



Finding the Right Partner

*A 5-Step Guide to Meeting
Your Business Needs*



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LQ is a customer acquisition company with a simple goal:
TO HELP YOU WIN MORE PROFITABLE CUSTOMERS DIGITALLY.

BALANCING WITHIN THE COMPANY BUDGET



Although most businesses have discovered the benefits of outsourcing their digital marketing and call centers, many don't realize that gaps between the two initiatives can cause incredible inefficiencies and revenue loss.

Clients wanting a good return from their digital investment have found the field becoming more competitive and complicated. Even companies that previously avoided sophisticated processes have to resort to first- and third-party data to increase their efficiency.

Businesses today need help internally and externally to address the complexity of multiple lead sellers, contact centers, and marketing and advertising agencies. How do successful companies manage the entire ecosystems of providers?

To gain the best advantage, decision makers simply need to know how their strengths support their bottom line and how to compensate for their weaknesses.

Today, consumer-driven companies need help with planning, analyzing, and reporting in their lead generation process, especially when working with multiple vendors.

With executives applying pressure to managers to improve performance, managers must take a more analytical approach to their sales and marketing. Decision makers are turning to hybrid solutions while demanding measurable performance from these external providers. Providers today need to be experts in cross-channel solutions with measurable results or they will find themselves out of work.

FINDING THE RIGHT PARTNER

The juggling act of setting goals and KPIs while planning strategies often requires the help of an external agency. How and who do you choose? You should begin with these questions:

WHAT GOALS AND ISSUES DO YOU CONSIDER MOST IMPORTANT?

You need a partner who will focus on your criteria without introducing items that may distract attention or divert resources from your top priorities.

HOW MUCH DO YOU WANT TO SPEND?

Your partner should always keep your budget in mind when proposing solutions.

HOW DO YOU TRACK PERFORMANCE AND ACCOUNTABILITY?

A great partner will build you pro-forma models, offer “cost per” metrics, and estimate how lead or sales volume will vary by pricing.

WHO DO YOU CHOOSE?

The best contact centers and marketing agencies have years of experience and multiple references from companies that have thrived with their strategies. Talk to the people who have worked with your prospective partner.

Ensuring your agency of record or contact center can prove ROI with effective strategies and well-thought-out plans is critical to your overall success. This process can become tedious and frustrating as you face monitoring multiple vendors and holding them accountable for their performances and expenditures.



SPEED-TO-LEAD



How efficiently your sales and marketing teams react when a new lead enters your pipeline is more critical than ever.

The average consumer visits five sites and completes three inquiries. The first company to reach that consumer can out-convert its competitor by more than 150%. That means in today's digital landscape, you're either first or you've lost!

Companies still struggle with reducing internet response times to under a few minutes. To compound the issue, low converting internet leads laced with bad phone numbers and uninterested parties make the work unappealing for service representatives.

Nevertheless, decision makers must integrate multi-channel communications such as email, social media, and outbound calling into their lead response strategy.

Today, cross-channel solution providers need to have proven strategies for:

- ▶ Real-time leads
- ▶ Non Real-time leads
- ▶ Timing Based Campaigns
- ▶ Action Based Campaigns
- ▶ Capacity Based Campaigns

SOURCE, MEASURE + OPTIMIZE



Cross-channel conversion requires definitive strategies, as tactical sales and marketing create engagement opportunities and accelerate performance within your system.

Unfortunately, shrinking budgets and larger demands result in asking more of service providers.

When choosing someone to help your lead generation and sales initiatives, you need to find multi-talented experts who can:

- ▶ Source leads
- ▶ Measure performance
- ▶ Optimize campaigns

Spending the time and effort discovering good leads and discarding the bad often results in waste and low morale in your internal sales team. Finding a partner who can properly source leads, one who can not only distinguish viable leads from unusable but also mine the viable while avoiding the unusable, will raise revenue and spirits in your company.

To ensure you receive the same or better ROI with every effort, you need ways to determine both the amount and the quality of your team's work. A good partner monitors performance regularly with reliable metrics and has systems ready to improve weak processes.

Also, solution providers need to understand both ends of the funnel to offer valuable services. Once you have good leads and regulated performance, your partner should use these assets to optimize current and future campaigns to boost your number even further.

ACCELERATING SALES ACROSS CHANNELS

Creating successful campaigns is an art, needing creativity and analytical experience to deliver high-quality results. Working with a company who understands all stages of the sales funnel and offers in-house solutions to meet those needs is critical in today's hyper-focused, consumer-run world.

Most agencies can't achieve maximum value with your spend. They only take leads so far before handing them off to your sales team or contact center. Both sides rarely connect to allow understanding and transparency for maximum value.

Understanding how to attract, engage and convert customers involves a complex network of resources dedicated to maximizing every stage of the sales process. The best system places advertising in the most advantageous positions, builds landing pages that convert, and follows through a process to engage prospects in a timely and experienced manner.

The result is increased sales, generated by your highest performing channels.

It's time to make better choices than multiple partners who promise quantity and fail on quality. Choose one partner who can deliver maximum value throughout the system by setting and accomplishing the right goals.





HOW WE CAN HELP

LQ Digital is a customer acquisition company. Our mission is to help brands win profitable customers. We do this with our people, our technology platform and our full funnel approach. What makes us unique is we are obsessed with lifetime value, are paid on performance and bring an objective marketwide perspective on your acquisition strategy.

Call 1.800.670.3515 now and speak with one of our digital media specialists or visit us at lqdigital.com and start finding the right partner today.

How confident are you in your digital performance?