psychographic filters** so you only receive the best.

As always:

- 100% CAN-SPAM compliant
- Includes unsubscribe links
- And campaign tracking

Our system makes sure your emails are only being delivered to those who wish to receive them. There's no more second-guessing and worrying about making the right impression with our lists and services.

Always There to Help

With our do-it-all email marketing lists, you can worry less about making sure the right people are targeted.

Instead - you can focus on creating your unique message. We'll focus on making sure it gets delivered to the right prospects.

We're always willing to answer any additional questions you might have!

Ethnic Lists to Build Deeper Connections

Every day new ethnic groups are becoming increasingly recognized. Our nation is

growing in its cultural diversity.

People are more proud than ever to be themselves!

That means every single day there are ethnic groups looking for services just like yours.

We know how to connect you with them!

Specialized Services

We work to filter a list that will include the ideal targets in a much more diverse market than you are currently marketing to.

These cultural backgrounds are hoping to find the unique services or products you can offer them.

Sometimes they are more than willing to connect with you simply because they want to connect with and support others just like them.

Done For You Research

There are **thousands** of target ethnic customers.

We've done extensive research to carefully filter and understand who your ideal prospects are by:

- Age
- Income Level
- Best Way to Communicate Your Marketing Message
- Target the Right Ethnic Audience

We know the steps you can take to connect with the right ethnic groups. Connections that can be priceless and last for a lifetime.

We're ready to help and always answer any questions.

Health and Fitness List to Reach Your Marketing Goals

It's no secret that the health and fitness industry is the largest and most progressive.

In fact, it has only been increasing each year. More than ever people are making conscious decisions to help their overall wellness and live their best lives.

That means even more consumers are stepping up looking for your services each day.

You know how to help others reach their health and fitness goals with your expertise, so rely on our experience to help you reach your marketing and list goals!

The Right List to Support Your Customers

When it comes to unique support, you understand just what your consumers need from you. Much like you can tailor someone's fitness and health routines to fit their lifestyle and body, we can tailor your list to fit your services and expertise.

We make sure your appealing wellness

solutions are reaching the right consumers. Consumers who are searching for you right now.

People want answers when they want answers. When someone makes the decision to step forward and take their health back into their hands, they want someone who is right there and willing to help them along the way.

Let them know that's you!

Right now people want to know more about:

- New, local gyms
- New diet programs
- Help with getting in shape
- Ordering vitamins and herbs
- What's best for their physical needs
- And more

Does that sound like exactly what you can offer someone?

You'll gain immediate access to these consumers from our database who are ready to take the next step in their overall health and fitness. Typically before anybody else has directly reached them!

Get Back to Helping Customers

Shift from exhaustion in trying to figure out your marketing and how to reach more customers to knowing our list, filled with **high-quality** and **promising leads**, will have your wellness solution delivered straight to the people looking for it the most.

Right to the people ready to put their trust, health, and lives into your hands.

Always Ready to Help

Our goal is not only to help you find more customers who are searching for your services but to help your overall marketing.

We can help you build upon your current marketing efforts that are already in place (if you have any) as well as help with your overall outreach.

We want to make sure you succeed in reaching your goals too!

Growing Your Business With Eager Investor Lists

You've worked hard to build your brand and get it to where it is right now. You want it to remain strong and you want to have some sort of financial security.

Maybe you're an established business owner who's looking to expand.

Maybe you're just starting out and could use some extra help with your startup.

Whichever your need or spot in the business world right now, we can help. By providing you with a carefully filtered list of the most qualified investors for your unique specifications.

Accuracy to Grow Revenue

Our leads are carefully selected just for you before they are delivered on your personalized list. Each is **high-quality** and **promising** to give you the best opportunity in front of qualified investors.

Our lists will give you the position to reach and promote to:

- Private Equity Investors
- Individual Day-Traders
- Other Potential Investors

These individuals are interested in **you**. They want to help and they are eager to invest their money into something they feel strongly about.

There's no more guessing who might want to invest in you and numerous "opportunities" that get shot down.

You can get used to hearing "no" and "not interested" a lot less.

Up-to-Date, Comprehensive Database

How do we do it?

We extensively examine all leads before recommending any to you.

Our database is constantly updated and incredibly comprehensive so we can guarantee you're receiving only the most promising prospects such as:

- Financial investors eager to do business with you
- The markets they currently occupy

- The markets they want to occupy

These people are willing to invest in your right now.

Always Ready to Help

We're always willing to answer any of your questions. We want to see you and your business grow to full potential and we know our lists can help get you there.

New Movers List for New Customers

It's estimated that about 3 million people move every single year in the US.

That means there could potentially be hundreds, if not thousands, of new homeowners or movers in general, who are trying to settle into and figure out your marketplace.

Do you know about all of them?

Truth is, there are few people who need new services more than new movers and homeowners. Their home, town, neighbors, everything is completely new to them.

Who can benefit from a new movers list?

Just about anyone with a business. Think about it, these folks might have no idea about anything.

Does the family have kids? Well, are you a close-by family practitioner? Let them know

you're close by for all their health needs.

Maybe they like to work out and you're a gym in their general area.

A close-by pizza shop.

Coffee place?

Or maybe you're a service provider for homeowners or new movers such as a plumber, lawn care, roofing, remodeling.... alright, you get the point.

Anyone can benefit from this type of list.

Whichever your service or product is, new movers are in greater need of good marketing when it comes to what you're offering.

Continuously Updated Database

That all sounds great but how do you make sure you're marketing to new movers and not just folks who already know about you (and might not even be interested)?

Drive around watching for for-sale and for-rent signs to disappear?

Sounds time-consuming and creepy.

Instead, trust us. We have a complete database of all the information you need to tailor a new movers and new homeowners list just for you.

We take pride in making sure our database is

always continuously updated with the newest movers in your area.

You won't be just delivered a list of names with our extensive services. We've completed the hard and done the extra thorough research for you. That means you'll know exactly who these potential new customers are before you even receive your list.

So you can better target them with your services by understanding what they're looking for and what will benefit them.

Specialized for Your Services

All we need is to know all about you and your services or company.

That's it.

Then, we'll use our specific filters and demographics to customize a list to give you the best possible leads in the industry. All of this to help you make more of the right customer connections.

Make More Closings with Real Estate Lists

Real Estate is a fast-paced and ever-changing market. A market that is sometimes fueled by motivated buyers and sellers.

These buyers and sellers are looking for specialized real estate services just like what you offer.

They want to know about your reputable

services because they want guidance and insight as they make one of the most important purchases of their lifetimes.

Yet in real estate, there's more going on than folks just selling their homes.

There are foreclosures as well as investors who are looking for promising places to flip and sell for profits.

The real estate market is ever moving and ever-changing.

A detailed real estate list will quickly become your greatest asset to know just where to market your services and who you need to be targeting.

Whether you're an:

- Agent - helping clients purchase, rent, or sell properties
- Broker - representing or negotiating sales
- Investor - looking for the best deal
- Loan Officer- helping buyers obtain a mortgage loan
- Foreclosure Specialist - analyzing financial conditions on a foreclosure loan

We can create a specialized list for your particular service that can help you grow and continue reaching the right people.

