



**Turnkey Lead Generation  
and  
Nurturing Programs**

Generation "O" Marketing \* Mission Viejo, CA 92690 \* Phone: 949 945-7862  
email: [mercedes@generationOmarketing.com](mailto:mercedes@generationOmarketing.com)



# Turnkey e-Mail and Lead Generation Programs

## At a glance

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### Full email and lead generation program

#### Generation O Marketing will:

- Help with messaging based on unique value propositions to achieve optimal conversation rate
- Write email content
- Design, select or alter the ads, e-collaterals, and other form of communications
- Create landing pages and forms
- Review and suggest collateral or offering
- Create and test subjects lines to achieve optimal open rates
- Create a multi module program including email, social media, or network ads
- Create a scoring module in our system
- Create a rating to prioritize leads
- Develop distribution list comprised of client and our databases
- Execute the program and collect the leads
- Leads with all collected information will be sent to client
- Reporting of campaign
- Analysis of campaign

#### Client will:

- Need to specify their ideal customer profile and target market
- Provide 2-3 questions they wish to know about the lead in addition to the basic information
- And determine the value of attributes and actions for scoring and rating

### Full email and lead generation program cost

- Our price for a program like this is normally \$4,000 – 6,000 plus setup costs
- If client is outsourcing their email marketing then the cost is **\$2,000 – 4,000 per campaign or per month** with a 12 months engagement.
- **No set up cost**
- **No additional system cost**
- **No advertising cost**
- **No charge for generated leads**
- **No additional production cost**
- Price would change based on additional campaigns, length of engagement, and number of records

## Middle Road email and lead generation program

### Generation O Marketing will:

- Create landing pages and forms
- Create and test subjects lines to achieve optimal open rates
- Create a multi module program including email, social media, or network ads
- Create a scoring module in our system
- Create a rating to prioritize leads
- Develop distribution list comprised of client's and our databases
- Execute the program and collect the leads
- Leads with all collected information will be sent to client
- Reporting of campaign
- Analysis of campaign

### Client will:

- Need to specify their ideal customer profile and target market
- Provide 2-3 questions they wish to know about the lead in addition to the basic information
- Provide messaging and email content
- Provide images, ads, e-collaterals, and other form of communications
- Provide collaterals and offerings

## Middle Road email and lead generation program cost

- Our price for a program like this is normally \$3,000 – 5,000 plus setup costs
- If client is outsourcing their email marketing then the cost is **\$1,500 – 2,500 per campaign or per month** with a 12 months engagement.
- **No set up cost**
- **No additional system cost**
- **No advertising cost**
- **No charge for generated leads**
- Price would change based on additional campaigns, length of engagement, and number of records

## Streamlined email program

### Generation O Marketing will:

- Create landing pages and forms
- Create and test subjects lines to achieve optimal open rates
- Create a multi module email program (no social media, network ads, etc.)
- Create a scoring module in our system
- Create a rating to prioritize leads
- Execute the program and collect the leads
- Leads with all collected information will be sent to client
- Reporting of campaign
- Analysis of campaign

**Client will:**

- Need to specify their ideal customer profile and target market
- Provide 2-3 questions they wish to know about the lead in addition to the basic information
- Provide list or access to client owned records (we will pull lists)
- Provide messaging and email content
- Provide images, ads, e-collaterals, and other form of communications
- Provide collaterals and offerings

**Streamlined email program cost**

- Our price for a program like this is normally \$2,000 – 4,000 plus setup costs
- If client is outsourcing their email marketing then the cost is **\$1,000 – 2,000 per campaign or per month** with a 12 months engagement.
- **No set up cost**
- **No additional system cost**
- Price would change based on additional campaigns, length of engagement, and number of records

