

THE SELLER'S GUIDE

SOLUTIONS FOR TOP ADVERTISERS



NEED SOMEONE TO RESCUE YOUR ROOF?
You could win \$10,000 towards a brand new roof!

Already Entered?

			
			

PRIZE: Roof Makeover valued at up to \$10,000

Thank you email sent to everyone who enters with coupon or offer from your business

One last chance email to be sent 2 days before campaign ends

Promotional emails to our opted-in database of 30,000 (M-F 6a-7p, Sa-Su 8a-4p)

Introduction

Your advertisers are demanding actionable, measurable results from their marketing dollars – now more than ever. They're looking to generate qualified leads, build their database, and know more about their potential customers.

Promotions can be your solution to deliver these results.

Historically, media companies planned out a campaign and then sought out an appropriate advertiser. But today, you can reverse the process and drive more revenue. Now, you can pinpoint the advertising dollars in your market, prepare a unique campaign to achieve the specific goals of any business, and make that sale.

So, what are you waiting for? It's time to make every business in your market within your reach.



LIZ HUFF

Director of Customer Success

lhuff@uplandsoftware.com



Have questions?
Live chat with Liz!

What's in the Guide?

From recommended CNA questions and promotion ideas to prize ideas and suggested lead-gen questions, you'll find the answers to all this and more for over 50 top advertising categories!

Automotive

- Aftermarket
- Car Wash
- Car Sales

Bridal

- Florist
- Photography
- Wedding Apparel
- Venues

Education

- Daycare / Early Childhood
- College / Higher Education
- Tutoring Services

Entertainment

- Casinos
- Venues

Financial

- Insurance
- Banks & Credit Unions

Food & Drink

- Bars
- Restaurants
- Grocery
- Specialty Food

Healthcare

- Hospitals
- Specialty Healthcare
- Urgent Care

Home

- Deck
- Flooring
- Garage & Driveways
- HVAC
- Kitchen & Bath
- Landscaping
- Painting
- Pool
- Roof
- Solar Panels
- Windows & Doors

Legal

- Family Law
- Personal Injury

Pets

- Boarding
- Grooming
- Retail
- Veterinary Services

Real Estate

- Apartment/Rental Companies
- Mortgage Companies
- Moving Services
- Residential Real Estate

Recreation

- Golf
- Gyms & Fitness
- Hunting & Fishing
- Outdoor Adventure

Retail

- Clothing
- Furniture
- Jewelry
- Specialty Stores
- Spas & Salons

Travel

- Hotels & Lodging
- Local Attractions
- Travel Agents

SAMPLE SALES SHEETS

Recurring Revenue

12-Month Campaign

Be the exclusive sponsor of this 12-month campaign. Each month will feature different products and lead-gen questions from the sponsor.

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

SPONSORSHIP PACKAGE:

- Exclusive sponsorship of the recurring revenue campaign
- Sponsor logo on promotional elements (print/on-air, digital, social, and email) during the 12-month campaign
- Digital
 - 25K run-of-site impressions each month to promote contest on mediacompanywebsite.com
 - Exclusive 728x90 digital ad unit on contest page
 - One unique lead-generation question on the contest registration form each month
 - Digital offer/coupon on the contest thank-you page
 - Opt-in for your email database on the contest registration form each month
- Print
 - Full page Print Ad to run to run every other week for 12 months (26 times)
 - Half-page print contest promotional ad to run every other week for 12 months (26 times)
- On-Air
 - Minimum of 80x :30 promotional spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - Minimum of 120x :30 streaming promo spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - 60x :30 on-air commercials weekly (M-F 6a-7p)
- Email
 - Recognition on 12 promotional emails to our opted-in database of XX,XXX (Your email list size goes here)
 - One invite email to be sent at the beginning of each month of the campaign
 - Thank you email sent to everyone who enters with coupon or offer from your business

PRIZE: Monthly Gift Card Valued at \$XXX Per Month for 12 Months (optional)

RUN DATES: 12 months

EXCLUSIVE SPONSOR VALUE: \$X,XXX a month (12-month sponsorship package)

INVESTMENT: \$1,500/month (small market) \$3,000/month (mid-size market), \$7,500/month (large market)

Custom Lead-Gen Campaign

3-Month Campaign

Generate leads with this 12-week multimedia campaign including print/on-air and digital ads, lead-generating sweepstakes, and email campaign designed to drive the best results for your business!