Doing the Hard Research for You

There is no shortage of sellers, buyers, and new properties landing on the market every day.

You're busy managing that market all

while trying to find new prospects that are interested in your service. It can be difficult to know exactly who needs you and when.

No homeowner who is happy with their home wants to continue being hounded to sell.

While someone facing foreclosure isn't going to want to see how many new houses are for sale in their area.

This can make your services look impersonal and scammy.

Detailed List for More Quality Clients

Our database is continuously updated from a wide variety of sources. There is always fresh and accurate information we can provide to you.

Whether it be localized or Nationwide, our lists are extremely accurate and can be made to fit your exact real estate service and client requirements.

From candidates looking to refinance, folks going through a foreclosure, or people selling their homes (to name just a very few) you'll get a thorough list of people looking for your exact service.

Making sure you get your services in front of the right people at the right time can be the difference for someone choosing you to help them with their real estate or disregarding you altogether.

We use specific demographics and carefully

chosen filters to make sure you get the absolute best **high-qualifying leads** that are more **promising** to turn to you.

Always Ready to Help

One of our specialists is always available to answer any questions you might have.

In addition to making sure you receive the absolute best real estate list for you, we can help you find your target market, run free counts, and as always, offer free quotes.

Increasing Profits with Responsive Buyers

Responsiveness is one of the absolute most important parts of any business. Especially when it comes to buyers.

You can have the greatest product in the world, but without anybody willing to buy it, your product becomes useless and you become irrelevant.

We're sure you're making some sales. Maybe you even think you're doing pretty well! But our lists can help you do even better and turn an even greater profit.

By positioning you to market to the most responsive buyers who want your product or service, you'll soon be maximizing your entire campaign without any worry about reaching the right prospects.

Optimize Your Marketing Strategy

How do you know who will be the most responsive buyers?

Simple. Our leads come from a highly successful list management company that specializes in the right consumer response names data to get you results.

We take pride in making sure you're only targeting and marketing to the best prospects - saving your time, money, and resources.

Of course, folks who just show interest in your products are great, but just interested doesn't mean you're making sales and turning profits.

Interested people can make you feel good. You're witnessing a bunch of people who like what you're offering!

But business is driven by buying people.

Revenue is earned by selling.

When you choose to work with us, you gain access to an extensive amount of proven responder files. These files and data provided on our lists can bring attentive customers ready to purchase to your immediate attention.

Without any extra research or fieldwork of your own.

Our list data is expertly segmented and continuously updated so you receive only **high-quality** and **promising** leads. That means:

- Higher conversion rates

- The most extensive consumer background info in the industry
- Typical responsiveness
- Purchasing habits

Leaving you more time to market to the right prospects by streamlining your campaign and services or products directly to only the right ones.

There's no more wondering.

Always Ready to Help

We want to help you succeed in your campaign and crush your sales goals. Give us the time for one phone call - we'll help explain all your best options, help you craft an effective plan so you know exactly what to do going forward.

In only a few minutes, we'll explain all your options and get you off on the best possible start so you can start converting more prospects into paying customers.

Bulk Your Sales with Shoppers Club Lists

Members of shopping clubs are all about finding products that save them time and money. They are always searching for the next great deal or a new product that interests them and makes their life easier.

These can be some of the best people to sell to. Because these prospects love to buy! And most have a hard time turning away a good deal.

Especially one they feel is just for them.

Increased Buyer Selection

Our lists help you get your product in front of these consumers. With the help of our customized list, it's possible you'll be the very first they see which increases your chance of buyer selection.

This small step helps you turn more prospects into paying customers.

Typically, these consumers tend to be impulse buyers. So getting your product in front of them - and marketing it correctly - first can be imperative to them selecting yours.

We make it **fast, easy, and affordable** to get a specialized list filled with **high-quality** and **promising** leads looking with interest for products exactly like what you offer.

Customized Customers

Don't keep worrying and wondering if you're targeting the best prospects.

Our curated lists are organized with only the best leads. We organize them to help target your specific audience by:

- Age
- Income
- Items they typically purchase
- Ways they shop

This information ensures you know the

right prospects interested in you and your product. Let us take a load of work off your marketing plate so you can focus more on your products and business.

Personalized Survey Response List

Not everyone is interested in surveys and subscriptions.

Yet offering these sorts of incentives to your customers can be a great way to boost revenue and create client engagement as well as relationships.

Sweepstakes and surveys can get consumers excited about new products while giving you the opportunity to learn more about your audience. The things they like, the things they don't, the things they want to see more of.

Memberships and subscriptions can go a step even further and build complete lasting impressions and trust as well as credibility.

If someone loves your product or service enough to continually sign up for it - to the point they are even paying just to be a member - you know you have a good product and service.

You know those consumers are trusting you to continue providing quality.

These marketing techniques are incredibly effective when directed to the right prospects. They can help you make important business decisions and collect invaluable

information.

When you're delivering and asking the right people to take those surveys so you get that information.

Our lists provide you with **high-quality** and **promising** leads and connect you with prospect both online and offline who are interested in:

- Sweepstakes - to help build product excitement
- Membership Organizations - to help make lasting connections
- Surveys - to help you learn more about your audience and get relevant feedback
- Subscriptions - to help you give your customers convenience and personalized shopping experiences

No more wasting time and resources continually reaching out with little - or no - responses.

Without responses, all of those efforts are wasted.

Each lead we deliver on your list is carefully selected to make sure you can target the exact market you need to. We section and filter leads by:

- Household
- Demographic-selections
- Purchasing Habits and Interests
- Lifestyles

When you call, we can give you an estimate in minutes and are always willing to answer

additional questions you might have.

Profitable Telemarketing Lists

A targeted telemarketing list can be the difference between increased profits and clients...

Or annoyed people and hang-ups.

When executed effectively, telemarketing is still one of the most profitable campaign strategies.

We've all gotten that telemarketer call that makes you wonder how in the world they got your number (and why are they calling you?).

We own our data. So our lists and leads are constantly updated and fresh. If they make it onto your list, each lead is **high-quality** and **promising**. We'll expertly tell you:

- Who Lives Where
- What They Respond to

Those factors can make sure you are targeting them in the absolute best way with the best message. You also won't be calling expecting to speak to someone else who no longer lives at the residency.

No Stress or Hassle

Hang-ups happen- it's hard to completely avoid- but a detailed and organized list can incredibly downsize that chance. It will empower your sales personnel with quality

connections so they're calling the right prospects at the right time.

Closing more leads. Building better connections. Turning more profits.

We have years of experience. Nobody knows how to build a successful telemarketing campaign list like we do.

All of our lists are:

- Fresh
- Clean
- Up-to-Date Names
- Up-to-Date Phone Numbers
- Always Do Not Call (DNC) Compliant

Our lists eliminate any guessing and position your sales personnel to close those sales.

Don't waste any more time hoping to reach the right prospects.

