

BOOST YOUR REVENUE

Open high value accounts
with **LeadGen Journalism®**

Creative approach to Content Marketing

If each major account brings you over \$50,000 in annual revenue, at what amount can an “in” to a company prospect, a warm lead, real relationships be valued?

SocialAgenda Media approaches creatively content creation process and makes it satisfy multiple needs of your organization.

3 months trial



Test drive our **LeadGen Journalism**[®] approach for 3 months, then measure your ROI and decide whether you want to engage in ongoing relationship and increase volume of monthly leads and content.

MONTHLY DELIVERABLES:

- Together we determine **500** major B2B prospects
- We find **2** Decision Makers in each of organization who can make decision about purchasing your product or service
- Our award winning journalists write **10** comprehensive, well researched articles
- For each article we will interview **2** Decision Makers in **5** targeted organizations
- As a result you will start **2** new relationships in **50** organizations - prospective high value buyers

RESULTS:

During the **3** month trial the program can generate **2** warm leads within up to **150** organizations :

- we interview Decision Makers for articles while representing your organization
- we will send them published articles with their quotes – you get “relationship credits”
- you follow up 1 week later requesting a sales call

Even if your sales team’s closing rate is as low as **6%** you will open **9** new accounts that will bring you **\$450,000+** in additional revenue.

What if they continue nurturing accounts and increase the closing rate to 20%?

CONTENT BENEFITS:

- A portion of produced **articles will be pitched for publishing in industry publications and blogs**, and when published, generate links to your organization and your prospective buyers' companies, providing SEO advantages (quality inbound links). Your site ranks higher over time and generates more organic traffic.
- A portion of **articles will be published on your blog**. Your site will increase in number of pages indexed by search engines and generate more organic traffic.
- All **articles will be shared in social media**. The offer includes 10 shares of each article – 300 shares in total to social tribes where your other prospects socialize with their peers. It will build awareness about your work and generate demand for your service.
- All **articles can be included in your newsletter** and distributed to your constituencies.
- You can repurpose content of the articles to **create Slideshare presentations, white papers, webinars, videos and other digital assets for your inbound lead generation programs**.

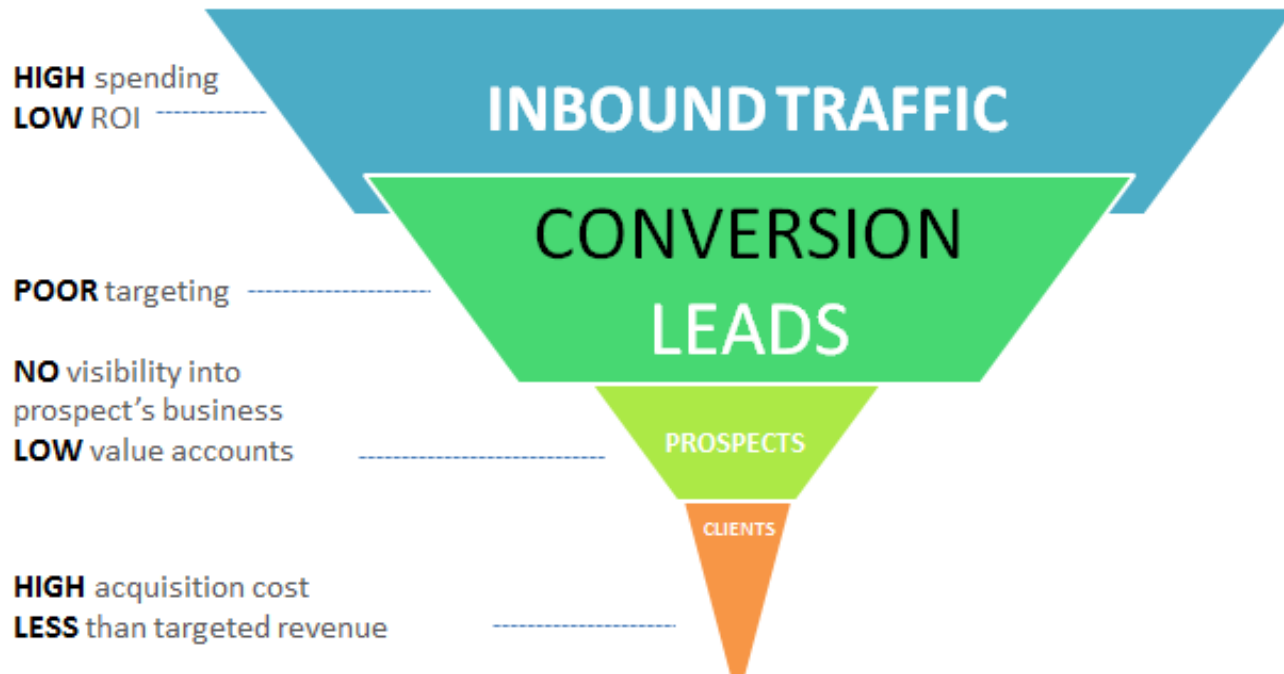
LeadGen Journalism[®]

= Thought Leadership Marketing + Business Development + SEO + PR + Social Media Marketing

