LEAD CONNECT

AUTOMATED SYSTEM FOR LEAD GENERATION AND CUSTOMER SERVICE

XRD
XPERIENCE REAL DATA

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IMMEDIATE RESPONSE CAN INCREASE YOUR SALES BY 30%

– XRD AGENCY

LEAD CONNECT

AUTOMATED SYSTEM FOR LEAD GENERATION AND CUSTOMER SERVICE

All the Tools You Need to **Generate Leads** in a Single Digital Product

Introducing Lead Connect, a **highly effective system** designed to transform the way your company generates and manages leads.

This system is built on our **Xperience Real Data** methodology, which has been proven effective for over five years. We have adapted this methodology into an automated system called **Lead Connect.**

Lead Connect is a comprehensive solution that captures and nurtures prospects immediately and automatically through digital campaigns. These campaigns are continuously optimized using real data gathered from customers and prospects.

BENEFITS OF LEAD CONNECT:

1. Efficient Lead Generation: Leverage the power of strategically designed digital campaigns to capture the attention of potential customers and convert them into valuable leads.

2. Immediate and Automated Response: Say goodbye to waiting times. With Lead Connect, every lead receives instant attention through automated and personalized responses, ensuring a seamless and satisfying experience.

3. Continuous Optimization: Our platform uses artificial intelligence and advanced data analysis to continuously adjust and improve campaigns, maximizing your return on investment.

4. Seamless Integration: Lead Connect easily integrates with our methodology's CRM and other tracking tools, simplifying the management and follow-up of each lead from the first contact to final conversion.

5. Time and Resource Savings: By automating the customer service process, your sales team can focus on closing deals and building relationships while Lead Connect handles repetitive tasks and follow-ups.

Lead Connect is a powerful lead generation and management system. Your company will have a tool that enhances efficiency and effectiveness in the competitive digital landscape. **Let Lead Connect revolutionize your lead acquisition** and customer service strategy, taking your business to new levels of success and growth.

How Do We Approach Marketing?

XRD
XPERIENCE REAL DATA

LEAD CONNECT is built on the processes of our XRD **(Xperience Real Data)** methodology. The services, techniques, and digital tools we use to enhance a company's presence and commercial performance are based on customer experience in the digital world. This approach helps increase sales, improve customer experience, and boost efficiency and productivity.

¿WHY CHOOSE LEAD CONNECT?

• **Innovation and Efficiency**. Our platform integrates the latest automation and data analysis technologies to provide a robust and efficient solution tailored to meet the needs of the most demanding businesses.

• **Personalized Support.** The Lead Connect team of experts is always available to provide support and assistance, ensuring a smooth implementation and operation.

• **Customized Solutions.** We understand that every business is unique, which is why we offer personalized solutions that perfectly align with your specific goals and challenges.

DISCOVER EVERYTHING LEAD CONNECT OFFERS

ONBOARDING & SET UP

We build the ideal digital tools for your business.

ONBOARDING

• Initial briefing meeting (brand understanding).
• Brand understanding document:
  -History
  -Product or service
  -Features
  -Pricing
  -Benefits
  -Unique value proposition
  -Sales/acquisition points
  -Purchasing methods
  -Clients/buyers
  -Customer archetypes

STRATEGY

• Annual general strategy divided into quarters.
• Setting digital KPI metrics and objectives.
• SMART commercial digital goals.
• Competitor analysis.
• Brand communication:
  -Attraction: Addressing user pain points.
  -Engagement: Providing valuable information.
  -Leads: Presenting a commercial offer.
• Selection of media, campaigns, and digital platforms.
• Selection of impactful visual communication formats.
• General action plan.
• Monthly budget allocation.