Don't waste any more time with hang-ups and ignored calls.

We know how to make sure you're targeting the right prospects interested in you. And to make sure you have the resources to get your message across and make the sale.

Verified USA Phone Number Lists

When it comes to cold calls, understanding who you're speaking to on the other end of the line can make all the difference.

Whatever the reason you need a reputable and updated list of USA phone numbers, we can help by providing **accurate** and **deliverable** business plan info.

These numbers can help you tailor your marketing strategy and offers.

We have a complete database that is full of continually updated numbers to give you a 94% connectivity rate. We let you take control of the competition!

All numbers included in your personalized list are Do Not Call compliant so you don't have any worries of potentially calling the incorrect number and receiving civil penalties or a hefty fine (in some cases, over \$40,000).

That can put a complete damper on your campaign or possibly end it for good.

On top of DNC compliance to protect you and your sales team, we ensure that our lists are regularly updated. You only receive the most up-to-date and accurate leads on your list.

No more wondering who will actually be answering and having a ready-made apology if the call goes wrong.

Our filtered list of numbers ensures **high-quality** and **promising** leads for your ultimate client connectivity. You won't have to worry about disconnection and unqualified prospects anymore.

By having a verified list of phone numbers, it becomes easier to

- Increase Your Profit Margin

- Grow Client Connectivity
- Grow Retention

You understand who is on the other end of the line.

We provide you with the right tools and resources to make the most out of your campaign.



Chapter Two:

Sales Leads For Your Success

Sales and customer connections are pretty much the reason businesses exist.

Sure, there are lots of reasons to argue why you started your business, but no matter how incredible or helpful or world-changing your product or service is, without selling it - it just becomes all-but pointless.

Whatever your business, nobody wants to see their sales department struggling to reach their numbers.

Nobody wants to have to start asking (or almost begging) for referrals. Or begin revisiting closed or lost opportunities.

There's no need for it!

We can help create a customized sales lead list sorted by the most important demographic and psychographic qualifiers along with 100 other filters. Our sales leads give you insider information for:

- Consumer Leads
- Business Leads
- Insurance Leads
- Mortgage Leads
- Real Estate Leads
- Travel Leads
- And More

Sales leads are incredibly important and invaluable to your business's success.

Without reputable ready to work for you sale leads, you might not ever reach your sales goals.

Sale leads allow you to know which prospects you should be marketing to. Who is willing and ready to buy products. Who is interested in your products and so much more.

You want your business to succeed. This beautiful, wonderful "thing" you have created becomes your lifeline. You've put time, effort, and money into building your business and you only want what's best for it.

We only want what's best for it, too. In fact, we've built our own business on that principle.

That's why we put our decades of experience to work for you.

When you work with us, you're not only receiving the best sales leads in the business, you'll be met with a dedicated team that has proven success and a history of incredible customer service.

We want to see you succeed above everything else.

Where marketing is complicated, we want to help make it simple.

Where leads and lists make no sense, we want to give you a top-rated product that will outperform anything you've had before.

We're a quality lead source you can feel good about using. You're always doing your best for your customers, so we want to do the same for you. We've already gone the extra mile to make sure you get the sales and support you deserve.

On top of all that, our experienced service team uses our own **in-house data**. This means you're receiving only the data that we feel is the best.

Our data team has the ability to take our **massive data amount** and turn it into **personalized** and **high-quality** sales leads tailored and pre-filter to fit your exact needs.

That means your list can be specific for:

- Warm leads
- Targeted sales leads
- High-quality (always)
- Demographic
- Psychographic
- Prospect lists
- More!

Our decades of experience in direct marketing set us apart from anyone else in the lead industry. That's how we've helped countless organizations grow, from mom and pop shops to Fortune 500s.

Above all else, we care about your success and want to do everything in our power to get you the sales lead and service you deserve.

So you can focus more on running your business.

Business Leads to Boost Your Conversions

When you're ready to grow and reach more of the right prospects, we're ready to help.

Generated leads are an effective and highly-profitable way to grow your business. When you are in the position to market to more of the correct prospects, you have the opportunity to make more conversions and increase your profits.

Consumers want specific and relevant information. Especially when it comes to businesses and their services or products they offer.

(An Alaskan probably couldn't care less about your lawn mower service.)

By providing your relevant and specific information to only the right potential customers, you receive a larger amount of honestly interested and ready-to-buy consumers.

That sounds great and all, but finding the right prospects can be difficult.

Most businesses feel the same way and instead, relying on broad marketing and advertising that they hope will make conversions. Even if it's to other businesses.

But conversions and leads are so much more than that!

Those are real people on the end of your business that want to purchase and buy things that better their lives or that interest them. Those who don't want what your service or product is all about couldn't care less about you (sorry - it's true).

So why bother marketing to them on such a broad scale?

Other businesses are just as busy as you and you should consider the people on the other end of that business who you are trying to market to.

We help make it easy so you can understand and get a list of leads filtered to fit exactly the products or services you are offering.

Trust a leading provider of the highest-caliber business leads that can be prefiltered to match your exact and unique offer by:

- SIC Codes
- Annual Sales
- Employees Sales
- Titles
- Years in Business
- Publicly Traded or Privately Owned
- Radius Around Your Location
- And More!

All of these components together will make sure you know the business you're targeting. Knowing what they need, who they serve, who they are - makes explaining to them all the easier how you can help.

Making more conversations, driving more sales, and building more connections.

Business Sales Leads For Increasing Revenue

Why bother with business sale leads?

They are one of the most important levels of your sales process.

These leads are customers or businesses that have the potential to become clients. It's a good idea to have a few when you are first starting out and then continue to grow your business leads as your business continues progressing.

That means added growth and revenue and connects.

Business leads work for you by starting - sometimes - your entire sales process. Without good business sales leads, it's all but impossible to maintain a stable sales pipeline.

Leads get turned into conversions, which are real people who are purchasing your products or services.

They are the foundation of your business and the "reason" it exists.

Perhaps you had something that was working before or maybe you just need a refresh because you've started to grow your business.

Long-term business problems like that will require long-term business solutions.

Many businesses find the right prospects

early on and manage to hold onto most of them. However, most of your original prospects may have trouble continually turning your revenue. Not to mention the same will keep you at just the same.

Nobody wants that.

The best way to keep the lack of new and promising prospects from holding your business back is to develop a relationship with someone who will **continually** provide you with the **freshest, high-quality** leads.

Just like us! We built our business on helping you succeed through carefully selected leads. Our database is ready to work for you:

- More than 14 million businesses in America
- Selectable fields to customize leads
- Target only the best prospects

We work closely with numerous data centers so that our databases are constantly updated **weekly, monthly, and quarterly**. That means whenever a new lead is available, it's added to our database and you get access to it - before anybody else!

Consumer Leads to Grow Your Revenue

Your value chain is nothing without quality consumers. They are the main source of demand for all the goods or services that you produce.

Most consumers have a limited income.

That means they are looking for ways to

maximize their wants and needs through and with businesses that make it easy.

They want a provided value that they want to see in your business and marketing before they consider spending their money on you.

