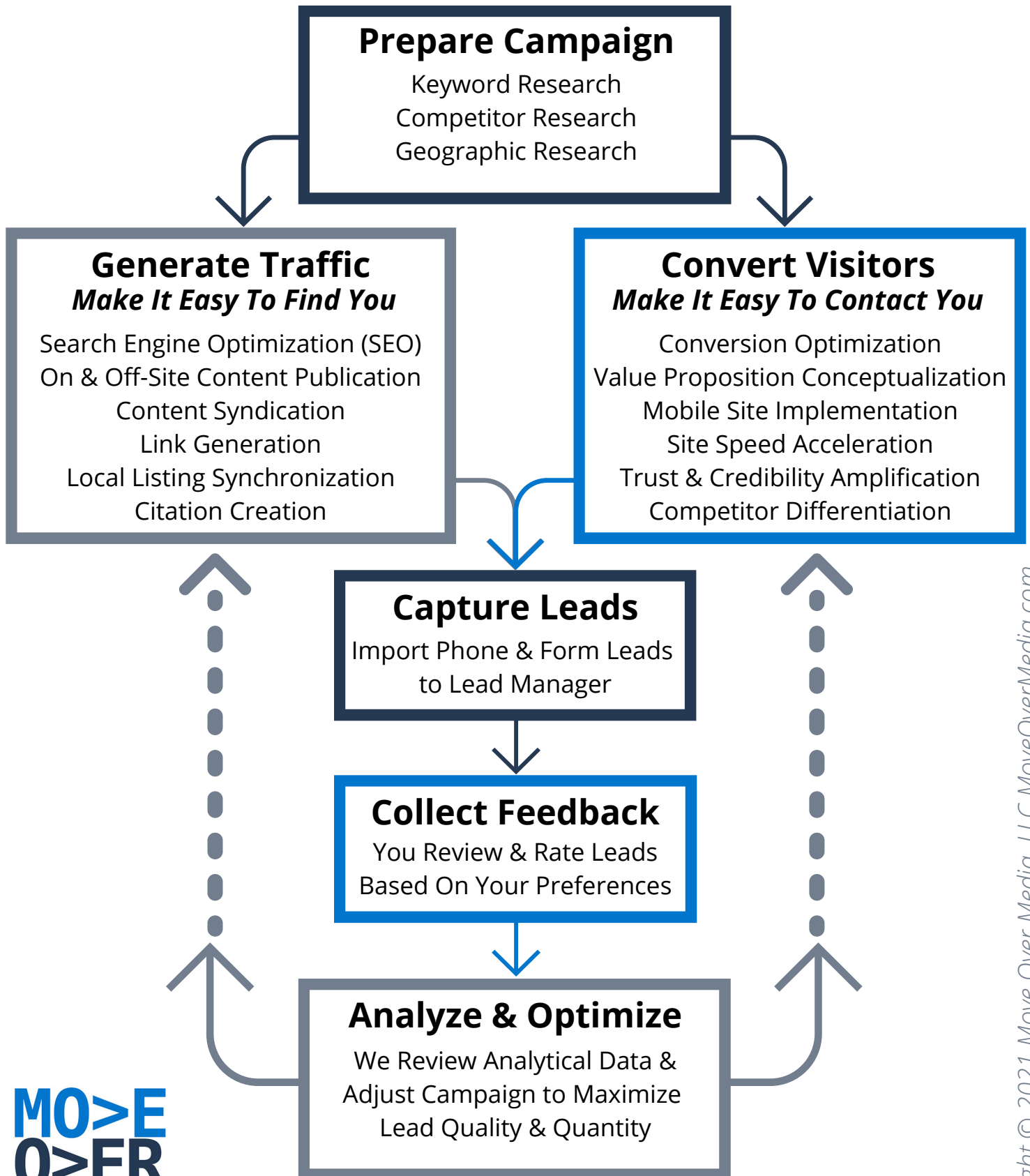


# Our Lead Gen Road Map



# Points Of Interest

## Pre-Launch

- Review Market & Competitors
- Define Long-Term Strategy
- Prep Marketing Channels
- Identify Domain
- Create Website
- Create/Optimize Listings
- Create Unique Content
- Prep Ad Copy
- Launch Review With Client

