



# Lead Generation Programs for **Brand Manufacturers**

## Program Description



### Online Lead Generation is Growing

Many B2C brand manufacturers recognize the benefits of online lead generation (OLG). In the 2009 eConsultancy report:

- 65% of B2C companies increased their online lead generation efforts
- 61% of lead generation budgets went to on online lead generation
- Primary reasons cited were the quality of leads and return on investment (ROI).

The challenge for many of these companies is the workload of these programs; specifically in the areas of content creation and management. The ROM buyer centric lead generation program helps B2C brand manufacturers solve this problem.

Here's how it works:

- ROM's program integrates all elements of online lead generation including:
  - market research
  - program strategy
  - tactical planning
  - keyword SEO
  - search media advertising

- web site development and management
  - blog development and management
  - content development and management
  - supporting offline promotions and advertising
  - digital news releases
  - lead capture landing pages and forms
  - lead nurturing
  - performance measurement and continuous improvement
- You can outsource as much or as little of this work as you wish
  - The program can be used to sharpen and improve your branding efforts
  - The program can seamlessly integrate with your existing/planned branding campaigns
  - The program can support and expand the work of your current advertising agency

## Applications



### Use This Program When You Want to:

- Launch and promote new products
- Re-ignite aging brands
- Increase end-user demand and brand preference
- Develop and mine brand communities
- Counteract economic downturns
- Counteract the impact of store brands
- Grow sales through existing channels
- Find and develop new sales channels
- Penetrate new markets with low risk and cost

Today, B2C brands have to work harder to win sales. Brand loyalty does not necessarily equate to sales. Online lead generation is a measurable, efficient, effective tool to make this happen.

B2C brand manufacturers are expanding their sales channels. Relying solely on traditional retail channels no longer delivers the sales revenue. One of the most significant threats is store brands. Big box retailers like Wal-mart, Target, Home Depot, Lowe's and Krogers are seeing very strong growth in store brands at the expense of the B2C brands.

ROM's buyer centric lead generation program is a great way to counteract the impact of store brands

## Benefits



### **Increase Marketing ROI and Top Line Sales**

- Increase end-user demand (pull) for your brands
- Increase sales revenue for:
  - aging brands
  - new products
  - existing retail channels
  - new channels
  - new markets
  - economic downturns
- Reduce the workload on your internal marketing staff
- Increase the tangible measurability of your marketing spend
- Increase your marketing ROI
- Reduce your marketing and advertising costs
- Enhance your company's value to your current customers
- Improve your credibility and reputation in the market place

## What's Included

### Phase 1

#### Research, Strategy & Plan

Includes:

- [Buyer Centric Research](#)
- [Buyer Centric Marketing Strategy](#)
- [Tactical Marketing Plan](#)

In Phase 1 of the program, you will:

- Discover what your buyers want
- Learn why your customers really choose you vs. competitors
- Find out where your buyers go to get answers and how you can engage them

### Phase 2

#### Lead Generation

Includes:

- [Keyword SEO](#)
- [Web Site](#)
- [Blog](#)
- [Multiple Format Content](#)
- [Social Network Management](#)
- [Social Content Sharing Site Management](#)
- [Search Engine Media](#)
- [Trade Show Marketing](#)
- [Trade Media](#)
- [Mass Media](#)
- [News Releases](#)
- [Lead Capture](#)

In Phase 2 of the program, ROM will:

- Create buyer centric content in multiple formats
- Regularly publish new content on your web site, blog and the Internet
- Generate visitors to your web site and blog
- Create subscribers (capture leads)

### Phase 3

#### Qualified Leads

Includes:

- [Lead Nurturing](#)
- [Performance Measurement](#)

In Phase 3 of the program, ROM will:

- Cultivate your subscriber (lead) database by sharing personalized content
- Migrate subscribers (leads) to buyers (qualified leads)
- Alert your sales team daily of new qualified leads
- Measure the program's performance
  - No. of subscribers (leads) generated
  - No. of qualified leads (buyers) generated
  - Sales revenue generated from qualified leads

## What do you want to do next?

1

If you found this eBook helpful and would like to be notified when new eBooks are published

2

If you would like to learn more about The ROM Group's all-inclusive outsource lead generation programs

3

If you would like a **FREE** sales program evaluation and custom lead generation program design

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## About The ROM Group



All-inclusive outsource lead generation programs.

The ROM Group is an all-inclusive outsource lead generation resource. ROM's programs provide a complete set of integrated services including:

- *Buyer research*
- *Program strategy*
- *Content development, publication, and promotion*
- *Social media management*
- *Lead nurturing*
- *Performance measurement*

The ROM Group team knows how to generate qualified leads in the current challenging sales environment. Our programs:

- *Integrate and support your current sales team*
- *Reduce your marketing and sales costs*
- *Measure performance and continuously improve*
- *Leverage both Internet and traditional marketing*

The ROM Group is a team of young marketers who understand and live in the new [buyer centric](#) world. We understand how to:

- *Attract and connect with buyers*
- *How to communicate with them on their terms*
- *How to nurture their interest*
- *How to fulfill their [Purchase Decision Process](#)*
- *How to migrate them from prospect to buyer (with no human interaction)*

For more information or to request a proposal, please contact:

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