WEBSITE

• Domain acquisition (cost covered by the client).
• Hosting service.
• First year free with Marketeros MX (after the first year, $1,500.00 MXN per additional 1 GB).
• Graphic design of the website adapting the client's branding to Marketeros MX pre-designed models (custom design is quoted separately).
• Website programming.
• Application of the AIDA model in User Experience design.
• Favicon.
• Animated banner.
• Responsive design for mobile and desktop devices.
• Conversion form.
• 5 suggested sections:
  -Home
  -About Us
  -We Sell
  -Blog
  -Contact Us
• H1 indexing.
• Access to page builder.
• Access to CPANEL.
• Hotjar account (demo version, implementation time depends on platform conditions).
• Google Ads account.
• Analytics account.
• Tag Manager account.
• Tag Manager setup (measurement platforms included).
• Facebook Pixel setup.
• CRM - Chat integration.
• Google meta description.
• Integration of 5 email accounts.
• SSL (cost not included).
• Privacy notice in the footer (client provides information).
• Social media link configuration.

FACEBOOK

- Business account.
- Personal account for business use (if the client already has a personal account, it is provided to Marketeros MX; if not, Marketeros MX will create it).
- Facebook page.
- Advertising account.
- Payment method for digital campaign platforms (client's card).
- Marketeros agency partner.
- Grant ownership to client (access to assets).
- Manage access.
- Website visits event.
- Business verification.
- Business page information (description).
- Location.
- Hours.
- Business account verification.
- Domain verification.
- CRM connection.
- Contact button.
- Automated response chat in DM.
- Instagram connection.
- WhatsApp connection.

INSTAGRAM

- Business page information.
- Conversion to business page.
- Design of up to 4 highlighted stories.
- Link.tree integration.
- Automated response in DM.
- Paid boost from the blue button.
- Instagram connection.
- WhatsApp connection.

LINKEDIN

• Personal profile (if the client already has a personal account, it is provided to Marketeros MX; if not, Marketeros MX will create it).
• Business page.
• Business page information.
• Advertising account setup.
• Payment method.
• Access management (super admin).

TIKTOK

• Personal profile (if the client already has a personal account, it is provided to Marketeros MX; if not, Marketeros MX will create it).
• Business profile.
• TikTok for Business.
• Business registration.
• Tax documentation.
• Payment method.

GOOGLE

• General email (if the client already has an email, it is provided to Marketeros MX; if not, Marketeros MX will create it).
• Google Ads account.
• Analytics account.
• Goals (conversions/events).
• Google Tag.
• Payment method.
• Tax information.
• Tag Manager.
• Marketeros Drive folder - Client.
• YouTube channel (optional).
• Advertiser verification.
• My Business (Maps).
• Tracking event.
• Button click event.

CRM

• Creation of business account.
• Creation of sales representative accounts.
• Integration of general sales email with CRM.
• Connection with advertising accounts.
• Lead Manager general settings.
• Web form for the website.
• Linking the website with CRM.
• CRM view and table configuration.
• Registration of sales advisors.

DISEÑO DIGITAL

• Profile photo for platforms.
• Cover photo for platforms.

DIGITAL CAMPAIGN SETUP

• Setup of up to 3 digital campaigns on META (Facebook + Instagram).

• Setup of up to 3 digital campaigns on Google + YouTube.

• Setup of up to 3 digital campaigns on LinkedIn.

• Setup of up to 3 digital campaigns on TikTok.

• The number of digital campaigns to be set up is recommended by the agency based on the client's authorized campaign budget.

• Connection with the client's CRM.

• Suggested objectives:
  - -Lead generation.
  - -Traffic and reach on social media.
  - -Social media engagement generation.
  - -Website traffic generation.

• Implementation of conversion forms.

• Application of Xperience Real Data methodology.

• Setting campaign budget for the following tools:
  - -Google Trends analysis.
  - -Facebook Insights.
  - -Keyword Planner.
  - -Keywords.
  - -Campaign testing from 1 to 3 weeks.

CREATION OF DIGITAL ART AND CREATIVES

• Graphic line proposal according to the company/brand branding.

