

# INCREASING LEAD FLOW

## IT'S TIME FOR BUSINESS TO REDEFINE THE WORDS "LEAD FLOW"

MOST BUSINESSES HAVE DEVELOPED WHAT WE CALL REACTIVE LEAD FLOW. REACTIVE LEADS OCCUR WHEN CUSTOMERS CONTACT YOU ABOUT YOUR PRODUCTS AND SERVICES BASED ON A MARKETING MESSAGE THAT YOU HAVE SENT TO THEM. **THINK ABOUT IT: CUSTOMERS ACTUALLY TAKING THE TIME TO CALL YOUR BUSINESS AND ASK ABOUT YOU.** IT'S GREAT LEAD FLOW BUT NOT REALLY A SUFFICIENT AND REALISTIC PLAN FOR MOST BUSINESSES IN TODAY'S ECONOMY.

**FRANKLY, THE DAYS OF WAITING FOR THE PHONE TO RING ARE NOT GOING TO HELP YOUR BUSINESS COMPETE AND GROW – IT'S GOING TO HELP YOUR BUSINESS DIE.**

**AT SNAPTECH WE BELIEVE THAT WE CAN PROVIDE YOUR BUSINESS WITH PROACTIVE LEADS.**

NOW, PROACTIVE LEADS ARE POTENTIAL CUSTOMERS THAT HAVE EXPRESSED INTEREST IN YOUR MESSAGE BUT SIMPLY HAVE NOT HAD THE TIME OR MADE YOU A PRIORITY TO CONTACT. BUT HOW DO YOU REACH THESE POTENTIAL CUSTOMERS? BY INTEGRATING SNAPTECH'S ONLINE MARKETING SYSTEM INTO YOUR SALES AND MARKETING PLAN.



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# YOUR SALES STRATEGY

A LOT OF PEOPLE WONDER WHY WE AS A MARKETING COMPANY ARE SO OBSESSED WITH SELLING, ENGAGING, CLOSING DEALS. IT'S REALLY SIMPLE: BECAUSE OUR CLIENTS ARE ULTIMATELY CONCERNED AND OBSESSED ABOUT CLOSING DEALS AND INCREASING REVENUE.

**AT SNAPTECH WE BELIEVE THE TRUE MEASURE OF COMMERCIAL MARKETING IS SIMPLY NOT CREATIVELY AND INNOVATION BUT IT IS **INCREASED SALES.****

WE WORK DILIGENTLY WITH OUR CLIENTS TO ENSURE THAT THE LEADS WE PURSUE ARE QUALITY AND REPRESENT IDEAL TARGET GROUPS. WE WORK EQUALLY AS HARD TO ENSURE THESE LEADS ARE CONTACTED WITH AN EFFECTIVE ENGAGEMENT STRATEGY TO ENSURE THAT YOUR CLIENTS FEEL THAT IT'S ABOUT THEM AND NOT ABOUT YOU. HELPING YOU DEVELOP **ENGAGEMENT DIALOG, SCRIPTS, SALES STRATEGIES** TO INCREASE REVENUE IS NOT ONLY AN IMPORTANT PART OF OUR PARTNERSHIP BUT ULTIMATELY THE MEASURE OF OUR COMBINED WORK EFFORT.



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# REACHING A GLOBAL MARKET

AS A BUSINESS WE ARE TRULY FORTUNATE THAT THE INTERNET AND ONLINE MARKETING HAS MADE IT POSSIBLE FOR MANY OF OUR CLIENTS TO CONDUCT BUSINESS INTERNATIONALLY. BUT ASK YOURSELF WHY ARE YOU NOT SELLING MORE OF YOUR PRODUCTS AND SERVICES OUTSIDE YOUR CITY, OUTSIDE YOUR PROVINCE AND AROUND THE WORLD?

**THE DAYS OF HAVING TO PHYSICALLY SET UP AN OFFICE, HIRE REGIONAL EMPLOYEES AND TAKE MONTHS AND YEARS TO EXPAND INTO NEW GEOGRAPHICAL MARKETS ARE OVER.**

PROGRESSIVE COMPANIES ARE UTILIZING INNOVATIVE ONLINE MARKETING TO EXPAND INTO NEW CONSUMER MARKETS ACROSS THE COUNTRY AND AROUND THE WORLD. THESE MARKETS ARE FILLED WITH EMERGING MIDDLE-CLASS CONSUMERS AND GROWING BUSINESSES THAT ARE UTILIZING THE WEB TO FIND INNOVATIVE PRODUCTS AND SERVICES AND NEW BUSINESS SUPPLY PARTNERS.