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

SPONSORSHIP PACKAGE:

- Exclusive sponsorship of Custom Lead-Gen Campaign
- Sponsor logo on promotional elements (print, digital, social, and email) during the 12-week campaign
- Digital
 - 50K run-of-site impressions (for your business) on mediacompanywebsite.com during 12-week campaign
 - 25K run-of-site impressions to promote contest on mediacompanywebsite.com during 12-week campaign
 - Exclusive 728x90 digital ad unit on contest page
 - Three lead-generation questions on the contest registration form
 - Digital offer/coupon on the contest thank-you page
 - Opt-in for your email database on the contest registration form
- Print
 - Quarter-page print ad (for your business) to run two times per week for 12 weeks (24 times)
 - Quarter-page print contest promotional ad to run one time per week for 12 weeks (12 times)
- On-Air
 - Minimum of 80x :30 promotional spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - Minimum of 120x :30 streaming promo spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - 60x :30 on-air commercials weekly (M-F 6a-7p)
- Email
 - Recognition on two promotional emails to our opted-in database of 30,000 (Your Email List Size goes here)
 - One invite email to be sent at the beginning of the campaign
 - One last chance email to be sent 2 days before campaign ends
 - Thank you email sent to everyone who enters with coupon or offer from your business

PRIZE: Enter prize here

RUN DATES: 3-month time frame goes here

EXCLUSIVE SPONSOR VALUE: \$X,XXX

INVESTMENT: \$10,000 (small market) \$25,000 (mid-size market), \$50,000 (large market)

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Sponsored Contest

3-Month Campaign

Be the exclusive sponsor of our contest to grow your database and increase brand awareness.

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

SPONSORSHIP PACKAGE:

- Exclusive Sponsorship of Sponsored Contest
- Sponsor Logo on promotional elements (print, digital, social and email) during the 12 week campaign
- Digital
 - 10K run-of-site impressions to promote contest on newspaper.com during 12-week campaign
 - Exclusive 728x90 digital ad unit on contest page
 - Lead-generation questions on the contest registration form
 - Digital offer/coupon on the contest thank-you page
 - Opt-in for your email database on the sweepstakes registration form
- Print
 - Quarter-page print contest promotional ad to run once every other week for 12 weeks (6 times)
- On-Air
 - 25x :30 promotional spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - 20x :30 on-air commercials weekly (M-F 6a-7p)
- Email
 - Recognition on two promotional emails to our opted-in database of XX,XXX (Your email list size goes here)
 - One invite email to be sent at the beginning of the campaign
 - One last chance email to be sent 2 days before campaign ends
 - Thank you email sent to everyone who enters with coupon or offer from your business

PRIZE: Enter prize here (optional)

RUN DATES: 3-Month time frame goes here

EXCLUSIVE SPONSOR VALUE: \$X,XXX

INVESTMENT: \$2,500 (small market) \$5,000 (mid-size market), \$10,000 (large market)

National Sweepstakes

4-Week Campaign

Generate leads with this 4-week multimedia campaign including print/on-air and digital ads, a lead-generating sweepstakes, and an email campaign designed to drive the best results for your business! Entrants can win \$X,XXX towards (enter prize here). Local prizes can be added by local sponsors.