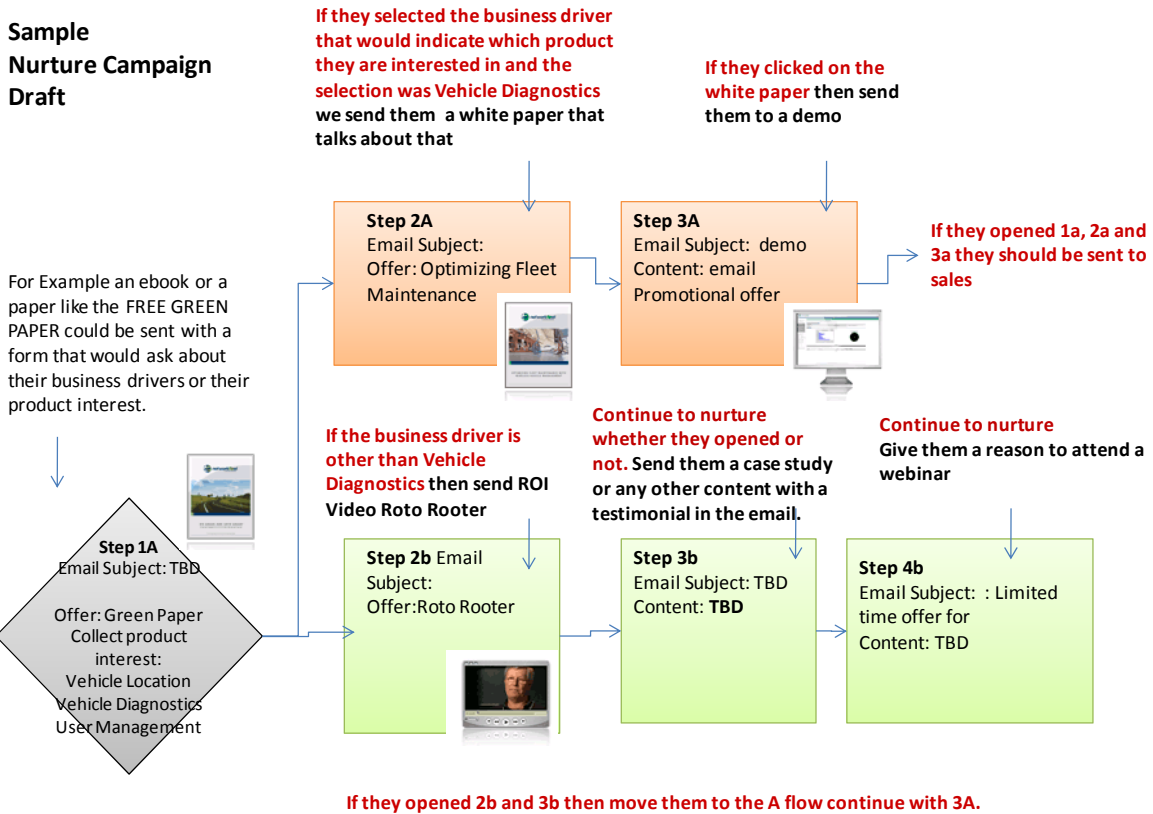
**Samples**

**Scoring Sample**

<b>Scoring based on attributes (examples)</b>	<b>Scoring based on actions (examples)</b>	<b>Rating based on collected scores (examples)</b>
<p><b>Standard Information</b></p> <ul style="list-style-type: none"><li>• Title (depending on levels 1-3 points)</li><li>• # of employees (depending on size 2 – 4 points)</li><li>• State (if certain states are more valuable than others then 1-5)</li><li>• Revenue (depending on the sweet spot 1-5)</li></ul> <p><b>Qualification type information</b></p> <ul style="list-style-type: none"><li>• Purchase time frame (depending on the time frames 4-6)</li><li>• Goals (if goals are responding to solutions that have a higher average deal size then 4-6)</li><li>• Buying authority 1-4</li><li>• Solution Interest (if certain solutions are higher in deal sizes then 5-10)</li></ul>	<ul style="list-style-type: none"><li>• PPC click 2 points</li><li>• Email click through 2points</li><li>• Submitted form 5 points</li><li>• Demo attendance 10 points</li></ul>	<ul style="list-style-type: none"><li>• A - 100 and up</li><li>• B - 50 -99</li><li>• C – 25 – 49</li><li>• Not qualified to be sent to sales below 25 (example)</li></ul>

# Sample Nurture Campaign Draft

## Sample Nurture Campaign Draft



## Sample email and landing page



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Whenever you're developing software products, speed and efficiency are critical. Your customers aren't going to wait for you to work through your issues.

With a new piece of software, you've got a lot of groups involved to get it released - engineering, test, and configuration management to name a few. Getting these groups working together through the same development process dramatically accelerates development throughput.

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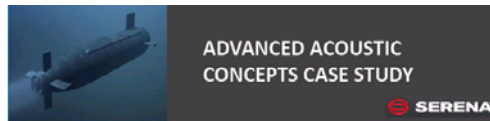
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- Gerard Rizzone, Senior Manager, Director of Development, Advanced Acoustic Concepts

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\*Indicates that these fields are required and must be filled in.

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