By getting your goods or services in front of consumers that are actively looking for what you offer, you save time, resources, and money while growing your revenue and connections.

By only targeting those correct consumers, you're also taking the initiative to show them you understand their wants and needs. And you have the perfect solution to it.

We're all about consumer leads and can make the process easy and stress-free. Even at an individual level, we can help you find consumers who are specifically looking for you.

We work with a highly successful lead management team that supplies us with **high-quality** and **promising** leads.

We'll give you access to **tens of millions of consumer names** that have made purchases in the last twelve months. You'll be able to get your information, products, and services in front of the decision-makers and buyers with lists filtered by:

- Age
- Household Income
- Marital Status
- Gender
- Home Value
- Ethnicity

- Hobbies/Interests
- And More!

With a list this thorough, you'll be putting your products or services in front of consumers interested and ready to buy - before anybody else!

Sale-Closing Mortgage Leads

Real Estate is ever-changing. There is an almost constant need for mortgages and related services.

There are millions of mortgages signed each year.

Whether you're a mortgage company, insurance company, real estate agent, remodeling agency, or anyone who handles mortgages and real estate, you understand how fast the market moves. In fact, the number of people buying homes rises each year.

It's only expected to keep rising.

These potential customers and clients are constantly on the lookout for the best rate in mortgage loans and companies they can trust.

They are also qualified prospects that want to close their deals ASAP.

That means they are looking for services just like yours. **Right now.**

How can you make sure you're getting in front of the right prospects? Our leads! We

give you the opportunity to reach those buyers which will increase your profits.

Thanks to our relationship with a reliable lead generating service, we give you access to millions of contacts who are actively looking for the best mortgage rate loans thanks to:

- Constantly updated lead database
- Freshest leads
- Leads from all across the United States

The problem in real estate is that the number of people you help find a mortgage and close a deal practically becomes the same number of new clients you have to find.

That makes successful mortgage leads essential to run your business.

Our services allow you to filter the leads you receive by:

- Home Value
- Single vs. Multi-Family
- VA Loan
- Reverse Mortgage
- First-time Home Buyers
- And More!

We allow you to choose the clients you are helping and make sure you're targeting clients most likely to work with you.

We want to see you succeed and make sure you always have the **highest-quality** and **promising** leads. With our lead services, you'll never have to worry about finding more clients, because you can select the exact ones you need!

Travel Leads for Boosted Bookings

Almost 40% of Americans take a vacation each year.

That's almost 100 million potential consumers who are looking for ways to make lasting memories with the help of services just like yours.

Vacationing and travel are some of the most important things to many folks of all ages. For enjoyment or business, it's expected that Americans average at about three vacations a year.

Now, obviously, not everyone is out there traveling that often. Some people don't travel at all. While others travel more - like business travelers who average almost seven trips a year.

They are always looking for the best deal or nicest place to take a break or book for business.

Families, couples, and singles want a great deal to enjoy with their loved ones and make memories that will last a lifetime (and look great on social media).

If your travel destination has something to offer to any one of these travelers, then you should be letting them know! Yet there are so many people traveling, how do you go about targeting all of them without wasting time and revenue?

By knowing which leads are the most

qualifying and interested in what you're offering.

People who aren't traveling couldn't care less. While those who are traveling - there's a chance they're ready to pay and book right now.

When you're looking to fill more bookings, we can deliver you with the right leads to get it done.

All of those prospective consumers are looking for the best deal before they pack their things. They're searching for:

- Timeshares
- Airfare
- Tours
- Hotels
- Vacation Packages
- And more

Our leads are **high-quality** and **promising**. That means they are ready for their vacation.

We've done the research and we know the customers before you do. That way, you can choose from our filtered leads to find the ones right for you, saving marketing time and resources while positioning you to grow your revenue and fill your booking slots.

We know our leads:

- Age
- Income Level
- Prices they are willing to pay
- Where they want to travel

This helps you target only the ones most

interested and ready to go. These travelers are ready to say yes to the next deal. Be ready to target them with your offer!

Week-Filling Timeshare Leads

Consumers are constantly looking for the best travel deals. From family vacations to business trips, people want to know they're getting the best deal.

That means there are millions looking for services just like yours!

Have you been marketing to them?

Our services can make sure you're marketing to the best-targeted leads that are actively looking for your vacation services.

We know these consumers before you do and can filter them by:

- Age
- Income Level
- Price They Are Willing to Pay
- Where They Want to Travel
- And More

Our leads are only the **highest-quality** and **promising** because we want to see you get results. With these filters, you can better understand who you're targeting and craft a message specifically designed for them.

Increasing their chances of choosing you for their next vacation.

Or even passing on the word about you to someone else they know too.

Timeshares are popular destination purchases when they are from a reputable source. Travels know this and love the guaranteed weekly vacations and worry-free hassles that can accompany timeshares.

You could continue trying to hard-sell a timeshare to anyone and everyone, hoping someone gets hooked and makes the purchase.

But...why?

With our lists, you can even further filter to get leads by travel preference and ownerships that are looking for something new or who are looking for an upgrade:

- Timeshare Owners
- Cruise Travelers
- Discount Vacation Buyers
- Family Vacation travelers
- Business Travelers
- International Travelers
- And More!

No more trying to capitalize on referrals.

No more hoping to make sales and books weeks.

With our leads list, you'll know the exact audience you're marketing to and know the consumers who you're targeting are ready to say yes.



Chapter Three:

Data Services

Incorrect and outdated data is all but useless.

Going after and continuously marketing to "old" prospects wastes time and money. Why devote so much time to things that simply aren't working?

After all, your business will only ever be as good as your data.

So why not invest a little more time (in order to save time) into making sure your data is as powerful and complete as it can be?

With our services, you don't have to worry about making sure every piece of data is correct and up-to-date.

Our records are not only continually updated, but we make sure they are also verified so you know you're only receiving:

- The freshest
- Absolute best
- Promising
- And highest-quality

When complete, data holds the key to optimizing your business and marketing campaign. It cuts out the guessing and worry of if you're getting in front of the right prospects.

Instead, correct and updated data guarantees that the people who are seeing your

messages are the ones who truly need to.

So what can we do for you?

We self-select any data lead before we offer it to you.

We understand how much these leads mean to you and the positive effect they will have on your business. Our data services are proven to help boost your analytics and decision-making. This will continue growing your business.

Don't get just any new leads.

Don't keep trying to figure out how to utilize and make your data perform.

You invest everything in your business. So we invest everything we have into you. When you choose to work with us, you're not just another client. You're family.

We always put our services and experiences to work for you. Our connections are unparalleled within the industry - we have collaborative relationships with the biggest names down to the smallest and more specialized lead generations.

Our data services can help you with:

- Appending Services
- Cleaning up Your Data

- Cloning Your Customers
- Hygiene
- Modeling and Profiting
- Enhancing Your List

As a family-run business, we only want to see you succeed. That's why we work so hard to provide you with:

- Accuracy
- Completeness
- Consistency
- Timeliness
- Validity
- Uniqueness

We feel so strongly about all of this - that we always guarantee it.