BENEFITS OF BEING A SPONSOR:

- Multimedia campaign to build brand awareness and engagement with your target audience
- Generate qualified leads for your business
- Grow your email database
- Gather data on your potential customers
- Drive traffic to your website

SPONSORSHIP PACKAGE:

- Exclusive sponsorship of the (Enter name of National Sweepstakes here)
- Sponsor logo on promotional elements (print, digital, social, and email) during the campaign
- Digital
 - 50K run-of-site impressions (for your business) on mediacompanywebsite.com during 4-week campaign
 - 25K run-of-site impressions to promote contest on mediacompanywebsite.com during 4-week campaign
 - Exclusive 728x90 digital ad unit on contest page
 - Three lead-generation questions on the sweepstakes registration form
 - Digital offer/coupon on the sweepstakes thank-you page
 - Opt-in for your email database on the sweepstakes registration form
 - Optional Facebook Like box on the sweepstakes registration form
- Print
 - Quarter-page print ad (for your business) to run two times per week for 4 weeks (8 times)
 - Quarter-page print contest promotional ad to run one time per week for 4 weeks (8 times)
- On-Air
 - Minimum of 80x :30 promotional spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - Minimum of 120x :30 streaming promo spots weekly (M-F 6a-7p, Sa-Su 8a-4p)
 - 60x :30 on-air commercials weekly (M-F 6a-7p)
- Email
 - Recognition on two promotional emails to our opted-in database of 30,000 (Your Email List Size goes here)
 - One invite email to be sent at the beginning of the campaign
 - One last chance email to be sent 2 days before campaign ends
 - Thank you email sent to everyone who enters with coupon or offer from your business

GRAND PRIZE: \$5,000 toward (enter prize here)

LOCAL PRIZE: Sponsor to provide local prize for local winner valued at \$XXX

RUN DATES: Enter National Sweepstakes run dates here

VALUE: \$X,XXX

INVESTMENT: \$5,000 (small market) \$10,000 (mid-size market), \$20,000 (large market)

AUTOMOTIVE

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from others in the area? • Which of your products or services is your highest priority and which is your most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer. Who is your target audience? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • How many leads does it take for you to make one sale or convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- \$1,000 gift card to business
- Car accessories prize pack
- Family road trip
- New set of tires
- Gas gift card

Email Opt-In

Yes, I'd like to receive discounts and updates from ABC Autoparts.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Your Wedding Flowers Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Are You a Car Buff? Car Maintenance Trivia, Safe Driving Quiz</i>) • Photo Contests (<i>Save My Ride, Coolest Car</i>)
National Contests	<ul style="list-style-type: none"> • \$6,600 National Sweepstakes – Car Payments for a Year

Lead-Gen Questions

Informational	Buying-Intent		Category-Specific		Qualifying
<p>Did you know that we offer seminars on understanding the basics of your car and car maintenance?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When do you plan to purchase your next set of tires?</p> <ul style="list-style-type: none"> • This month • Next 3 months • Next 6 months • Next 12 months • No plans <p>How much do you usually spend on a set of tires?</p> <ul style="list-style-type: none"> • Less than \$300 • \$300 - \$500 • \$500 - \$700 • More than \$700 	<p>How soon are you looking to have your car painted or customized?</p> <ul style="list-style-type: none"> • 1-2 months • 3-6 months • 6-12 months • 12+ months • No repair or customization plans <p>What is your budget for your car customization project?</p> <ul style="list-style-type: none"> • I don't know • Less than \$1,000 • \$1,000 - \$2,000 • \$2,000 - \$3,000 • More than \$3,000 	<p>How many cars do you have in your household?</p> <ul style="list-style-type: none"> • None • 1 • 1 - 2 • 3 - 4 • More than 4 <p>How old is your car?</p> <ul style="list-style-type: none"> • Less than a year old • 2 - 5 years old • 5 - 10 years old • 10+ years old 	<p>Has your car been in a wreck recently?</p> <ul style="list-style-type: none"> • Yes • No <p>What type of car do you have?</p> <ul style="list-style-type: none"> • Sports car • SUV • Van • Sedan • Other • Don't have a car 	<p>Have you ever been a customer of {enter name of auto business here}?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from others in the area? • Which of your services is your highest priority and which is your most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer. Who is your target audience? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • How many leads does it take for you to make one sale or convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Car washes for a year
- Total car makeover
- Gas gift card
- \$500 gift card to business