## Daily

- Review New Lead Data
- Review Client Feedback
- Analyze Traffic Sources
- Optimize Ad Copy
- Monitor Rankings
- Evaluate Search Terms
- Research New Opportunities
- Analyze Local Market Changes
- Monitor Site Status

## Weekly

- Identify New Outreach Partners
- Syndicate Press Releases
- Write & Post Guest Articles
- Analyze Competition
- Update Business Listings
- Create New Targeted Content
- Promote Targeted Content
- Review Market Penetration
- Review Industry Publications

## Monthly

- Top-To-Bottom Analysis
- Review Site Layout
- Review Channel Efficacy
- Analyze New Channels
- Define Next Targets
- Adjust Marketing Plans
- Prepare for Seasonal Changes
- Update Websites
- Review New Client Offerings

## Your Responsibilities

- Answer All Calls
- Respond to Form Leads
- Rate Leads in Lead Manager
- Provide Outstanding Service
- Follow-Up Timely & Effectively
- Collect Customer Reviews
- Inform Us of Business Changes
- Improve Team Sales Skills
- Identify Growth Opportunities

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**O>ER**  
**MEDIA**

# Don't Be Afraid To Ask

## What Do I Get?

A steady flow of targeted, local new business leads direct to your phone and email.

## Why Do Client Sites Look Similar?

There can only be one winner when it comes to conversion and we refuse to put any of our clients at a disadvantage for the sake of aesthetics. Simplicity wins and since we only work with a single client in a geographic area, it is unlikely that a potential customer would ever see our other websites.

## How Many Leads Will I Get?

Starting your first month, you can expect to get **15-20 high-quality leads** with a mix of other potential opportunities for you to explore. Your lead counts and quality will improve as your campaign optimization and targeting matures.

Spam, telemarketers, and past clients do not count as leads.

## Who Owns The Website & Listings?

**Our sole focus is on generating high-quality leads.**

The websites we create and utilize are only one piece of the lead generation puzzle. Without consistent marketing effort being applied, a website alone will produce very few, if any, new business opportunities.

In order to maximize and accelerate client success, as well as protect our trade secrets, we retain ownership of the websites we create.

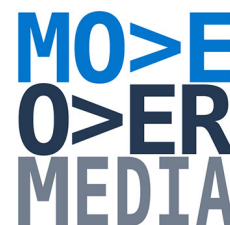
You will retain all of your branded business listings and the long-term benefits associated with our optimizations to those accounts.

## What If I'm Not Happy?

Our top priority is your happiness. Whether keeping you happy means adjusting your targeting, modifying your billing, or even ending your contract early, we make every reasonable effort to keep you as a client forever or to end on a positive note.

## Will I Get Weekly/Monthly Reports?

We provide you with access to our **Lead Management System** which has all of the leads we have generated for you readily available, eliminating the need for confusing reports containing misleading and inactionable data.



# Make The Move!

Are you ready to take your business to the next level?  
Move Over Media's **All-Inclusive Lead Generation Service**  
will fill your funnel with new incoming business opportunities!

## Targeted Local Lead Generation

With Exclusive, Protected Territory

Includes, But Not Limited To:

- Keyword, Competitor, & Geographic Research
- Search Engine Optimization (SEO)
- On & Off-Site Content Publication & Syndication
- Link Generation
- Local Listing Synchronization
- Citation Creation
- Conversion Optimization
- Value Proposition Conceptualization
- Mobile Site Implementation
- Site Speed Acceleration
- Trust & Credibility Amplification
- Competitor Differentiation
- Use of Performance Optimized Website
- Negative Review Mitigation System
- Lead Manager Access & Lead Rating System

**6 Month Agreement**  
**\$1800/Monthly**

Reach out to Move Over Media at

**(727) 291-7273**

for a no-pressure conversation  
with a Lead Generation Expert.

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