Don't continue to waste time and money on outdated data that is holding your business back. With one phone call, you can change your entire business marketing and begin earning more than ever before.

Appending Services for Complete Data Accuracy

A marketing campaign and business will only be as successful as its data.

How up-to-date is yours?

Without proper data, you risk losing consumers and you could be mistargeting potential prospects, or not targeting them at all. Our appending services make sure **all** of your data is up-to-date and complete. Nothing missing that could cost you an

opportunity.

We take out the overwhelming hassle of trying to constantly keep up with updating and maintaining your list. You're busy running your business - you don't have time to spend bending over paperwork and computer screens to make sure everything is perfect!

We do. In fact, we've built our business on it. Our reliable and proven appending process ensures your marketing success.

No more wide net to uninterested prospects.

No more lost time and money targeting the wrong prospects.

Both consumers and businesses can benefit from our services. We have the largest US database in the industry to compare and run your data against as well as the largest amount of filters to completely personalize your leads.

- **15 Million records** equal complete accuracy and precise detail
- **50 Filters** to personalize and target only the "right ones"

Our services allow you to decide upon only the best prospects for you and your business. Thanks to our years of experience, we can help you narrow your customers to your exact specifications so you can reach more of your intended audience.

That's not all.

We're set apart because we maintain our own records. dependable.

This is to ensure you only ever receive the best. Our records are accurate, continually updated, and verified from multiple services:

- Public records
- Census Bureau reports
- Courthouse records
- Chamber of Commerce
- Self-reported Online Data
- DBA Filings

All of those sources mean you get the freshest, most accurate consumer information. Information that you can pick and choose based on what you need and the marketing aspects you want to invest the most in:

- Email Addresses
- Phone Numbers
- Postal Addresses
- Social Networks
- IP Addresses Demographic Data
- Household Info
- Finance Details
- Auto Data
- Lifestyle and Interests
- Business Addresses
- And more!

We understand your data is the key to your success. Since 2008, we've built our success on yours.

In fact, it's because we take our customers' success so seriously that we use such a unique approach that is completely

Clean Up Your Data

Bogged down and incorrect data wastes resources, time, and money.

Not to mention, it could possibly ruin potential consumer relationships by sending prospects the wrong information at the wrong time.

Your data is the heart of everything you do. It is what helps you understand your process and improve upon it if - and when - necessary.

Correct data reduced wasted time and money.

But what is data?

Your data is the overall statistics of your company, the clients, and the consumers that drive it.

It can include anything from consumer addresses to phone numbers and email addresses.

Overall, your data will help you predict your customers' behavior and will make sure you are only making the best business and consumer interests in mind.

So why wouldn't you want your data to be optimal?

Stop wasting your efforts on bad addresses, incorrect phone numbers, or completely wrong information.

It's wasting your money and depleting your ROI.

Our data clean up services give you the opportunity to run a number of processes:

- NCOA
- Standardizing
- Do Not Mail
- Merge/Purge
- De-Duping
- Nixie
- Address Verification
- Phone Verification

With these services, you can ensure your data is optimized. We'll help make sure you have the most up-to-date information for each of your customers.

That means you can stop worrying about data inputs and begin focusing on your business once again - knowing that you're targeting only the best most promising prospects.

Knowing every decision you make is for the better of your business and customers.

Multiple "Perfect" Customers

Wouldn't it be great to have the same wonderful, ready and willing-to-buy customers lined up and waiting to purchase from you?

Everyone has those few customers that are always loyal and willing to purchase from you.

Maybe you've known them for years. Maybe they just started doing business with you.

Whichever, you know they appreciate your business and are always interested in your services or products.

Imagine having lines of these customers ready and waiting.

That's why we developed our cloning services. By helping you identify the best qualities of your consumers from detailed demographics, you can create a list of the most likely and willing to purchase consumers.

That means multiple "favorite" clients just for you.

Our demographic filters are the beginning of selecting prospects that are ready and willing to purchase your services.

We take your list that you have right now with those buyers that are the best and compare their traits and demographics to other prospects - essentially "cloning" the results of marketing to them.

What does this do?

By marketing and targeting prospects that are the most similar to your ideal customers right now, it increases the chances of landing more consumers who are the same.

Our selected filers begin showing you the exact prospects you want to market to and target because they are the most like the ones you already have.

Then we build upon those key details and even further filter your cloned leads by:

- Homeownership
- Income
- Age
- Marital Status
- And More!

The incredible thing about this service is that it not only works for consumers but also for business.

You have one business that is buying from you and you wish you could find more for the same? We can help by comparing that business's demographics to others. We can use additional filters such as:

- Years in Business
- Sales Volumes
- Industry Type
- And More!

There's no more guessing and wishing for more ideal consumers.

With our services, you can get a list of customers or businesses tailored to fit exactly what you are looking for - over and over!

Complete Data Hygiene for Optimal Efficiency

How clean is your data?

If it is anything less than strategically run through and updated, there's a chance you've been missing opportunities and wasting money.

It's no secret knowledge that technology and out-dated data can be working against you. Take marketing emails for example, that are getting filtered out with more aggression and accuracy than ever before.

The algorithms used by ISP and email providers determine where your emails land based on a number of factors. Factors that can take your emails to the correct folder or, shove it off into SPAM or another folder - leaving your precious and glorious email never to be seen.

This can lead to **inactivity, elevated unsubscribe rates, decreased clicks, and more...**

Possibly debilitating an email campaign and sticking you with costly delays and wasted marketing.

We don't want to see any of things happening to you!

But we'll be honest- most of the data you have on your light right now, is **bad**.

If not, remember how fast-changing our world is right now. Data does go bad very quickly.

We don't want anything holding you back

in your marketing! That's why we offer our hygiene services. We'll help clean your data so you know your leads are ready to receive the marketing aspects you're worked so hard to create.

We work in **all** areas of your data:

Email Validation: what good is an email with a fake recipient? We make sure each email address has a real person behind it, their provided location is correct and accurate, and that you're actually reaching them with your message.

We ensure this by:

- Finding and removing inactive/non-responsive contacts
- Searching for Merge/Purge and removing any duplicates
- Validating emails (through Domain Validator, MX lookup, DEA Checker)
- Reducing Email bounce (check for typos, syntax errors, invalid characters, formatting issues)
- Increasing email deliverability rates
- Perform email list monitoring
- Validate Lead's Email IP addresses
- And more

List Cleaning: this is so important for any business. Continually cleaning and updating your list makes sure you're only targeting interested prospects. We help make sure of it by:

- Identifying and removing undeliverable email addresses
- Deleting unknown or risky addresses

- Using SPAM Trap Suppression
- Performing habitual complainer checks
- Implementing fraud protection services
- Identifying Temporary Accounts, Known Fraudsters, and Malicious Accounts

Postal Address Verifications: people move all across the US all the time. We check to make sure your recipients have not reported a new address before mailing your material. Most lists include non-CASS addresses that are undeliverable simply because the USPS does not recognize them. Verifying postal addresses means less wasted marketing efforts and less mail from you that gets tossed. We help optimize your postal addresses by:

- Matching CASS (Coding Accuracy Support System)
- Comparing to Standardize Mailing Lists
- Reducing the Number of Undeliverable Addresses
- Removing: non-standardized, inaccurate, and incomplete addresses
- Screening against National Change of Address (NCOA) database
- Check addresses against Do Not Mail lists
- And more

Phone Numbers: calling the correct numbers is important during any sort of campaign and we make sure the numbers on your list are completely verified:

- Phone Validation Checks
- Scan for Do Not Call (DNC) Numbers
- Phone Append
- Reverse Phone Append

Our hygiene services are in place for one reason and one reason only - to help make sure you succeed in every marketing campaign you do. We want to see you get the most results out of your list. The best and only way to do that is to make sure you have a clean and updated list that works for you.