Email Opt-In

Yes, I'd like to receive discounts and updates from ABC Wash and Detail.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Car Washes for a Year Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Type of Car Should You Drive? Do you Know the Rules of the Road? Car Maintenance Trivia</i>) • Photo Contest (<i>Dirtiest Car Makeover Photo Contest</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Birthday Club Sponsor
National Contests	<ul style="list-style-type: none"> • \$6,600 National Sweepstakes – Car Payments for a Year

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we have a membership club that provides discounts on our services?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you usually spend on a detailing service?</p> <ul style="list-style-type: none"> • Less than \$50 • \$50 - \$100 • \$100 - \$200 • More than \$200 <p>How much do you usually spend on a car wash?</p> <ul style="list-style-type: none"> • Less than \$20 • \$20 - \$30 • \$30 - \$40 • More than \$40 	<p>How often do you have your car washed?</p> <ul style="list-style-type: none"> • Never • 1-3 times per year • 1 time per month • 2-3 times per month • 4+ times per month <p>Where do you typically get your car washed?</p> <ul style="list-style-type: none"> • At home • Car wash at gas station • Do-it-yourself car wash • I don't wash my car 	<p>What type of car do you have?</p> <ul style="list-style-type: none"> • Sports car • SUV • Van • Sedan • Other • Don't have a car <p>Have you ever been a customer of {enter name of car wash/detailing here}?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from others in the area? • Which of your cars/brands is your highest priority and which is your most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal prospective car buyer. • What are 3-5 things you'd like to know about a prospective car buyer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer at your dealership? • How many leads does it take for you to make one sale or convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Test drive
- Service for a year: detailing, oil changes, alignment, tire rotation, etc.
- Car or lease
- Tickets or VIP experience at auto show
- Gas gift card

Email Opt-In

Yes, I'd like to receive discounts and updates from ABC Dealership.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Car Lease for a Year Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Type of Car Are You? What Type of Car Should You Drive? Are You a Car Buff?</i>) • Photo Contest (<i>Save My Ride, Coolest Car</i>)
National Contests	<ul style="list-style-type: none"> • \$6,600 National Sweepstakes - Car Payments for a Year • Pro Football Pick'Em Title Sponsor • Auto Racing Pick'Em Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we have a \$1,000 cash back offer for the month of {insert month here}?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When are you planning to purchase your next vehicle?</p> <ul style="list-style-type: none"> • Within 3 Months • Within 6 Months • Within 12 Months • Not sure <p>Do you plan to purchase or lease?</p> <ul style="list-style-type: none"> • Purchase • Lease <p>What is your budget for your next vehicle?</p> <ul style="list-style-type: none"> • Less than \$30K • \$30K - \$45K • \$45 - \$60K • \$60K+ 	<p>What type of car are you planning to purchase?</p> <ul style="list-style-type: none"> • Sport Car • SUV • Van • Sedan • Other <p>Where do you typically take your car for service?</p> <ul style="list-style-type: none"> • Dealership • National chain • Person I know • Local shop • Do it myself 	<p>What brand is your current car?</p> <ul style="list-style-type: none"> • Toyota • Honda • Ford • Chevy • Other <p>May we contact you to set up a test drive?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever purchased a vehicle at {enter name of dealership here}?</p> <ul style="list-style-type: none"> • Yes • No

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BRIDAL

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What makes your floral service stand out from others? • What is your most popular wedding package? • What is the value of booking a wedding to your business?
Customer	<ul style="list-style-type: none"> • How do you define a qualified lead or ideal customer? • What are 3-5 things you'd like to know about a bride or couple?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer? • How many leads does it take for you to convert to one booking? • How would you define success for a marketing campaign?

