



MPA Lead Chaser Program Scenario

EXAMPLE: Your unique monthly banner ad runs in a Deals & Events (D&E) e-newsletter for 6 months and receives an average of 50 unique clicks per month. By incorporating MPA Lead Chaser, here's a scenario of what will happen:

1st Month:

- Each of those 50 leads receives their first follow up e-mail within 24 hours of clicking on your banner ad, and a second e-mail two weeks later. By design, these e-mails acknowledge and engage the leads, e.g., thank them for interacting with your ad and pull them along with a webinar invite, a free demonstration or present a "special offer" related to your banner ad.
- Leads who respond to either of these two initial e-mails become "hot leads" and are sent the first of two "hot lead" e-mails that prompt them to call or click in order to facilitate a sale. Hot lead emails also provide additional offers if desired. The cost is approximately \$35 - \$40 for the first month, depending on how many warm and hot leads you have.

2nd Month:

- Your D&E banner produces another 50 unique leads which receive 24 hour and two-week follow up e-mails. In addition, the remaining warm leads from the previous month begin receiving a monthly e-mail. All hot leads receive the hot lead conversion e-mails. Total cost is approximately \$47 - \$58 for the second month.

3rd, 4th 5th and 6th Months:

- The process of sending out warm and hot lead e-mails continues. All previous leads continue to receive monthly e-mails in a consistent effort to convert them to sales.

By the end of the sixth month, you have solicited 300 unique leads who have received your information, invitation and offer an average of 4.5 times. That's over 1,350 e-mails to professionals who have shown specific interest in your products and services. Your cost for the entire 6 months is only \$400 - \$470, excluding set up charges, and depending on how many (hot) leads click on your e-mails a second time.

Rates:

One-Time Set Up Fee (Per Profession)	\$395.00
24 Hour & Two Week E-mails	\$0.35
Monthly E-mails	\$0.25

(One-time set up fee required with contract. E-mail charges occur monthly.)

