

# The New Marketing Playbook

Today Marketing is all about Technology  
And  
NurtureMyLeads will do it all for you



**Nurture My Leads™**  
Segment. Nurture. Convert.

# Marketing Solutions



*Technology! Hmmm!  
Need to check out  
NurtureMyLeads!!*



We can run your  
marketing campaigns  
Or

Do-it-Yourself with our  
hosted platform

# Marketing Solutions



*How can technology  
help me GROW my  
Business?*



## Our Technology will super-charge your Marketing:

1. Lead and Customer Acquisition
2. Lead Nurturing to help sales
3. Loyalty Programs
4. Customer Retention
5. Up Sell and Cross Sell
6. Special Targeted Offers
7. General Marketing Campaigns

# Multiple Marketing Channels



*What are the different channels I can use?*



Facebook



Landing Pages  
Surveys  
Micro sites



Mobile Messages



Twitter



Postcards  
Greeting Cards  
Brochures



Email



Videos

# A Few Use Cases



*Wow , all these  
channels!  
Show me uses?*



1. Setup automated drip marketing campaigns
2. Post specials to Facebook
3. Create special landing pages
4. Create Forms & Surveys
5. Send “Thank You” or a special occasion cards. You can send one or many
6. Perforated Loyalty cards
7. Launch many more campaign models

# Marketing Analysis & ROI



What about Reports?



Multiple reports are available for Marketing ROI:

**Campaign Analysis** | Daily Activity Schedule

Select a Campaign Type:  Email  Direct Mail  Text Message  Facebook Promotions  Web Campaigns  Sign Riders Back ?

Select a Campaign

- April 2 Campaigns
  - Aug 3 2011
  - Drip test
  - Drip test
  - Drip test
  - Facebook Small Business
  - Financial Consulting
  - GB Test 1
  - HP Indigo Printers
  - July 7 T1
  - June 23 T1
  - June 24 Wmail T1
  - June 5 Test
  - March Reports Review
  - Test Jt 1
  - Test March 20
  - Test March 8

**Campaign Analysis**

Target Segment	Message Name	Campaign Type	Deployed Type	Deployed Date
April 2 Campaigns	MBP Intro 2	Email	Manual	Sat Apr 2 18:42:23 GMT-07

	Total	% of Sent	% of Read
Sent:	249	NA	NA
Open	8	3.00%	NA
Links Clicked:	10	4.00%	125.00%
Hard Bounced:	0	0.00%	0.00%
Soft Bounced:	0	0.00%	0.00%
Unsubscribed:	0	0.00%	0.00%
Undeliverable:	0	0.00%	0.00%
Form Submitted:	5	0.02%	0.63%

**Links Clicked Report**

**Bouncebacks Report**

**Landing Pages Viewed Report**

**Forms/Survey Responses Report**

- Total emails sent
- Hard Bounced
- Undeliverable
- Email opened
- Soft Bounced
- Forms Submitted
- Links Clicked
- Unsubscribed

# A Solution for Everyone



**This sounds  
Complicated and I have  
a limited budget**



- **Comparable programs can cost thousands of dollars per month.**
- **Not so with us – we won't break your budget**
- **Check out our flexible pricing models**

# Get Started Now



**WOW!**  
**This is great!**  
**How do I get started**



Great Question, you can:

1. Call us: 480-245-7383 OR
2. Email us:  
[sales@MyBizPromos.com](mailto:sales@MyBizPromos.com)

1. We offer a Do-It-Yourself model OR
2. You can outsource to us and we will do it all for you
3. Once you are up and running you have the option to bring it in-house