Prizes to Offer

- Free Flowers
- Free Bridal Bouquets
- Free Centerpieces
- Boutonnieres & Corsages for Your Wedding Party

Email Opt-In

Yes, I'd like to hear about special offers and tips from ABC Floral.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Your Wedding Flowers Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Kind of Bride Are You? Where Should You Have Your Wedding? Name That Flower</i>) • Best of Weddings Ballot (<i>Enhanced Listings, Category Sponsors, Group Sponsors</i>) • Photo Contest (<i>Engagement Photo Contest</i>)
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Win Flowers for Your Wedding • \$5,000 National Sweepstakes - Win Flowers for Your Wedding

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer special wedding packages?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you planning to purchase flowers in the next 6 months for any of these events?</p> <ul style="list-style-type: none"> • Wedding • Birthday • Anniversary • Holiday • No plan to purchase <p>What is your budget for flowers?</p> <ul style="list-style-type: none"> • \$500 - \$1,000 • \$1,000 - \$2,500 • \$2,500 - \$5,000 • \$5,000 - \$10,000 	<p>What type of flowers are you looking for?</p> <ul style="list-style-type: none"> • Roses • Tulips • Hydrangeas • Lilies • Other <p>How many people are in your wedding party?</p> <ul style="list-style-type: none"> • Just me • 1-3 • 3-5 • 5-10 • 10+ 	<p>Have you ever bought flowers from us before?</p> <ul style="list-style-type: none"> • Yes • No <p>Are you actively looking for a wedding florist?</p> <ul style="list-style-type: none"> • Yes • No <p>Can we contact you for a free estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What makes your photography service stand out from others? • What is your most popular wedding package? • What is the value of booking a wedding to your business?
Customer	<ul style="list-style-type: none"> • How do you define a qualified lead or ideal customer? • What are 3-5 things you'd like to know about a bride or couple?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • How many leads does a typical marketing campaign bring you and how many weddings can you typically book? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer? • How many leads does it take for you to convert to one booking? • How would you define success for a marketing campaign?

Prizes to Offer

- Free Wedding Photography Session
- Free Engagement Photography Session
- Professionally Printed Photo Book of Your Wedding
- Gallery Wall of Prints from Your Wedding

Email Opt-In

Yes, I'd like to receive more updates and offers from ABC Photography.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Complete Wedding Photo Package Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Kind of Bride Are You? Where Should You Have Your Wedding?</i>) • Best of Weddings Ballot (<i>Enhanced Listings, Category Sponsors, Group Sponsors</i>) • Photo Contest (<i>Cutest Couple Photo Contest, Engagement Photo Contest</i>)
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Win an Engagement Photography Session • \$5,000 National Sweepstakes - Win a Wedding Photography Package

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we also offer family portraits and family photo shoots?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for a wedding photographer?</p> <ul style="list-style-type: none"> • Less than \$1,000 • \$1,000 - \$2,000 • \$2,000 - \$4,000 • \$4,000+ • N/A 	<p>What format do you want your wedding photos?</p> <ul style="list-style-type: none"> • Digital only • Printed photos • In a book • Digital & prints • I don't know 	<p>How did you hear about our services?</p> <ul style="list-style-type: none"> • This promotion • Media 1 • Media 2 • From a friend • Other
	<p>When will you need wedding photography services?</p> <ul style="list-style-type: none"> • Next 3 months • Next 6 months • Next 12 months • Next year • N/A 	<p>What style of wedding photography are you most interested in?</p> <ul style="list-style-type: none"> • Classic • Artistic • Dramatic • Lifestyle • None of these 	<p>Are you looking for a wedding photographer?</p> <ul style="list-style-type: none"> • Yes • No <p>Can we contact you for a free estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What makes your tux or dress service stand out from others? • Do you have a wedding package for tuxes? If so, what is your most popular package?
Customer	<ul style="list-style-type: none"> • How do you define a qualified lead or ideal customer? • What are 3-5 things you'd like to know about a bride, groom, or couple?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • How many leads does a typical marketing campaign bring you?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer? • How many leads does it take for you to convert to a sale? • How would you define success for a marketing campaign?