**WHEN GLOBAL CONSUMERS ARE LOOKING ONLINE FOR THEIR NEEDS IS YOUR COMPANY THERE TO HELP THEM? IF NOT WE CAN HELP.**



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# BEING #1 ON GOOGLE

## OPTIMIZATION ON THE INTERNET IS A LOT LIKE BUYING QUALITY REAL ESTATE:

IT'S ALL ABOUT LOCATION, LOCATION, LOCATION. AND FRANKLY SPEAKING THE LOCATION OF CHOICE FOR EVERY BUSINESS IS THE FIRST PAGE OF GOOGLE. WE BELIEVE THAT IF YOU'RE NOT ON THE FIRST PAGE YOU MIGHT AS WELL BE ON THE LAST PAGE.

IT'S IRREFUTABLE THAT EACH YEAR MORE AND MORE CONSUMERS ARE GOING ONLINE TO SEARCH, COMPARE AND MOST IMPORTANTLY BUY. COMPANIES OPTIMIZED ON THE FRONT

PAGE OF SEARCH ENGINES GAIN A HUGE ADVANTAGE OVER THE COMPETITION. AT SNAPTECH OUR SEARCH ENGINE MARKETING SERVICES HAVE HELPED HUNDREDS OF COMPANIES DRAMATICALLY IMPROVE THEIR WEB POSITION, THEIR LEAD FLOW AND **REACH NEW MARKETS.**

WE WORK WITH OUR CLIENTS TO DEVELOP A CUSTOMIZED OPTIMIZATION STRATEGY AND UNDERSTAND THAT OUR JOB IS TO EFFECTIVELY POSITION YOUR COMPANY AT THE FOREFRONT OF MAJOR ENGINES AND ENSURE THAT WHEN YOUR CUSTOMERS ARE LOOKING ONLINE, YOU ARE THERE TO HELP THEM.

THERE IS NO MAGIC PILL TO SEARCH ENGINE OPTIMIZATION. LIKE YOUR BUSINESS **IT TAKES CONSISTENCY, EFFORT, STRATEGY, INNOVATION AND EXPERTISE,** BUT THE RESULT WILL BE MORE THAN APPEARING NUMBER ONE ON GOOGLE, IT WILL BE APPEARING NUMBER ONE WHEN YOUR CUSTOMERS ARE LOOKING TO BUY.



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# BUILDING YOUR CLIENT DATABASE

IT'S CRUCIAL THAT YOUR COMPANY HAS A GROWING CLIENT DATABASE. GATHERING INFORMATION ON CLIENTS AND POTENTIAL CLIENTS AND ALSO COMMUNICATING WITH THEM CONSISTENTLY IS **VITAL TO BUSINESS SUCCESS.**

YOUR CLIENTS MUST SEE YOU AS A CREDIBLE SOURCE OF ADVICE ON HELPING THEIR BUSINESS BEYOND JUST SELLING THEM SOMETHING. IN SPEAKING WITH HUNDREDS OF COMPANIES EVERY YEAR WE ARE BLOWN AWAY THAT MOST COMPANIES DO NOT HAVE A WELL COMPILED DATABASE OF CLIENTS AND TO THEIR PERIL, NO EFFECTIVE STRATEGY TO COMMUNICATE WITH THEM REGULARLY. AT SNAPTECH WE CAN HELP YOUR COMPANY BUILD A QUALITY DATABASE OF CLIENTS. OUR MARKETING EXPERTS WILL CUSTOMIZE A MESSAGING STRATEGY TO REACH YOUR CLIENTS WITH CONSISTENT ADVICE, PERSPECTIVE AND INSIGHT THAT IS IMPORTANT TO THEIR BUSINESS. **REMEMBER, MARKETING IS NOT ABOUT YOU, IT'S ABOUT YOUR CUSTOMER.** BUILD AND GROW A DATABASE OF CLIENTS. COMMUNICATE WITH THEM CONSISTENTLY WITH MESSAGING THAT PUTS THEIR BUSINESS AS YOUR PRIORITY. WATCH AS THEY SEE YOU MORE THAN A SUPPLIER BUT AS A TRUE BUSINESS PARTNER.



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# CLOSING SALES

AT SNAPTECH WE WORK DILIGENTLY WITH OUR BUSINESS CLIENTS TO PURSUE LEADS IN IDEAL CONSUMER GROUPS. WE WORK EQUALLY AS HARD TO ENSURE THAT YOUR COMPANY HAS AN EQUALLY EFFECTIVE ENGAGEMENT STRATEGY FOR THESE LEADS, ENSURING THAT YOUR CLIENTS FEEL THAT IT'S ABOUT THEM, THEIR NEEDS,

**THEIR OBJECTIVES AND NOT ABOUT YOUR PRODUCTS AND SERVICES. HELPING YOUR COMPANY DEVELOP ENGAGEMENT STRATEGIES, SALES SCRIPTS AND SALES PROCESSES IS NOT ONLY AN IMPORTANT PART OF OUR PARTNERSHIP BUT ULTIMATELY THE TRUE MEASURE OF OUR COMBINED WORK EFFORT.**



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