Customer Modeling and Profiling for Increased Profiting

Who will be your best customers?

Where can you find them?

Those are some of the top questions business owners ask - and for good reason.

Knowing your customers can improve your business as well as your website operations. That leads to increased profitability and customer relationships.

You could choose to sit and sift through compiled consumer profiling data. However, that becomes time-consuming and confusing - which can lead to lost and misinterpreted business opportunities and prospects.

Don't waste your valuable time and resources trying to model and profile your clients on your own.

Our services were developed and tested to take out the guess-work and hassle. We make sure you are targeting the exact prospects to grow your business.

Profiling your customers helps your

entire business by making sure you are only targeting the best, most profitable customers. We'll review your customer data to interpret areas of successful relationships and help predict future relationships.

Profiling services also help to:

- Find new customers
- Retain existing customers
- Identify non-profitable customers (and minimize company efforts on them)

This information will lead to your knowledge of satisfied customers who want to purchase more as well as what they are interested in buying from your company.

Modeling your customers takes all of this a step further and helps determine your customers' behaviors by their demographics. We use extensive data collections to help you understand and target specific customers and businesses to:

- Optimizing model operations (which maximizes marketing results)
- Help you customize products and services by what your customers want
- Predict the likelihood of future and repeat purchases
- Build stronger customer relationships

Our services will help set your business apart from others by truly understanding your customers and providing them the exact value and services they need.

By coupling both Profiling and Marketing together, you'll get the most comprehensive

list. This list will become your ultimate marketing companion and will ensure you're:

- Identifying your ideal customers
- Identifying demographics, geographics, lifestyle commonalities
- Detailed overview of current sales
- Boosting Your Marketing Efforts

The beauty you can expect from this is that it works for BOTH consumer data and business data.

We can deliver specific customer info based on a range of filters such as: **homeownership, age, income, marital status**, and so many **more**.

If you're looking for specific business lists we can filter by **industry type, sales volume, employee size**, and **more**.

Our comprehensive understanding of your customers sets us apart in the modeling and profiling business. We have the most selective filters to make sure your finished product is tailed exactly the way you want and need it.

Enhance Your List

Emails aren't really enough anymore.

They are helpful, of course, showing customers who are trusting you with their email, indicating that person is interested in buying from you.

So why isn't just the email enough?

Only having a prospect's email means that's exactly where it stops - the email. Our services can take that further and enhance your list - leading to **higher open rates** and **more conversions**.

How?

We research and take your list beyond the email address. Our services get you more information about your leads:

- Full Names
- Home Addresses
- Phone Numbers
- And More

This information can increase the correct marketing decisions and make sure you're appealing to your list to the fullest. This extended information allows for a complete array of marketing options so you're no longer solely reliant on emails.

Now, you have a greater outreach.

Our services don't stop there, though.

In today's market, even that might not be enough to make you stand out on top. That's why we also offer **segmentation**. This extended service enhances your list even further to better understand everyone and every component of your marketing outreach.

For example, if you're selling to businesses, you want all the proper information to optimize your marketing outreach. This includes client demographics so you can

target and understand their interests.

Businesses want to solve problems for themselves and others - our services make sure you can be a part of those solutions.

Email addresses can be great for that too, but they will only get you so far. With segmentation, you'll understand what products and services businesses and consumers are interested in.

Let's take it even further - **Geo-coding**.

Now, you have all the above information as well as where your prospects live so you can prioritize and understand their interests, trends, and needs by **region, state**, or even **zip code**.

All of this put together ensures stronger sales and higher engagements because you're reaching the exact prospects with the exact thing they need right now.

Now, as incredibly effective as all that can (and will) be for your business or company, we want to make sure we help you succeed in every way possible.

Let's talk about **Personalization**.

We've built our business on helping others succeed, so we know what works. Personalization is all but guaranteed to give you higher engagement and long-term value.

Even by starting with only a lead's first name, you already gain an open rate of almost **30%**.

That means a potential of almost 30% more conversions with our services.

Why stop with the first name? Our services make it possible to personalize by location as well. This extra bit can lead to **even higher engagements** and in turn an **even likelier sale**.

People like to be recognized as people. In a digital and face-paced world, a bit of personalization can go a long way. We've seen this work time and time again for businesses just like yours.



Chapter Four:

The Most Thorough Direct Marketing Services

You've made the product.

Perfected your service.

Set up a fancy website.

You even have those cute little business cards all printed out and ready to go.

Now what?

It's time to reach your target customers. However, a lot of business owners realize that's a lot easier said than done.

We understand. We've built our business on understanding and helping you reach your full potential. That's why we employ the best team to get you the best results.

- Experienced and Highly-Trained Direct
- Internet Markets
- IT Professionals
- Website Designers and Developers

Our internet marketing team is led by only the best - people who have sold over **\$1 billion** in consumer and business products and services.

We can help you succeed in all of your marketing goals.

It's safe to say we know our stuff when it comes to internet marketing and we can help you in almost any area you need it:

- Website Design and Development
- Search Engine Marketing (SEM)
- Email Marketing
- Radio Advertising

To put it in short - we understand the web and what is happening.

For instance, did you know SEO is no longer the only focus to improve visibility and increase traffic? It needs to be part of a complete and successful SEM campaign.

Our team has created state-of-the-art programs that include SEO while also optimizing your website to:

- Acquire thousands of inbound links from related websites across the internet
- Transform into a thriving eCommerce or Lead-Generating Machine
- Significantly increase traffic volume
- Begin working harder for you

That's not all we do. We focus on your success. That's why we make sure we always know what's coming next. So you can always be a step ahead. Our team:

- Attends International Conferences
- Participates in National Workshops
- Meticulously Follows Trends

Things you thought were “new” in direct internet marketing? Chances are we knew about them coming last year.

Our experts are ready to get to work for you and your business. They include gurus in:

- Social and Virtual Marketing
- Keyword Expansion
- Pay-Per-Click Bid Optimization
- Organic SEO-based Content Writing
- Paid Inclusion
- And More!

When you work with us, you get the best of the best. We want to see you crush your direct marketing campaigns and we have the skills and people to help you do it!

Powerful Direct Mailing Services

Junk Mail.