Prizes to Offer

- Wedding Dress
- Tuxedos for you & your wedding party
- Bridesmaid Gowns for your wedding party
- Gallery Wall of Prints from Your Wedding

Email Opt-In

Yes, I'd like to hear about special offers and wedding tips from ABC Bridal Gowns/Tux.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Your Wedding Party Attire Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Which Style Dress Is Perfect for You? What's the Right Color for Your Wedding? What's Your Wedding Shopping IQ?</i>) • Best of Weddings Ballot (<i>Enhanced Listings, Category Sponsors, Group Sponsors</i>) • Photo Contest (<i>Cutest Couple Photo Contest, Engagement Photo Contest</i>)

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we also sell bridesmaids and flower girl dresses?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for a wedding dress?</p> <ul style="list-style-type: none"> • Less than \$1,000 • \$1,000 - \$2,500 • \$2,500 - \$5,000 • \$5,000 - \$10,000 • \$10,000+ <p>When will you need a wedding dress/tuxedos for your wedding?</p> <ul style="list-style-type: none"> • Next 3 months • Next 6 months • Next 12 months • Next year • N/A 	<p>What style wedding dress are you looking for?</p> <ul style="list-style-type: none"> • A-Line • Empire • Mermaid • Ballgown • Other • I don't know 	<p>How did you hear about our services?</p> <ul style="list-style-type: none"> • This promotion • Media 1 • Media 2 • From a friend • Other <p>Are you looking for a wedding dress/tuxedos for your wedding?</p> <ul style="list-style-type: none"> • Yes • No <p>Can we contact you for a free estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What makes your venue stand out from others in the area? • What is your most popular wedding package? • What is the value of booking a wedding to your business?
Customer	<ul style="list-style-type: none"> • How do you define a qualified lead or ideal customer? • What are 3-5 things you'd like to know about a bride, groom or couple?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • How many leads does a typical marketing campaign bring you and how many weddings can you typically book? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer? • How many leads does it take for you to convert to one booking? • How would you define success for a marketing campaign?

Prizes to Offer

- Dream Wedding
- Booking with the Venue
- Free Weekend at the Venue on your Wedding Weekend
- Couple's Romantic Getaway

Email Opt-In

Yes, I'd like to receive updates and wedding ideas from ABC Venue.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Dream Wedding Giveaway Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Kind of Bride Are You? Where Should You Get Married? Which Destination Wedding Suits You Best?</i>) • Best of Weddings Ballot (<i>Enhanced Listings, Category Sponsors, Group Sponsors</i>) • Photo Contest (<i>Cutest Couple Photo Contest, Engagement Photo Contest</i>)
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes – Win Flowers for Your Wedding

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying	
<p>Did you know our resort offered full wedding services including photography & DJs?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your wedding venue budget?</p> <ul style="list-style-type: none"> • Under \$5,000 • \$5,000 - \$10,000 • \$10,000 - \$20,000 • \$20,000 - \$30,000 • \$30,000+ 	<p>How many guests are you planning to have?</p> <ul style="list-style-type: none"> • Under 50 • 50-100 • 100-200 • 200-300 • 300+ 	<p>Are you actively planning a wedding?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you booked your wedding venue yet?</p> <ul style="list-style-type: none"> • Yes • No • N/A 	<p>When is your wedding?</p> <ul style="list-style-type: none"> • Next 6 months • Next 6-12 months • Next 12-18 months • 18+ months away • N/A <p>Can we contact you for a free tour of our facility?</p> <ul style="list-style-type: none"> • Yes • No
<p>Did you know that we offer several wedding packages for any budget?</p> <ul style="list-style-type: none"> • Yes • No 		<p>Where will your wedding be held?</p> <ul style="list-style-type: none"> • Locally • Out of town 		

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EDUCATION



Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your center from others in the market? • When do you start to market your enrollment periods? • What other big initiatives are coming up in the 6 to 12 months that you might want to promote?
Customer	<ul style="list-style-type: none"> • Describe the ideal prospective child. Who is your target audience? • What are 3-5 things you'd like to know about a prospective child?
Marketing	<ul style="list-style-type: none"> • How are you marketing to parents? • What past marketing campaigns have worked for you and why? And which haven't? • What marketing campaigns are you planning? • How are you using email to communicate with prospective students?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per family on tuition? • How many leads do you need to convert one to a new enrollment? • How would you define success for a marketing campaign?

