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# Southern Web

Email Lead Generation Service

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As a business owner, you know that sales are the oxygen that breathes life into your company. Your primary indicator of sales growth is focusing your sales initiatives on the right prospects to create the best sales leads.

But how? You've likely run ads on Google, Facebook or even LinkedIn. And time and time again, it's attracted the wrong leads.

The number one reason people stop running paid ads is that the ads are attracting the wrong prospects and leads.

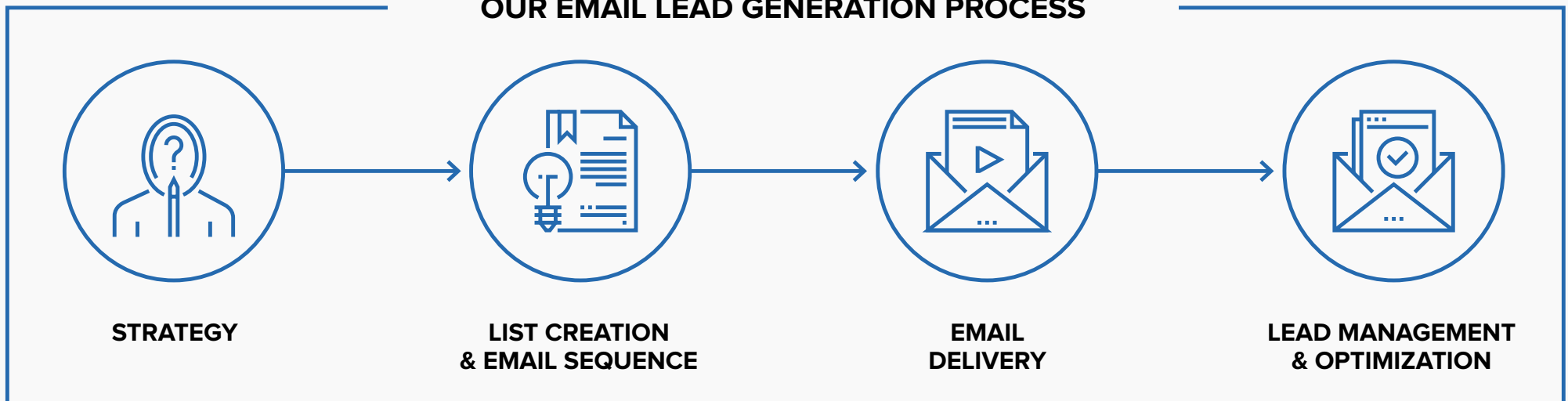
## That's where we can help.

Our email lead generation services get your name, your brand, and your services in front of EXACTLY the right target for your business.



## How do we do this?

### OUR EMAIL LEAD GENERATION PROCESS



# 1

## Kick-Off Call & Strategy Guide

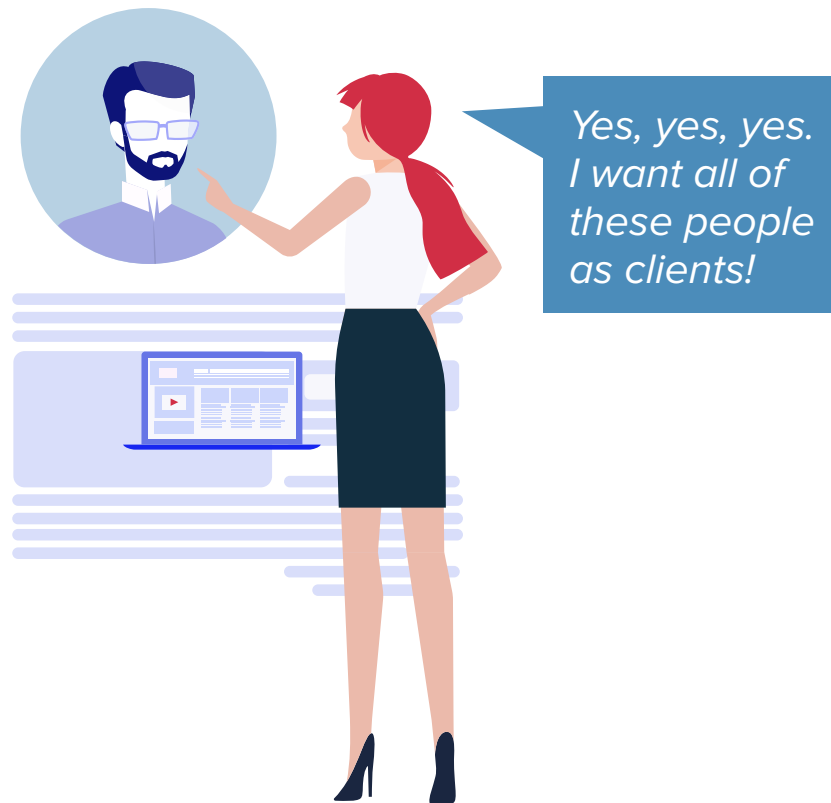
Our team schedules a call with your team to gather insights about your target customers and discuss your overall sales goals. We then deliver a Strategy Guide custom-tailored to your business that details the specific needs and goals of your campaign.



# 2

## Email Sequence & List Creation

Once we receive your approval on the Strategy Guide, we begin crafting a custom email sequence that speaks directly to your target audience. Meanwhile, our team of list building professionals assemble a list of high-value prospects. This prospect list is then emailed to you for approval.



# 3

## Software Setup & Testing

Using your email address, we set up our software to send emails on your behalf. We test our email sequence in various email clients and against multiple spam filters.