That’s an awful term, isn’t it? Used to refer to those pieces of mail you get that have nothing to do with you and seem utterly pointless.

Truth is, as we on this side of that “junk mail” understand - it’s time tested to be one of the most effective ways to market and communicate with customers and prospects.

Emails, TV commercials, social media

hashtags can be great. But only mail makes us do anything physical (you know - going to get it and looking through it on the way back to the house).

Mail is something you’re physically holding and looking through. Mail makes us stop.

Direct mailing, when done correctly, lands those stopping and reading points into the hands of customers in a way that engages them more than anything else because it is:

- Controlled
- Personal
- Professional

We help make sure your direct mail is controlled in a way that optimizes each of those. You decide who you’re reaching - big or small audience. You control the look and feel of the message - personal or professional.

Nothing will look better than a highly-polished professional letter.

Nothing is quite as personal as a thoughtful mailing.

Direct mailing makes your customer feel as though that was intended just for them. This builds lasting relationships, increased assurance, and devotion to your brand.

We help in a wide range of direct mailing services from start to finish. We have the marketing and analytical tools to increase effectiveness as well as the response rate of your marketing efforts.

Experience:

Our experienced sales professionals work hard to help you reach your goals with less time and money spent attempting to go-it-alone.

Assistance:

We want to make your campaign functional and practical. That's why we offer help with designing attractive and effective mailers to printing and mailing them as well.

Optimize Your Mailing List:

Already have a mailing list that you've worked on building ready to go? That's great!

We'll do the work of printing, addressing, and mailing.

Need a mailing list?

Don't worry - we offer comprehensive and in-depth services to deliver you the most up-to-date and thorough mailing list.

Above All Else

We want to see you succeed. We've built a business on helping other businesses reach their full potential. That's why our services are available on an as-needed basis - so you only pay for the things you need.

This system of proven and long-term marketing should be as easy as possible for you. We want to make it that way! That's why our advantages, flexibility, and resources are all available to you.

Direct Mail Marketing is useful and powerful - especially when done correctly.

We have the answers to your most common questions regarding mail marketing. We have the tools and the ability to make sure it works for you.

We're ready to help you every step of the way so you can meet your goals one mailing - and one customer - at a time.

Powerful and Affordable Email Marketing

Email Marketing is more powerful than ever before.

Why?

Emails allow direct communication without feeling invasive. Done right, this form of marketing quickly becomes profitable without spending through your overhead.

Especially when compared to mailed flyers or paper coupons.

Content is Key

Relationships are being built through emails - so keep in mind that content matters. Subscribers who sign up for your emails put their trust in you. They want value in their inboxes.

The wrong content will almost immediately put off your prospects and may get them marked as SPAM (and that's the last thing you want).

Yet valuable emails continue to turn heads and make conversions. They are possibly

even shared between friends, which is making even more connections and further expanding your marketing.

We Make It Easy

If that all sounds like a lot to take in, don't worry.

We want to simplify everything about email marketing for you. Whether you're working on consumer or business campaigns, we want to make sure every email you send out not only lands in the right email boxes but gives the ultimate amount of value.

Even on an incredibly large scale of emails, each will only be as effective as the people you reach. We make sure you're only reaching more of the right people.

Options To Fit You

Whatever aspect of email marketing services you need, we can help. From creating the perfect email content to sending, to providing you with ready-to-use emails, we allow you to customize what we have to offer specifically for you.

Analysis for Comprehensive Results

Our services include tracking (for those that want this option) so you can be provided with the details and identifications of who is opening your emails, clicking through your websites, and more.

Analysis information on this scale can help you to narrow your target audience as well as your campaign efforts, making your entire system more efficient.

By rebroadcasting to only the most interested and willing-to-buy prospects, you can focus on making and keeping them happy and engaged.

Which means less waste on comforting the masses.

Effective Campaign Handling

We know email campaigns better than anyone in the business. We pride ourselves on your continued success. That's why if you decide you want our help handling your email campaign, we'll make sure that it the best it can be by:

- Creating a specific marketing concept tailored to you
- Maintain brand consistency through the campaign
- Help create design and coding
- Professional-looking emails
- Send your message to the correct, identified addresses
- Provide tracking results
- Implement improvements as needed
- And more.

A successful email campaign can be a key factor in growing your business, making valuable connections, and increasing revenue. When done correctly. We make sure every last part of your campaign is implemented in the best way possible.

Sales Growing Online Marketing

An online presence is unavoidable if you want to succeed in almost any marketplace.

Without it, your business and services practically become invisible and easily passed over for the competition.

We can help. By making sure your services or products are visible to all your ideal clients, customers, and consumers with a perfectly executed online presence.

Our online marketing team has the knowledge to get you featured in top ranks in SERP (Search Engine Results Pages) on all major search engines - Google, Bing, Yahoo - as well as popular social media outlets.

The importance of search ranking is unparalleled - people can't spend on your product or service if they can't find it!

The most effective way to accomplish this is to direct your digital marketing products to focus on:

- SEO (Search Engine Optimization)
- PPC (Pay-Per-Click) Management
- SMO (Social Media Management)
- Website Development

By focusing on the above, it's possible to craft an online presence for you that meets your unique and specified needs. We are constantly committed to working for you and we make sure to:

- Drive Qualified Leads to Your Sales Team
- Get You Better Rankings
- Increase Your Exposure

Our goal is to always see you succeed and we make sure we implement everything we

know to make that happen.

Attention-Grabbing Ads with Google

Google is the most widely used search engine. Therefore, it is the most important to rank on.

For a lot of businesses, it can be extremely difficult to figure out. Especially when it comes to success-driving keywords.

We understand all the aspects that make an effective Google presence. We work with Google My Business and Adwords Express to create ads that grab your prospects' and customers' attention. This kind of visibility will allow you to quickly outrank the competition by looking like the clearer option.

Adwords allows us to elevate your ranking to the top of pages where you might not have even shown up before.

With us, you'll also have the ability to optimize your analytics right from your phone or tablet thanks to Google PPC so you can see how your ads are performing.

This includes things like:

- Design, Publish, and Analyze ads with Google's Analytics
- Determining the best business ads display locations with Quality Score
- Seamless Monitoring of ads
- Adaptability of online marketing campaigns
- Measurable results
- And More

With these services, you'll be in control of the

cost of your campaign, so you can choose how much or how little you're willing to invest. We can help you interpret where your level of investment will rank you among your competition.

We'll take out any guess-work along the way and save you time and money by refining your business's ads to only target the prospects that are interested in your products or services and filtering out the rest.

This also means any Pay-Per-Click Ad will directly benefit your bottom line.

You will be able to experience the absolute best control of your campaign and understand each aspect of it. You can choose your investment level as modifications so you always continually know exactly where you stand against the competition as you make changes to your campaign.

Social Media Optimization

All of the above is great for an optimized Online Marketing Campaign that will grow your business and begin setting you apart from the competition.

However, we take it all a step further for you. After all - your success is our top priority.