Prizes to Offer

- 6 months of tuition
- Back-to-School shopping spree - backpack, school supplies, clothing, etc.
- \$1,000 college savings for your child

Email Opt-In

Yes, I like to get news and updates from ABC School in my inbox.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win 6 months of Tuition Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Child Milestone Quiz, How Should You Entertain Your Kids? How Well Can You Spell?</i>) • Photo Contest (<i>Cutest Kid Photo Contest, First Day of School Photo Contest</i>) • Ballots (<i>Family Favorites Ballot Title Sponsor</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Teacher of the Month Ballot
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Back-to-School Shopping Spree • \$15,000 National Sweepstakes - Tuition for a Year

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we offer an award-winning summer learning program?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When are you looking to enroll your child?</p> <ul style="list-style-type: none"> • As soon as possible • The next open enrollment • Next year 	<p>How many children do you have in your household?</p> <ul style="list-style-type: none"> • 1 • 2-3 • More than 3 • None 	<p>Are you actively seeking enrollment for your child?</p> <ul style="list-style-type: none"> • Yes • No
<p>Did you know that we offer morning childcare, afternoon childcare, and full-day childcare?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you plan to apply for financial aid?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Have you or anyone in your family attended ABC School?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Would you be interested in attending an open house to learn more about our approach to childcare and education?</p> <ul style="list-style-type: none"> • Yes • No
<p>Did you know that we have several online learning resources?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Which of the following would you most likely enroll your child in?</p> <ul style="list-style-type: none"> • Morning Class • Afternoon Class • Full-Day Class 		

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your school from others in the market? • When do you start to market your enrollment periods? • What other big initiatives are coming up in the next school year that you might want to promote? • What is the lifetime value of a new student to your school?
Customer	<ul style="list-style-type: none"> • Describe the ideal prospective student. Who is your target audience? • What are 3-5 things you'd like to know about a prospective student?
Marketing	<ul style="list-style-type: none"> • How are you marketing to alumni? • What past marketing campaigns have worked for you and why? And which haven't? • What marketing campaigns are you planning? • How are you using email to communicate to customers and prospects?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per student on tuition? • How many leads do you need to convert one to a new enrollment? • How would you define success for a marketing campaign?

Prizes to Offer

- \$1,000 toward your college tuition
- Textbooks for one semester
- \$500 gift card to school store
- Graduation party

Email Opt-In

Yes, I like to get news and updates from ABC School in my inbox.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Textbooks for one Semester Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Kind of Student Are You? What Should Your Major Be? Can We Guess Your Back to School Style?</i>) • Photo Contest (<i>School Spirit Photo Contest, Graduation Photo Gallery</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Teacher of the Month Ballot
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Back-to-School Shopping Spree • \$1,500 National Sweepstakes - Win Free Textbooks for 1 Semester

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we offer an award-winning summer learning program?</p> <ul style="list-style-type: none"> • Yes • No <p>Did you know that we have a brand new library/technology center/student union?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When are you looking to enroll yourself/your student?</p> <ul style="list-style-type: none"> • Fall Semester • Spring Semester <p>Do you plan to apply for financial aid?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What type of school does your child currently attend?</p> <ul style="list-style-type: none"> • Public • Private • Home-schooled • Don't have children <p>How many kids do you have in your household?</p> <ul style="list-style-type: none"> • 1 • 2 • 3 • More than 3 • None 	<p>Have you or anyone in your family attended ABC School?</p> <ul style="list-style-type: none"> • Yes • No <p>Where are you or your child planning to attend college?</p> <ul style="list-style-type: none"> • In-market • In-state • Out-of-state <p>Are you actively seeking enrollment in college/higher education?</p> <ul style="list-style-type: none"> • Yes • No <p>Would you be interested in attending a tour to learn more about our school, campus, and values?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your services from others in the market? • When do you start to market your enrollment periods? • What other big initiatives are coming up that you might want to promote? • What is the lifetime value of a new student to your tutoring program? How long is a student typically enrolled in your program?
Customer	<ul style="list-style-type: none"> • Describe the ideal prospective student. Who is your target audience? • What are 3-5 things you'd like to know about a prospective student?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What marketing campaigns are you planning? • How are you using email to communicate with customers and prospects?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per student on tutoring services? • How many leads do you need to convert one to a new enrollment? • How would you define success for a marketing campaign?

