

FALL 2010/WSN 30

The Solution to Lead Response

In our discussions with clients, prospects and referral sources this year, the one thing heard the most: **"Get us in front of prospects and we'll sell them."** Here at North Star we took this challenge and developed a process called WOWorks. If you have leads and your sales team can't seem to get appointments, we help you figure out how to get a "face to face." WOWorks is the catalyst that creates lead response. **It is the critical step between creating your list of leads and closing your list of leads.**

We have a knack for piquing interest so a lead wants to know more. We won't lie. It costs money to get someone to respond, especially when they know that there's a sales call attached to responding. But if your response **rate was 20-40%**, we suspect you'd consider that money well spent. Agree? Then call us to learn more.

Happy Marketing,



April Williams McCrory
President & Visionary

LEAD
GENERATION

WOWorks

LEAD
CLOSING

LEAD RESPONSE



For more
details on this
WOWorks
campaign for
DS Graphics
see back of
postcard.

WOWorks Worked!

DS Graphics, a privately-held company, had traditionally been seen as “just a printer.” They wanted to emerge from that label and have clients and prospects recognize them for their print optimization capabilities—a service that could save a company hundreds of thousands of dollars once implemented.

North Star introduced DS Graphics to WOWorks by developing a campaign targeted to hard-to-reach C-Suite executives. The objective? Sign up for a brief educational webinar and receive a second incentive.

We sent a large custom box to look like a classic old “boom box.” Once opened, there was an iPod inside with copy: Today, technology helps shrink everything. And that includes the cost of your printed materials. Webinar Incentive: \$50 iTunes gift card. The DS Graphics team placed follow-up calls within a week after the drop.

“This campaign is doing exactly what we wanted – getting us a chance to tell the DS Graphics story.” - Chris Wells, EVP Print Optimization

“This creative approach to lead response has exceeded our expectations with over a 40% response rate.” - Todd Grant, VP Corporate Development

Until next time,
The North Star Team



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