• Editing of up to 20 static artworks for ads and organic content in various formats.

• Editing of up to 4 videos (up to 60 seconds) for ads and organic content in various formats.

• Descriptive copy for organic posts (copy in and copy out) in AIDA format.

• Descriptive copy for ads (copy in and copy out) in AIDA format.

• Monthly content scheduling on platforms.

EMAIL MARKETING CREATION

• 2 bulk email sends to the database (topic suggested by the agency).
- -Promotions via email send.
- -Flyer design.
- -Copywriting.
- -Scheduling of sends.
- -Analysis of responses and open rates.
- -Set up.

BULK WHATSAPP SEND (via CRM)

• Setup of WhatsApp Business.
• Writing of bulk messages.
• Message flow automation.
• 1 scheduled bulk send.
• Delivery and response tracking.
• Performance analysis.

MARKETING CONVERSACIONAL

• Creation of messages and texts for automated conversations.
• Setup of automated chatbot on the website.
• Setup of automated chatbot on META.
• Setup of automated chatbot on WhatsApp Business.
• Setup of automated phone call.
• Setup of follow-up request via email.
• Creation and setup of 5 email templates suggested by Marketeros MX.
• Creation of 5 standardized responses for frequently asked customer questions.

TRAINING

• Social media advertising training session.

• User experience training for website.

• CRM management training session.

• Digital strategy training for sales team.

• Approximate time per session: 2 hours.

• Online or in-person modality.

FEEDBACK SETUP

• Monthly surveys sent to customers (via digital).
• Monthly surveys sent to prospects (via digital).
• Monthly survey sent to client's sales force (via digital).

RESULTS CUSTOMIZATION

• 1 presentation of collected results within fifteen days of digital campaign activation with the assigned Marketeros MX executive.

-KPI results for social media traffic.
-KPI results for website traffic.
-Social media engagement KPI results.
-KPI results for the number of leads.
-Client sales force feedback.
-Investment used in digital campaigns.

MONTHLY EXECUTIVE REPORT

• 1 executive report per month with a presentation of results gathered from the digital campaign activation month with the assigned Marketeros MX executive.

- -KPI report for social media traffic.
- -KPI report for website traffic.
- -Social media engagement report.
- -KPI report for the number of leads.
- -Results of customer quality survey.
- -Results of prospect quality survey.
- -Results of sales force quality survey.
- -Analysis of client sales force feedback.
- -Investment used in digital campaigns.
- -Improvement proposal.

MONTHLY OPTIMIZATIONS

• Optimization of digital campaigns.
• Optimization of organic content.
• Optimization of digital artwork and creatives.
• Optimization of website.
• Creation of new emails.
• Creation of new blogs (optional).
• Optimization of bulk WhatsApp sends.
• Optimization of conversational marketing (if necessary).

¡WE DO EVERYTHING FOR YOU!

WE DIVIDE OUR SYSTEM INTO 3 PHASES

PHASE 1: LEAD GENERATION.

THE FORMULA TO INCREASE YOUR PROSPECTS.

Our automated lead generation system excels at obtaining informed leads through an integrated and sophisticated strategy:

Lead Generation Strategy: We develop a personalized strategy that adapts to your company's specific needs and goals.

Impactful Visuals: We create high-quality videos and images that capture the attention of your potential clients.

Persuasive Texts: We write copy using the AIDA format (Attention, Interest, Desire, Action) to maximize the effectiveness of your message.

Advertising Campaigns: We design campaigns on top digital platforms, aligning with your strategy and budget:

- Meta (Facebook - Instagram)
- Google
- TikTok
- LinkedIn
- YouTube

SOCIAL MEDIA MANAGEMENT + Boost

We manage and boost your social media presence with a strategic approach:

- Meta (Facebook - Instagram)
- TikTok
- LinkedIn

OPTIMIZED WEBSITE

We develop your website with an exceptional user experience, utilizing the AIDA format to maximize conversions:

SEO: We ensure proper indexing on Google to improve your visibility.