LET'S DO A MAKE OVER FOR YOUR SALES FUNNEL

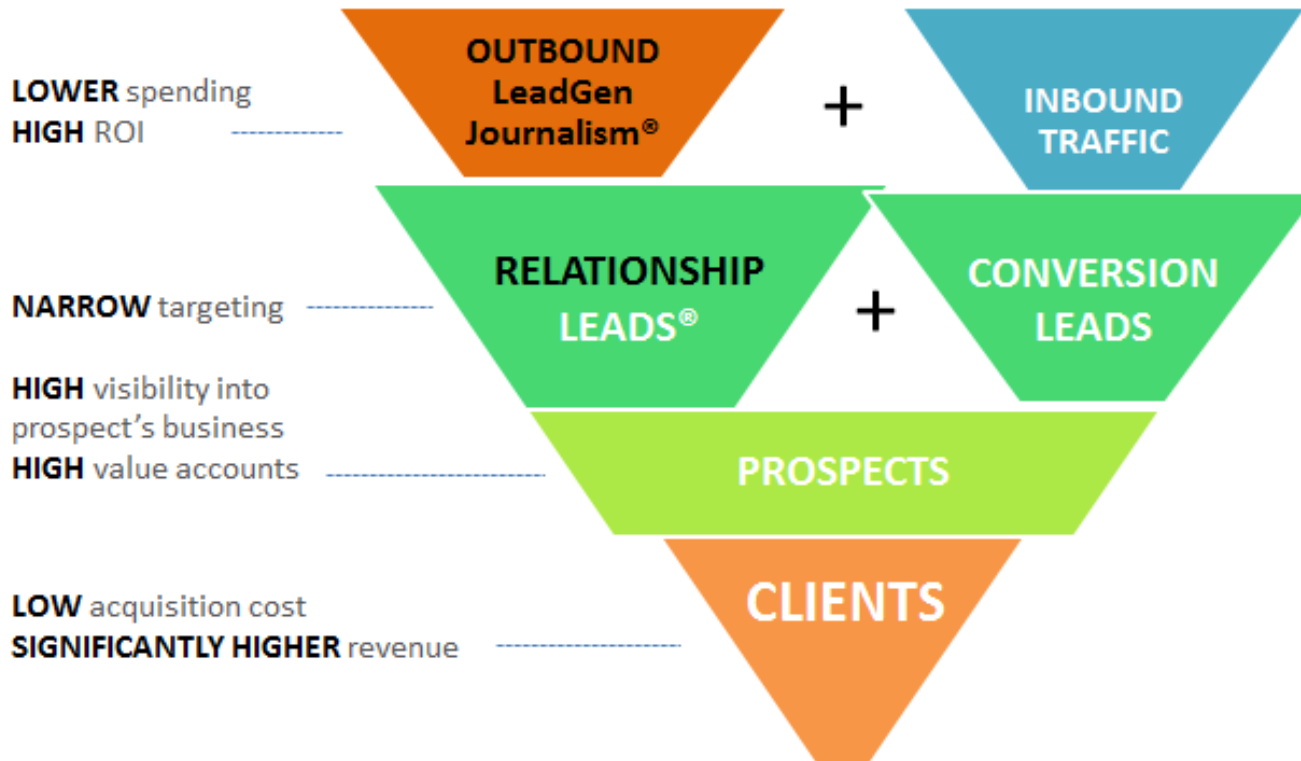
BEFORE

TRADITIONAL INBOUND MARKETING **SALES FUNNEL**



AFTER

LeadGen Journalism[®] **SALES FUNNEL**



WHAT PROBLEMS WE SOLVE:

- ✓ Companies are wasting their precious marketing budgets on inbound campaigns with very **low conversion rates** and therefore low ROI
- ✓ Companies are wasting time and resources hiring salespeople just to get relationships with their most wanted prospects, when that method can't scale
- ✓ Various marketing activities become siloed and not integrated, thus **programs wind up neither synchronized nor properly measured:**
 - **PR** doesn't directly affect sales and its impact is not measurable;
 - neither **Content** nor **Social** teams satisfy the needs of **Sales** and instead generate relatively low quality inbound leads;
 - **Email** marketing nurtures leads with content inappropriate to the prospect's stage in the sales funnel, disqualifying perfectly qualified leads.

AS A RESULT:

- With your inbound efforts you are playing a waiting game and wandering through an ocean of poorly targeted prospects instead of fishing for the biggest fish
- Passing those poorly qualified leads to your sales team frustrates the heck out of them, raising their blood pressure and lowering their commissions
- You look at your sales report and frown

When you are tired of all this mess... That's where we come in.

WHAT WE DO:

- We help you open major accounts with our **unique processes** for Integrated Demand Generation (inbound and outbound campaigns, business development and thought leadership programs)
- We eliminate your sales team's suffering and end their cold calling nightmare with a **steady stream of Relationship Leads** – not just any leads, but the most desired, **high value prospects** - **warm leads** that are ready to entertain your sales pitch
- We build your thought leadership position via sophisticated content developed by **award-winning journalists**, your executive team's appearances in press and as **conference keynote speakers**

READY TO EXPLORE?

FOR MORE DETAILS CONTACT:

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