

Pay per lead

online digital marketing platform

LiaiseOnline's business lead generation platform has been born out of the exceptional success of our online marketing service which saw one client generate over 300 business leads in 2008.

Another gained over £60,000 of business in January 2009 as a direct result of their commitment to our digital marketing platform.

The key thing about each of these websites is that they are not flash; they don't jump out and hit you in the face from 17 different angles. They present their message clearly and simply, enabling the reader to appreciate they know their topic and so build confidence, resulting in a phone call or email asking to know more.

So many websites try to be clever, tricking people in signing up for more only to be bombarded by unwanted emails at a frequency that becomes irritating and therefore resulting in lower opening rates for all.

Our own communications are not about a single topic and so encourage opening, just in case there is an opportunity to be followed up! As a result we achieve around 20% opening rates and significantly 25% click through rates! We tend to understate this as for us the chances that someone will be interested in the story when it appears in our emails are limited. The power lies in the fact that if people are ambitious and interested in a topic there is a very good chance they are tuned into Google News and so will receive our client's message via this very powerful media channel.

Our experience of statistic would indicate that you need 1000 visitors to your website for one to be brave enough to say hello, tell me more.

Our client that landed £61,000 worth of new business in January as a direct result of a web enquiry, had 944 visitors in January 2009, 468 found the site via search engines. Those searching used 385 different search strings. Their space on our online digital marketing platform has 115 pages indexed by Google, so plenty of pages for people to find relating to the clients market place, health and safety.



You too can have your own web space in our world.

£4800 + VAT gets you your own branded Promotional Micro Site, a ton of our energy from design, copy writing, PR campaign management and distribution, news distribution through our media channels, including Google News and a whole lot more. This is a 4 month build / campaign. We then discuss results and long term campaign strategy and budgets.

For just £1200 + VAT we'll create your own branded space and offer a proposed strategy for you to follow.

And for those on a very limited budget, for £99 + VAT you can have a BinB branded micro site which you can fill with your news and events which we will share with our media channels. There you go, prices to suit all budgets for one of the most powerful online digital marketing platforms in the UK.

We are happy to have conversations around pay per lead, call us on 01753 852904 and let's get your online lead generation happening before the Easter bunny gets out of his warren!

businessleadgeneration.co.uk

01753 852904 • jon.davey@businessleadgeneration.co.uk • www.businessleadgeneration.co.uk

