



## Design



LeadLife clients have seen improved conversion rates up to 3 times

### Benefits

- o Get campaigns up and running quickly by augmenting your staff with our design team
- o Achieve greater results by leveraging our email and landing page design expertise
- o Free up internal resources to focus on other business-critical tasks
- o Make sure your brand stays front and center during all lead generation activities

### Overview of Services

- o **Discovery Call** – we start out any design project with a quick discovery call so we can gain a better understanding of your needs, and your business
- o **Audit Existing Materials** – next we will conduct an audit of any existing materials you have (such as previous email templates, your website, sales sheets, etc.), so we can understand your brand messaging, look and feel
- o **Gather Assets** – we will work with your team to collect and organize any existing brand assets, such as logos, images, etc. that we can use in the design process
- o **Design** – using the information and assets you provided, we will design email and/or landing page template(s) that will help you meet your objectives.
- o **Best Practices** – our team will integrate best practices in design to ensure your emails are delivered to the inbox and your landing pages have greater conversion rates
- o **Monitor Effectiveness** – after your campaign(s) launch, your Lead Management Specialist will monitor your results and work with the design team to make any revisions, if necessary

**Already have a design template?** If you want to use existing email and/or landing page design templates, you can simply upload them to your LeadLife database for use in all your lead nurturing campaigns.

### What Our Clients Are Saying

"When we started working with LeadLife, we were still building our website. Their design team helped us create branded emails and landing pages that allowed us to effectively nurture our prospects. As a result, we've been able to quickly improve our lead nurturing results, i.e. qualified sales opportunities, by more than 200%."

-Richard McWhorter  
President  
Laketop Communities

### Additional LeadLife Services

- o Marketing Automation Technology
- o Strategy
- o Content Creation
- o Lead Nurturing
- o Lead Process
- o Reporting & Analysis

### Contact LeadLife

Interested in learning more about how LeadLife can help you with your design needs?

Give us a call at 1-800-680-6292, or visit us at [www.leadlife.com](http://www.leadlife.com).