Contact Form: We design effective forms to facilitate lead capture.

Design & Programming: We create an attractive, functional design with robust programming.

CRM Setup: We integrate your CRM with welcome messages, WhatsApp follow-up workflows, automated phone calls, and automated email sending.

FOLLOW-UP AND ANALYSIS

We implement an automated workflow to ensure efficient follow-up for each lead:

Welcome Message: Each lead receives a personalized welcome message.

WhatsApp Follow-up Workflow: Stay in continuous contact with your leads.

Automated Phone Call: Perform timely follow-ups without manual intervention.

Automated Email Sending: Keep your leads informed and engaged.
Automated Satisfaction Survey: Get valuable feedback to continuously improve your strategy.

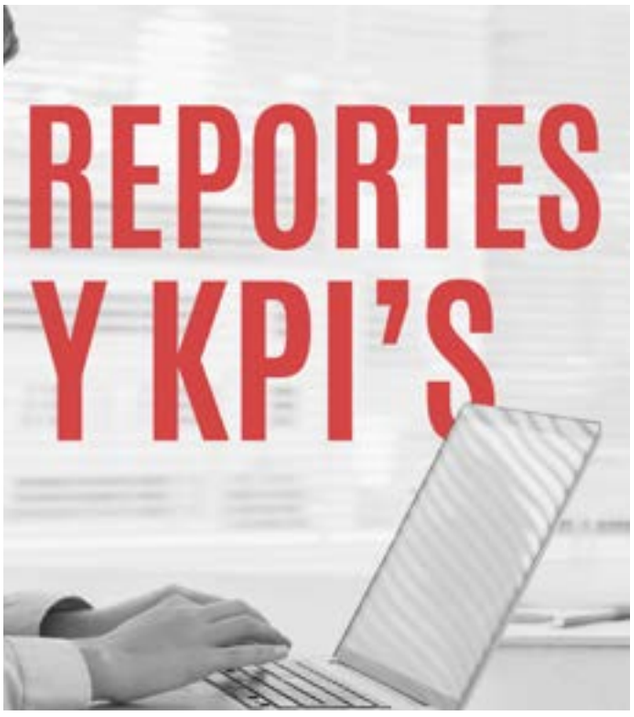
REPORTS AND KPIS

We provide detailed reports with key performance indicators (KPIs) to measure and optimize every aspect of your campaign:

Traffic KPI: Analyze the flow of visitors to your website.

Engagement KPI: Evaluate the level of interaction with your content.

Lead KPI: Measure the number of leads generated.



TRANSFORM YOUR LEAD GENERATION STRATEGY

Let our system drive the efficiency and effectiveness of your business in the competitive digital world. With our experience and technology, we'll capture and manage informed leads, taking your business to new heights of success and growth.

FASE 2: INSTANT ATTENTION

THE KEY TO INCREASING YOUR SALES

Lead Connect doesn't just capture high-quality prospects; it ensures immediate attention that can increase your sales opportunities by 30%. Our CRM system for immediate attention guarantees that each lead receives the information and assistance they need, without being intrusive.

Lead Connect's Immediate Attention Features

• **WhatsApp Message.** Each lead receives a personalized, automated WhatsApp message that provides the necessary information at the right time, enhancing the customer experience and facilitating decision-making.

• **Call.** Our system includes automated and personalized calls that provide additional information and answer questions in real time, optimizing interactions with potential customers.

• **Mailing.** Keep your leads informed with strategically designed emails that offer value and relevance, increasing conversion possibilities.

• **Quality Survey.** Continuously improve your process with automated quality surveys that gather valuable feedback from your leads, allowing you to adjust and optimize your strategy.

• **Brochure Download.** Make it easy for leads to access detailed information through the immediate download of brochures, providing them with everything they need to know about your products or services.

