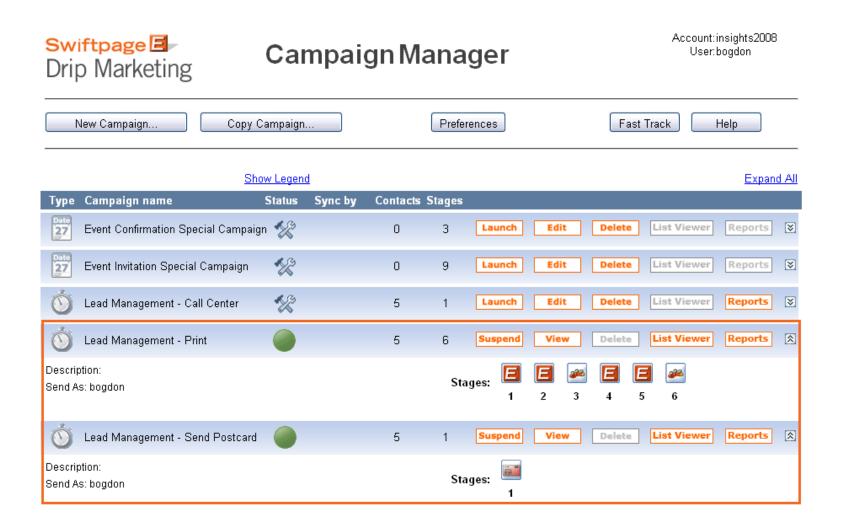
Swiftpage 12Drip Marketing

Lead Management with a Postcard



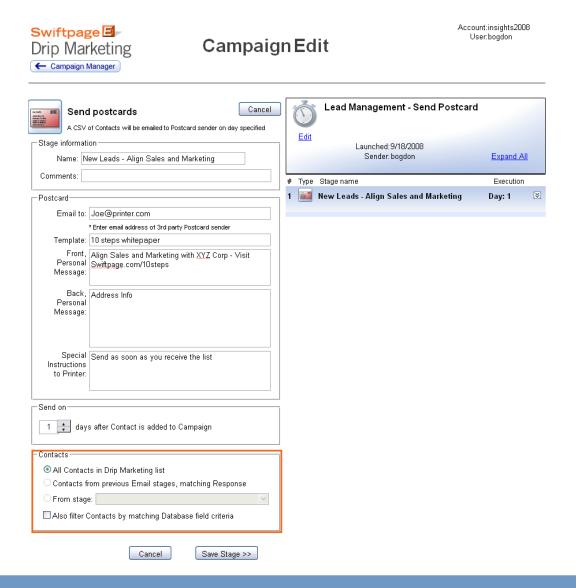
Purchase Lead Management Campaign Package



www.swiftpaga.co



Determine the contacts that will receive the postcard





The postcard is sent - Driving leads to a landing page





The Landing Page contains a survey – Fill out the survey and:

- Instantly receive a text based email message
- Automatically loaded into a Lead Management Drip Marketing Campaign
- Automatically ready to be loaded into the database



vanay swiftpage so



Lead Management Drip Marketing Campaign automatically sends 4 emails to the leads and 2 Call Lists to the sales managers over the course of 50 days – *In this example*



Campaign View

Account:insights2008 User:bogdon





A Swiftpage Call List is a ranked list of the most interested recipients of your email blast(s) – If Jane opens her email 5 times and clicks 3 links she is likely more interested than Joe who opened 1 time and clicked no links.



Account: spe User: missy

This is a ranked list of your most interested contacts based on their interaction with included campaigns. Call List: Testing Sender: missy Rows: 4290 of 4290 Next>> Action Strength First Name Last Name Phone Company Name Email Address Score Sent Opens Clicks нот Edit d asf asfd apreeo@swiftpage.com 903 14 28 Details HOT Mary Edit McElroy **■** 781 383-0505 **③** McElroy Associates mary@mcelroyassoc.net 308 3 11 Details Kramer and Edit 3 Chris Kramer **=** + 636-757-1623 🔇 chris@kramerandassociates.net 212 5 6 Details Associates Osaühing CRM Edit arvi@crmlahe.ee 208 2 6 Details Kärner 4 Lahendused J.H. Cohn 5 Edit David Rubin **■**- 973-871-4021 **€** (JHCohnConsulting) drubin@jhcohn.com 199 6 Details (reseller) Edit нот 6 Jim Penney **■** • 64-7-576-6128 **③** ActSoftware.Ltd sales@actsoftware.co.nz 199 Details Edit Ready Care 800.477.4283 Ready Care Industries anunez@ReadyCare.com 174 7 5 Details Wealth Management Edit 8 7342055971 dtpalmer@provide.net 5 Details David Palmer 174 Consultants of MI Edit David Original Works Inc. owyhq@originalworks.com 174 7 5 Details нот Morrissey 800-421-0020 € 10 Edit UTNC 970.282.8711 170 2 7 4 Sales Unified Title Company maureen.radice@gmail.com Details Broadcast Electronics hdr@bdcast.com 11 <u>Edit</u> Broadcast Electronics 162 5 Details 4 Inc. Heritage Corridor 12 Edit Nina Johnson 815-405-2723 njohnson@swiftpage.com 158 2 4 Details Referral Group 13 Edit Tracy.Patterson@sage.com 158 3 5 Details Tracy Patterson **■** ▼ 888-888-8888 **③** Sage (UK) Limited -1 14 Edit Paula FedTek 7 Details Schnittger **5** 703-551-4718 pschnittger@fedtek.com 149 15 <u>Edit</u> HOT Tina 540-635-5011 ext. 17 AirPac Incorporated 149 Behnke tbs@airpacinc.com 4 Details

New leads with no email addresses

Postcard sent to all new leads

Driven to a **Landing Page**

Fill out a survey form for more info

Receive 4 Email blasts over 50 days

Sales team receives 2 Call Lists

\$\$\$

Automatically



Lead Management with a Postcard