

Generation "O" Marketing

is proud to present

Our Lead Generation and Nurturing Campaign Services

We can help your company:

- Create your campaign strategy
- Create the messaging based on unique value propositions
- Design your e-collateral
- Handle the testing
- Develop distribution lists with your ideal customer profile and target market in mind
- Transmit your communication
- Provide detailed analysis and performance reporting

Our campaign programs are designed for marketing departments with a need to:

- Harvest information
- Generate attendance to events
- Generate leads
- Qualify leads
- Nurture leads
- Nurture customers
- Nurture partners

Generation "O" Marketing

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Lead Nurturing and Lead Generation Campaign Services

Campaign Services Options

- 1. Building nurturing program / (s) in your marketing automation system, nurturing your database**
 - Email creation
 - **Messaging development**
 - E-Collateral design
 - **Landing page design**
 - **Form development**
 - Testing
 - **List development from your database**
 - **Building program in your system**
 - Reporting
 - Analysis
- 2. Outsourced campaign services nurturing your database through our marketing automation system**
 - **Email, messaging, e-collateral, testing**
 - **Your list of prospects, customers, or partners**
 - **Program built in our marketing automation system**
 - **Reporting and analysis from our system**
- 3. Lead generation and outsourced campaign services through our marketing automation system generating you qualified leads through our global database**
 - Email creation
 - **Messaging development**
 - E-Collateral design
 - **Landing page design**
 - **Form development**
 - Testing
 - **List development from our global database**
 - **Building program in our system**
 - **Social media components**
 - Reporting
 - Analysis
 - **Optional guaranteed number of leads**