Social Media Optimization is a game-changer for anyone who wants to increase customer engagement. This method will allow your business to give quick regular updates, communicate effectively with customers, and earn reliable feedback.

Many businesses understand the importance

of social media and take the time to set up a site only to realize that they don't have the time to keep up with it. This can be more detrimental than not having a social presence at all.

Everyone is on social media. So making the time to be on there too connects with you more customers as well as builds relationships with existing ones. It is also one of the most cost-effective ways of marketing and customer connections. You can keep your customers up-to-date on upcoming events, specials, and promotions in real-time.

Comprehensive Telemarketing Services

Telemarketing works. Regardless of what anyone says, it's proven that this type of marketing is still as effective as ever.

When done correctly.

Yet, even though it is effective and proven, it's been estimated that this marketing method has a conversion rate of 1%. That means for every 1,000 calls you make, you might acquire ten prospects.

And they only might make a purchase.

So, why is telemarketing still considered one of the most successful campaign marketing strategies?

It builds connections with clients. Some people just really love to talk. And hearing about a service or product or cause on the

phone from a real person seals the deal for them.

This makes it one of the most direct ways to promote your good or service to potential customers. While also being cost-effective.

Especially when you are dialing in the most responsive and prospective customers.

Of course, not everyone is willing to answer the phone or likes receiving any sort of telemarketer messages.

It can be time-consuming and makes things difficult on your sales team if you're calling unresponsive prospects after unresponsive prospects.

Wasting both valuable time and resources.

Stop guessing and hoping to make those sales by cold calling any list of prospects with any message!

We know telemarketing better than anyone in the business and have been doing it for years. Let our expert services prove it to you by guiding you through a **classic approach** or help you explore the **latest high-tech solutions**.

We won't only help by providing you with the absolute best list for calls, but also design your campaign and implement the perfect system to get you the most results:

- **Predictive Dialers:** make your agents more productive by utilizing the latest algorithms - you get direct connections to

highly prospective customers

- **Voice Broadcasting:** immediately contact hundreds or thousands of targets all at once with an enhanced database of the best prospects most likely to respond to your push-button survey or promotion

- **Voicemail Drops:** get a specialized pre-recorded message your sales team can send with one click. We guarantee the message is clear and full - no more half-recorded or sent messages that have static.

- **SMS Messages:** short and effective messages to mobile numbers on your list

- **Cloud Dialing:** an effective service allowing your sales team to log in and handle calls from any computer - anywhere in the world

- **Additional:** help with all your outbound telemarketing projects and design avatar calling systems to make sure you're receiving the full benefits and revenue from this marketing system

Even if you already have a successful telemarketing system in place right now, we can deliver and help you implement an even more effective package.

We want to help you close more deals - and we have the experience and resources to do it.

Whether you're targeting individual customers or businesses, we help make sure you can get both customer or business contacts on the phone by filtering the ones

most likely to make you a sale.

Our lists and services help connect you with prospects who are **ready** and **qualified to make purchases** by the time your closers are on the line.

Lead Branding for Deeper Customer Connections

Branding is more important than ever in today's online society.

Why? What is branding?

Branding, in short, is the most effective way of identifying your business.

When branding is done right, it helps your customers recognize you and trust the experience and quality you are going to give them.

Unlike what most people think, a brand is more than just a logo. Although that is a great addition to any business, branding has become a promise to your customers that you uphold a certain ethic and service.

A brand builds credibility and trust with your customers.

Do I need branding for my business?

Absolutely! Branding should be at the top of any business's list. And it should extend beyond those fancy jingles, taglines, and business cards.

Customers anymore like to know what they are investing their money in - even a simple

purchase makes them feel better if they understand who is behind the transaction.

Your branding efforts create that trust.

How do I begin?

One question can start off your branding: "What do I want my brand to say to customers?"

By answering this question, you better understand what you want your brand to mean, the customers you want to target, and the value you are going to be bringing them.

Building a professional looking-brand, even for the smallest service or product, instantly boosts your credibility and improves client trust. A well-polished brand makes you look legitimate and trustworthy.

This makes prospects more likely to buy from you.

The impression you make on someone sticks in their minds. So why not make a great first one?

Experiences and interactions influence our day-to-day decisions and actions for years or even lifetimes.

Custom Pick Services

Our success is based on yours. We are committed to helping customers campaign and market on the very best level to generate a steady stream of leads for their business.

Branding is just one of the essential components of a successful business.

Stop struggling to try to juggle branding as well as all the other duties in your business. Branding done wrong can drag your business down and diminish all the hard work you tirelessly put into your products and services.

We let you pick from the branding methods most important to you:

- Campaign Messaging - define your brand and focus on what makes it unique
- Print Ads - gain brand exposure
- Billboard and Stadium ads - build publicity and exposure in high traffic events and areas
- Brand Ambassadors - get a face to associate with your brand to help with credibility and trustworthiness

All of these services, whether combined or selected by what's important to you, allow us to deliver your message to the right prospects and audience. We'll help you create a targeting message and strategy to segmented customers that are guaranteed to grow your business.

We have the resources to expose your brand to your small town or to the entire world or anywhere in between.



Chapter Five:

Graphic Design for Impressive Marketing

The best campaign in the world can be crushed without optimal graphic design.

Even a simple business card should look professional

The more professional your brand and business looks, the more likely someone is going to put their trust and money into it.

Believe it or not, graphics are a form of communication. When done well, customers and prospects will be able to recognize your brand by simply a picture or logo.

Your specifically designed graphics should convey your brand in a way that also conveys your tone and voice.

If that all sounds like too much to handle, our services can help.

Both on and offline, we have experienced graphic designers devoted to producing eye-catching designs for projects of all sizes - big or small.

Our offline services make your brand studio polished from design, print, and mailing your brochures, postcards, or letters.

You can always expect the best when you

work with us. From websites, print designs, and even web hosting.

We understand how effective and influential your graphic design will be. That's why our studio specialists are ready to help in any way that you need:

Graphics:

- Advertising
- Design and Development
- Illustration
- Marketing
- Newsletters
- Postcard

Web Design:

- Custom Programming
- Custom Blog Creation
- Galleries, Video, Audio
- HTML/PHP/WordPress
- SEO (Search Engine Optimization)
- Web Design and Maintenance

Whatever your graphic design or web needs might be, you can trust our specialists to get it done right for you.

Ending Thoughts

There was a lot of information in there, we get it.

But every bit of it was intended to make you understand how crucial the right online presence, leads, lists, and data can be for your business.

Especially if you have a service behind you that understands it all and will continue to deliver the highest-quality.

We've been doing this for twenty-five years and have experience in all sorts of industries.

When you work with us, you are not just another client. You're part of our family.

We're set apart in the lead generating business because of everything you'll receive from our services.

Above all else we pride ourselves on customer satisfaction and your success.

We always offer free quotes and have industry experts standing by to answer all of your questions.

So when you're ready to optimize your data, create your own enhanced list, finalize your brand, or simply market and campaign to the fullest, we're ready to help.

Give us a call! 917-977-8009



What's Wrong With Today's Leads And the Opportunities On the Horizon

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