



# **THE DRAWBACKS OF DIY LEAD GENERATION**

*The Launch Leads Difference*

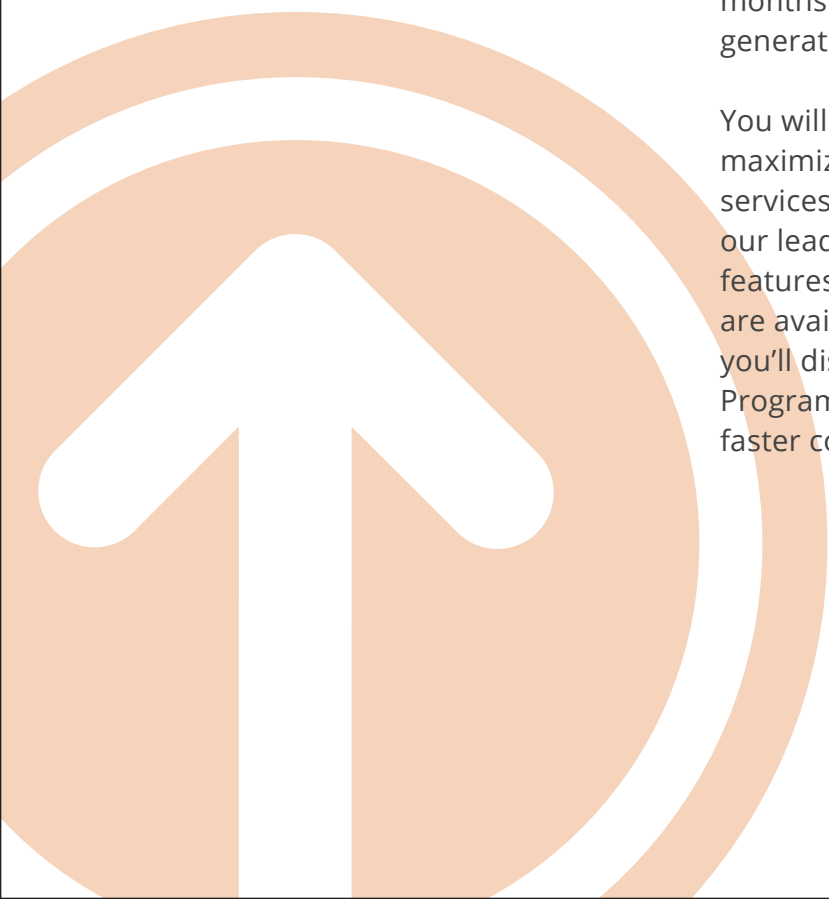
# **COST & OPPORTUNITIES LOST BY RUNNING A LEAD GENERATION PROGRAM ON YOUR OWN**

---

Lead generation is the process of attracting and converting people into interested business prospects. It's how your company will generate new business and, ultimately, grow. While, running a lead generation campaign internally is always an option for any company, that option isn't always the most efficient route. In terms of budget and business opportunities, DIY Lead Generation can cost more than it profits. In terms of budget and business opportunities, DIY Lead Generation can cost more than it profits and takes a lot more time to produce results.

In running your own lead generation program there are four things you will need to consider – tools, staff, overhead, opportunity. To save you time and effort, we've put together a cost-breakdown, as well as, the benefits of using a lead generation service provider, such as Launch Leads. You will see the cost of running an internal lead generation campaign for six months versus the benefits offered when using a lead generation service provider.

You will find that on top of saving money, you'll maximize opportunities for your business with the services that Launch Leads offers. Working with our lead generation services, you'll gain even more features and benefits than the tools listed below that are available through a DIY campaign. Ultimately, you'll discover that the Launch Leads Lead Generation Program will result in maximized opportunity and faster company growth for your business.



# DIY INTERNAL LEAD GENERATION CAMPAIGN

## TOOL COSTS (6 MONTHS)

<b>Dialer/CRM</b> According to Salesforce CRM & Inside Sales Dialer .....	\$2,640
<b>Customer service</b> According to Saleschat.co .....	\$750
<b>Marketing Automation tool &amp; Esp</b> According to Marketo .....	\$9,000
<b>Banner ADDS</b> According to Webimax .....	\$600
<b>Database</b> Includes prospect/email marketing .....	\$5,000

## STAFF COSTS (6 MONTHS)

Quality Assurance Analyst .....	\$15,000
Lead Researcher .....	\$1,200
Account Manager .....	\$45,000
Business Development Rep .....	\$25,000