• **Location Button.** Help your customers easily find your location with an integrated location button, enhancing the user experience and encouraging physical visits.

• **Personalized Campaign Message.** Each campaign is designed with personalized messages tailored to the needs and behaviors of your leads, ensuring effective and relevant communication.

• **Automated WhatsApp Message Sequence.** Ensure consistent, personalized follow-up with automated WhatsApp message sequences, keeping your leads engaged and well-informed throughout the entire process.

FASE 3: DATA ANALYSIS WITH XPERIENCE REAL DATA

Transforming Feedback into Data and Strategic Decisions

At **Lead Connect**, we understand that every interaction matters, and every data point is valuable. Our Phase 3 focuses on turning data into actionable strategies that propel your business to success. Here's how we do it:

• **Customer Service Score.** Get a clear view of your customer service team's efficiency. Our system measures and evaluates real-time performance, ensuring each customer receives the quality service they deserve.

• **Purchase Intent Score.** Identify prospects most likely to convert. We analyze interactions and behaviors to provide a score, allowing you to focus your efforts on the most promising leads.

• **Customer Response Time.** Know the exact time your team takes to respond and resolve customer inquiries. Optimize your processes and reduce wait times to improve customer satisfaction.

• **Lead Volume.** Monitor the steady flow of leads generated by our campaigns. View real-time performance and adjust your strategies to maximize impact.

With **Xperience Real Data**, we turn your feedback into insightful, data-driven decisions that ensure your strategies are always aligned with your business goals, improving efficiency and boosting your sales potential.

Transform Your Data into Strategic Decisions with Lead Connect

• **Age.** Know the age range of your leads to create more effective, targeted messaging.

• **Cost per Lead.** Control costs and maximize your return on investment. Know exactly how much it costs to acquire each lead.

• **Cost per Impressions.** Gain a clear view of the cost per thousand impressions and adjust your strategies to improve ad visibility.• **Platform.** Identify the digital platforms generating the most leads and adjust your investment to achieve maximum performance.

• **Cost per Campaign.** Evaluate the total cost of each campaign and its performance. Make informed decisions for future investments.

• **Cost per Platform.** Determine which platform offers the best return on investment. Allocate your budget wisely to achieve optimal results.

• **Costo por Campaña.** Evalúe el costo total de cada campaña y su rendimiento. Tome decisiones informadas para futuras inversiones.

• **Costo por Plataforma.** Determine cuál plataforma ofrece el mejor retorno de inversión. Distribuya su presupuesto inteligentemente para obtener los mejores resultados.

Transform Your Data into Strategic Decisions. With **Lead Connect,** you don't just receive data; you gain a strategic vision that drives the growth and efficiency of your business. Let us help you turn information into action and take your business to the next level.

INVESTMENT

ONBOARDING & SET UP

Total: **$1,190.00 USD / one-time payment**

LEAD CONNECT SYSTEM

Total: **$1,670.00 USD / monthly**

WHY HAVE A PERFORMANCE MARKETING AGENCY AS YOUR BUSINESS PARTNER?

Benefits

· You'll have a multitasking team and won't rely on just one person.

· We work with specialized teams and software.

· All of our services include planning and strategy.

· We have experience and knowledge with brands across various industries, delivering proven results.

· The learning curve is faster.

· You'll have an entire team of marketing specialists working on your brand.

Savings

· Payroll, bonuses, hiring costs, and vacation expenses.

· Purchase of specialized equipment.

· Purchase of specialized systems.

· Purchase of production and measurement software.

· Payment of taxes and benefits.

· Rent of office space.

· Payment of basic utilities.

· Purchase of office supplies.

“COMPANIES CAN ONLY
INVEST IN ADVERTISING
IF THE BUYING EXPERIENCE
EXCEEDS
EXPECTATIONS”

-FRANCISCO CAMACHO

The buying experience begins when a user first interacts with any asset of your brand. (Customer service, website, social media, etc.)

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