

Beyond Marketing Automation Technology

Lead management problems can't be solved by technology alone. Organizations today face many issues including resource constraints, shrinking budgets, limitation of time and lack of content. Yet expectations of company growth continue to increase.

That's where LeadLife comes in.

Priced and packaged to meet your needs, whether a small or large business, our solution is designed to help move more leads into the sales funnel and nurture them into closed sales. Our marketing automation platform, blended with Lead Management Specialists, delivers a greater return on your investment, faster and with fewer headaches.



What Makes LeadLife Different?

>>We don't sell technology alone

What vendors typically don't tell you is that technology alone will not lead to success. It's how you apply the technology to your business that allows you to truly benefit from what the solution can do for you. That's why we bundle our technology with experienced Lead Management Specialists who help you develop and execute an effective lead management strategy.

>>We provide simple solutions for complex problems

A lot of industry consultants and vendors will suggest that you need to map out an elaborate marketing-to-sales process. But it doesn't need to be that complex (or expensive). That's why we've designed a solution that adapts to your specific needs and can be implemented in phases based upon your available resources.

>>Our solution is built with you in mind

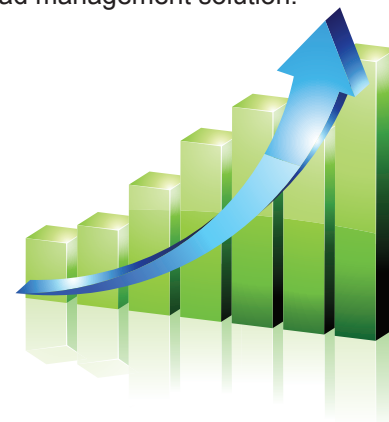
A lot of marketing automation vendors are choosing to compete in the "features" race - trying to out-do one another with the next really cool widget. We like cool widgets, but we like building a platform that meets your needs even better. That's why we've designed the LeadLife Solution to be simple, flexible and practical for what you really need.

What Can LeadLife Do For You?

Our unique blend of lead management technology and services have helped our clients achieve results such as the following:

- o Increase online and offline business by 150%
- o Increase in qualified leads by over 75%
- o Decrease in sales cycle from months to weeks
- o Increase in first call contact success rate by 85%
- o Decrease in cost of sales by 10% or more
- o Improve conversion rate of up to 3x

Results like that don't come from just ready-to-use software - nor do they come from isolated consulting engagements. These are results you can achieve by using LeadLife's integrated lead management solution.



Beyond Marketing Automation Technology

We offer a comprehensive lead management solution, with strategies and features to improve your results starting from the top of the sales funnel all the way through to closed revenue.

Dedicated Success Team – you'll be assigned a dedicated Lead Management Specialist, along with a team of experts to offer guidance and help ensure your lead management is a success.

Campaign Strategy – we start by understanding your business, and then come up with a strategy that will deliver near-term ROI without disrupting your current process; plus we'll offer lead generation and social media best practices to enhance your sales and marketing efforts.

Lead Tracking – beyond just email opens and clicks, we track your prospects' digital behavior, giving marketing more visibility into where leads are coming from and providing sales with better intelligence on each lead before they make the first call.

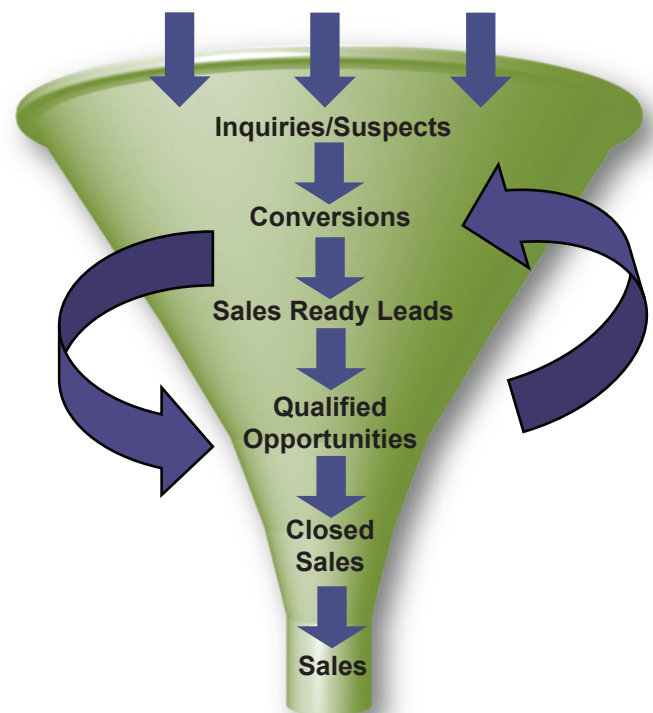
Content Creation – our content curators take your current content and blend that with third party research to develop compelling messages that move leads through the buy cycle (don't have a lot of content? no worries – we can create it for you)

Landing Page & Email Design – our design team can build custom landing pages and emails to drive lead conversions; plus we can host it all in our system, meaning you no longer have to rely on your IT department to publish new content.

Lead Nurturing – your Lead Management Specialist will develop and execute a strategy for leveraging our automated drip marketing feature so you can deliver targeted content and nurture your prospects into "sales-ready" leads.

Lead Management Process – we'll work with you to develop a lead management process that closes the loop between sales and marketing by not only routing leads to sales, but also sending leads back to marketing that are not yet ready to buy for further nurturing.

Email | Adwords | Banners | Webinars | Offline Events | Existing Lists



Lead Scoring – your Lead Management Specialist will help you develop and implement a custom lead scoring system that will allow you to easily prioritize prospects for your sales team.

CRM Integration – you can easily integrate our marketing automation software with your CRM system to ensure all demographic and behavioral data is shared between marketing and sales, providing full visibility into your sales pipeline.

Reporting & Analysis – not only do we offer a robust suite of lead management metrics, but your Lead Management Specialist will also provide analysis and recommendations to help you continuously improve your results.

"The combination of LeadLife's marketing automation platform, knowledge of best practices and on-demand professional services is a great combination for any company looking to grow fast and avoid increasing fixed overhead costs."

Matt Smith, Co-Founder and Executive Vice President, 3forward