## OVERHEAD COSTS (6 MONTHS)

Infrastructure .....	\$7,300
Staffing .....	\$4,500
Utilities .....	\$1,500

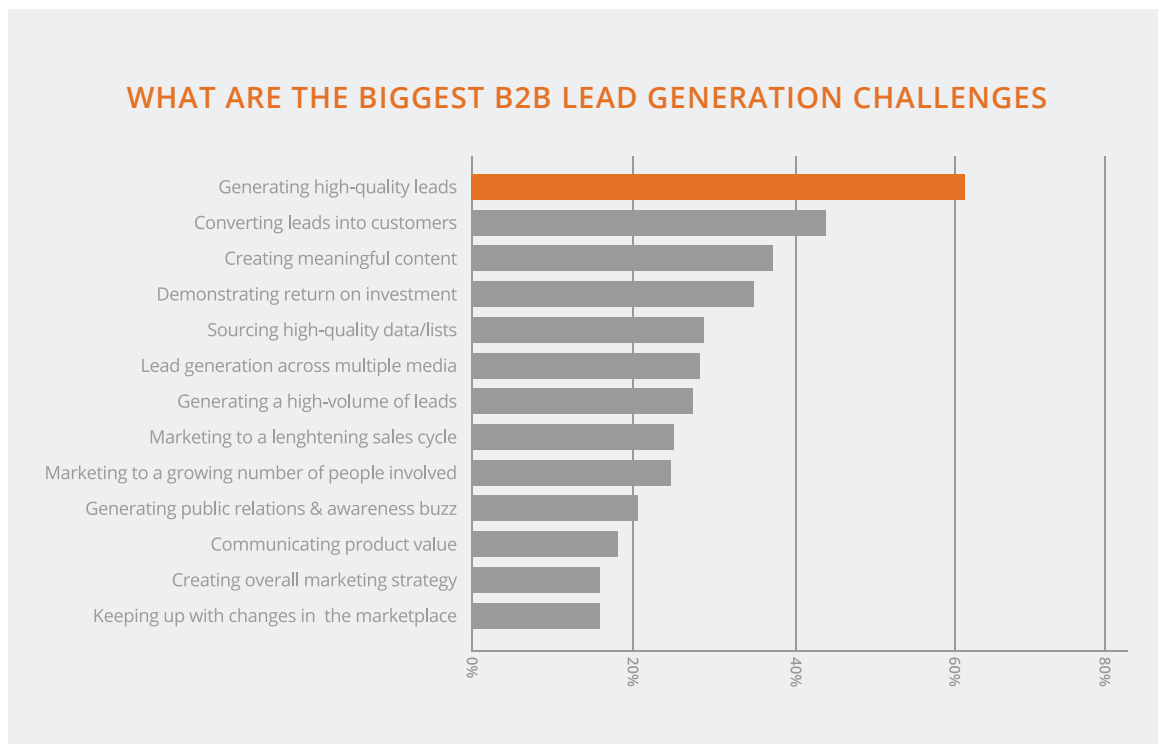
**DIY LEAD GENERATION TOTAL COST (6 MONTHS)** **\$117,490**

Average Launch Leads  
Program Cost (6 months)