Once the Onboarding Experience is complete, we are now ready to launch your campaign.

*Email connections that lead to meetings and sales*



# 4

## Management & Optimization

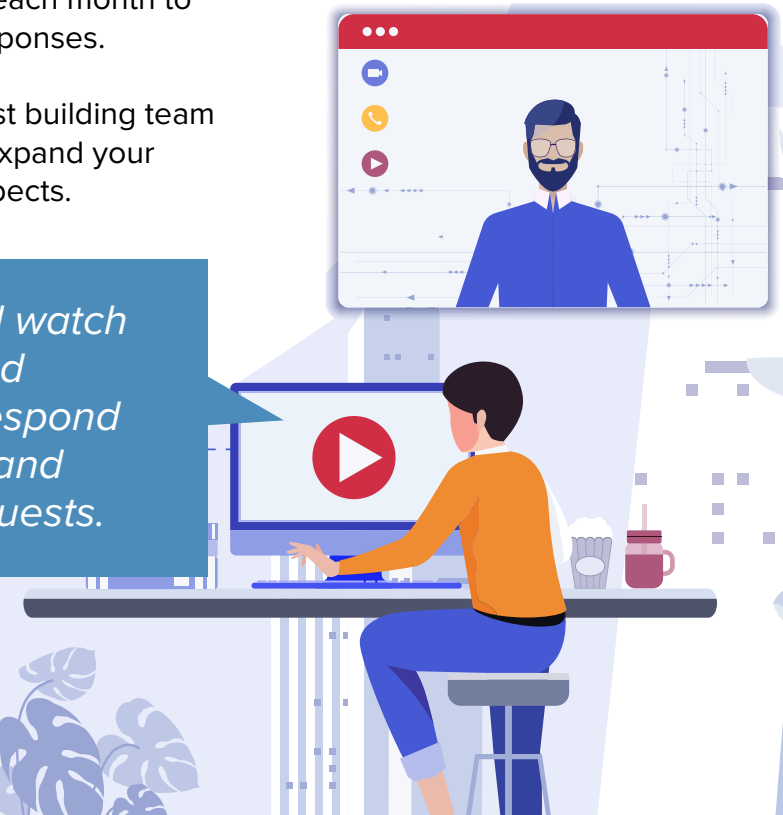
Once the Onboarding Experience is complete, we launch your campaign at a date and time that will achieve optimal results.

Over the following days, our email software will contact your prospects to invite them to a specific call to action. We will track these responses and synchronize them with your Customer Relationship Management (CRM) software.

We continue to test and improve your email sequence each month to improve your responses.

In addition, our list building team will continue to expand your list of email prospects.

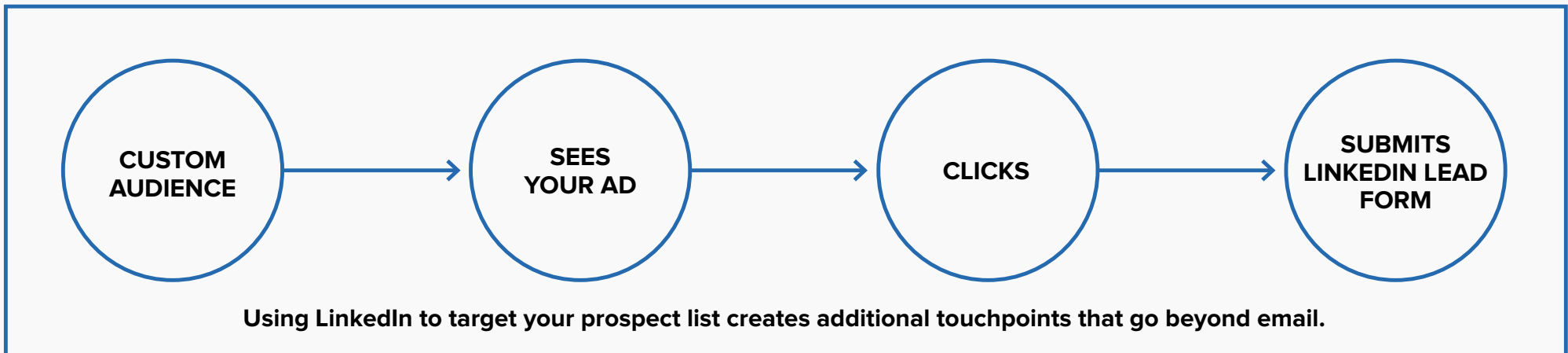
*Sit back and watch your targeted prospects respond with emails and meeting requests.*





## LinkedIn Lead Generation

We harness the power of LinkedIn to help you make deeper connections with your targeted prospects. Connecting with prospects on the world's largest business networking platform allows you to expand your network, suggest meetings, and share product and service updates regularly.



# Email Lead Generation

Our Email Lead Generation Service Includes:

## What's included

- Kick-off call with our team
- Custom copy for your email sequence
- List generation research and development
- Access to our email marketing software from one email address
- Ongoing copy improvements for your email sequence
- Gather new prospects every month
- Ongoing outreach to your list of email prospects
- Lead response monitoring
- Synchronization of leads with your CRM
- Monthly reporting and strategy meeting

Starting at

**\$1,950** per month

*Let us put the power of  
Email Lead Generation  
at your fingertips.*



**Our lead generation service has helped our clients land these brands as clients.**

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PORSCHE



AUTOMATIC



# Generate more leads and sales today.

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Email:

[sales@southernweb.com](mailto:sales@southernweb.com)

