

ADVANCED LEAD SERVICES PROGRAM

Our Advanced Lead Services Program is measurable and cost-effective, offering marketers a defined lead nurturing and content strategy with advanced behavioral analysis that will engage our readers on your behalf as they begin their purchase journey. Each customized program will integrate your solution based content into our audience's purchase cycle discovery and associate your brand with their needs at just the right time.

Our marketing automation based program is an excellent partnering opportunity with your team's own marketing automation initiatives and will provide you with strategic lead nurturing and scoring with real-time opportunity identification that results in a clear ROI, advanced marketing insights and improved sales efficiency.

- Advanced behavioral analysis allows us to identify prospects as soon as they enter the purchase or research cycle.
- Strategic content deployment to prospects at each stage of their journey and associates your brand at the right time.
- Automated marketing workflows that capture, nurture and score prospects into opportunities and delivers them to your marketing and sales team.
- In-depth reporting provides transparency and allows us to analyze and improve campaign results as partners in real time.

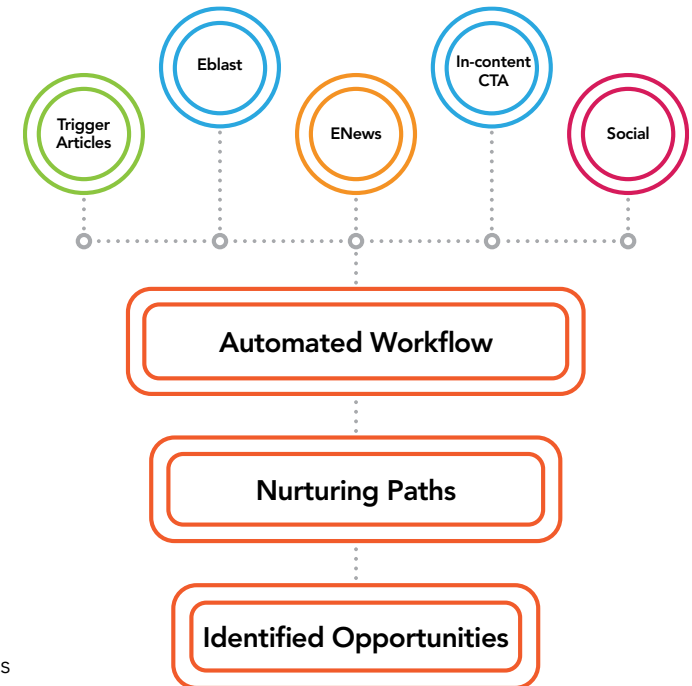
Our Process

We offer as 3, 6 or 12 Month Nurture Programs

- A prospect's journey will start with a Plant Services produced co-branded Special Report offering on a topic that is relevant to your company's product, solution and expertise
- Each prospect will then be nurtured with your company's related content and contacts will be qualified and scored based on that content interaction.
- Throughout the program's duration, Plant Services will engage in both inbound and outbound strategies to attract the right prospects to your program.

Components

- Campaign consultation to identify program objectives
- Plant Services produced, co-branded Special Report on campaign topic
- Inbound program marketing that includes SEO optimized article on PlantServices.com and social media promotion
- Outbound program marketing that includes targeted alerts and newsletter placements
- Development of all program components including emails, landing pages, workflows
- Automated opportunity delivery with full demographic and content engagement identified and scored
- Completely managed by Plant Services marketing team with monthly program review
- Program adjustments as needed



Pricing:

3 months:\$18,500 net
6 months:\$25,500 net
12 months:\$40,500 net

To Learn More Contact:

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