**\$47,500**

# BIGGEST LEAD GENERATION CHALLENGES

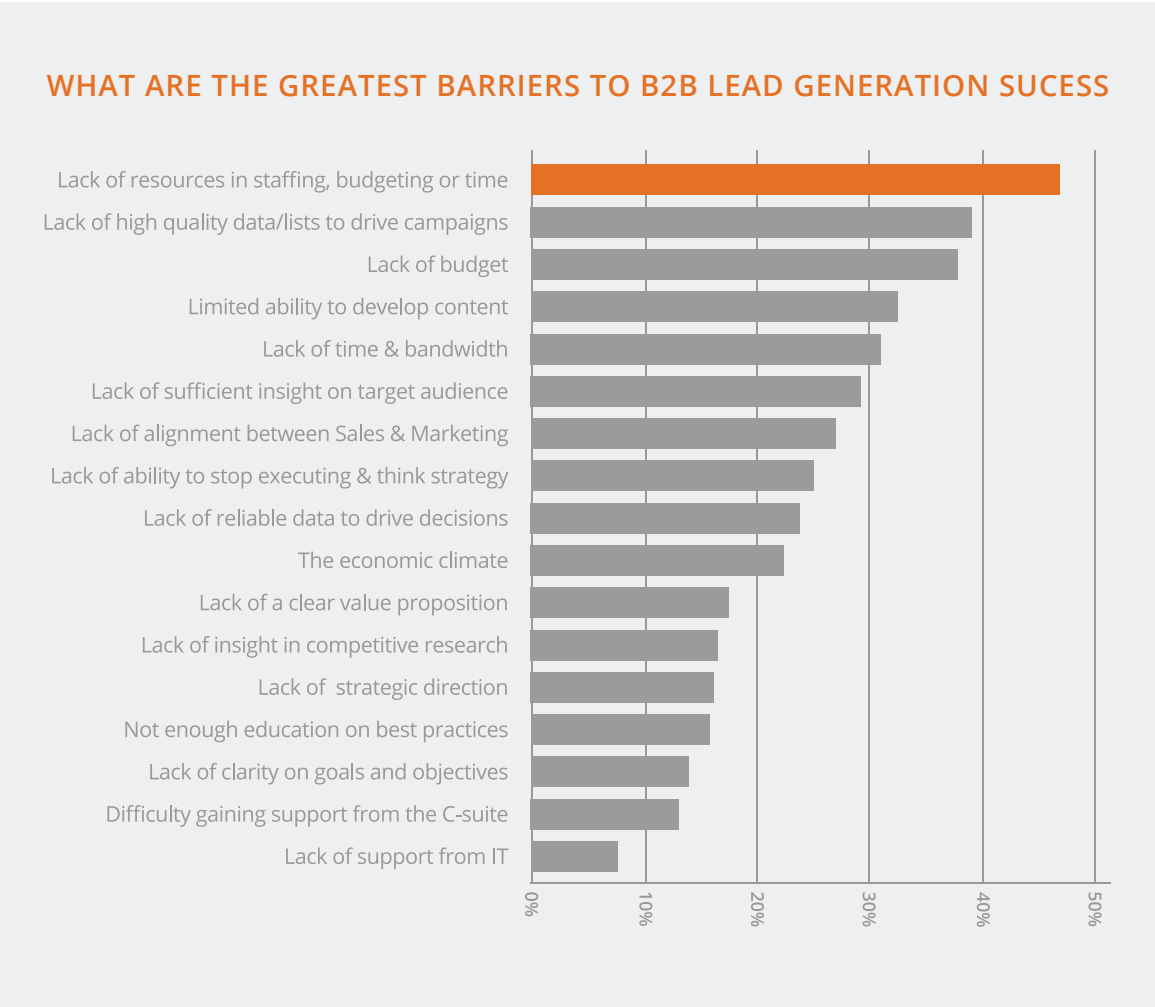
Even though business executives report that lead quality is one of their top priorities, it's also one of their biggest challenges. In a recent study by IDG Research, 61% of businesses reported that generating qualified leads was problematic for their organization. Along with finding high-quality leads, converting leads, sourcing high-quality data, lead generation across multiple platforms, and generating a high-volume of leads was among their lists of challenges.



Not only were businesses having difficulty generating quality leads, the same study found that these same businesses reporting lacking the right resources to drive campaigns. In fact, over 45% of businesses reported lacking the staffing, budgeting, and time to have B2B lead generation success.

# BIGGEST LEAD GENERATION CHALLENGES

CONT.



# OUTSOURCED LEAD GENERATION BENEFITS

---

## RAPID INBOUND LEAD RESPONSE

- Give leads the immediate attention they need through our rapid inbound lead response. We engage your inbound leads in real time to ensure that qualified buyers receive direct consideration.

## QUALIFIED APPOINTMENT SETTING

- Spend your time focusing on interested decision-makers. We schedule qualified sales appointments with intent companies who match your target criteria.

## HYPER TARGETED LEAD LISTS

- Find unparalleled marketing opportunities through Launch Lead's exclusive proprietary technology. We'll ensure better, more qualified business by using ensured lead data.

## LEAD NURTURING

- Your company will stay at the top of each prospect's mind with our multi-channel approach.

## LEAD QUALIFICATION

- Gain only interested leads through working with our lead qualification services. We consult with your team, identify your target clients, and then deliver only qualified leads to you.

## DEAD LEAD REVIVAL

- Maximize business in places you thought were a lost cause. Launch Leads takes leads you've given up on, revive the prospect's interest, and gets them back into your sales funnel.



©2017 LAUNCH LEADS. ALL RIGHTS RESERVED