Prizes to Offer

- One semester of tuition
- Back-to-School shopping spree - backpack, school supplies, clothing, etc.
- A laptop for school

Email Opt-In

Yes, I like to get news and updates from ABC Tutoring Services in my inbox.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Tuition for One Semester Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Are You Smarter Than a Middle Schooler? Homophone Quiz, How Well Can You Spell?</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Teacher of the Month Ballot • Scholar Athlete of the Month Ballot • High School Athlete of the Week/Month Ballot
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Back-to-School Shopping Spree • \$1,500 National Sweepstakes - Win a Free Semester of Tutoring

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying	
<p>Did you know we offer an award-winning summer learning program?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When are you looking to enroll your student?</p> <ul style="list-style-type: none"> • Fall Semester • Spring Semester 	<p>What type of school does your child attend?</p> <ul style="list-style-type: none"> • Public • Private • Home-schooled • I do not have children 	<p>How many kids do you have in your household?</p> <ul style="list-style-type: none"> • 1 • 2 • 3 • More than 3 • I do not have children 	<p>Are you actively seeking tutoring services for your child?</p> <ul style="list-style-type: none"> • Yes • No
<p>Did you know that we offer services for students ranging from elementary school through 12th grade?</p> <ul style="list-style-type: none"> • Yes • No 		<p>Which of the following subjects does your child need help with?</p> <ul style="list-style-type: none"> • Reading • Math • Science • History • Other • I do not have children 	<p>Has anyone else in your family attended ABC Tutoring Services?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you actively seeking tutoring services for your child?</p> <ul style="list-style-type: none"> • Yes • No

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ENTERTAINMENT

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your casino from others in the market - locally and regionally? • What are your most popular packages and guest amenities? What are your biggest upsell opportunities? • What is the value of a new guest to your business?
Customer	<ul style="list-style-type: none"> • Describe the ideal guest/customer. Who is your target audience? • What are 3-5 things you'd like to know about a new guest/customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What has been the most effective way to generate repeat business? • How are you using email to communicate with guests/customers? How do you grow your database? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per guest per visit? What are guests spending the most on while at your hotel? • How many leads do you need to convert to one new guest? • How would you define success for a marketing campaign?

Prizes to Offer

- Tickets to a show & overnight stay
- \$500 cash
- Weekend getaway including transportation, room, & dining
- Spa & golf package with overnight stay

Email Opt-In

Yes, I'd like to receive information about events and special offers from ABC Casino.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Weekend Getaway at Our Casino Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Which Poker Game is Right for You? How Much Do You Know About Blackjack? What Kind of Gambler Are You?</i>) • Brackets (<i>Best Casino Games to Play</i>)
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Win a Weekend Getaway at Our Casino (with guest amenities)

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we have stay and play resort packages? <ul style="list-style-type: none"> • Yes • No 	What motivates you when deciding to visit a casino? <ul style="list-style-type: none"> • Entertainment • Variety of game play • Environment • Location • Food & Dining • Amenities How often do you visit a casino? <ul style="list-style-type: none"> • Never • A few times per year • Once per month • A few times per month 	Which of these casinos have you visited the most in the past six months? <ul style="list-style-type: none"> • Casino 1 • Casino 2 • Casino 3 • Casino 4 What is your favorite activity when visiting a casino? <ul style="list-style-type: none"> • Slot machines • Card games • Concerts • Great dining options • Pool & spa • Other 	Have you ever been to {enter casino name here}? <ul style="list-style-type: none"> • Yes • No May we contact you to tell you more about our packages and discounts we offer? <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your venue from others in the market? • What are your most popular events? What are your biggest upsell opportunities at those events? • What is the value of a new season ticket holder to your venue? What about a single ticket purchaser?
Customer	<ul style="list-style-type: none"> • Describe the ideal attendee for your venue. Who is your target audience? • What are 3-5 things you'd like to know about an attendee?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What has been the most effective way to generate repeat business? • How are you using email to communicate with guests/customers? How do you grow your database? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per attendee per visit? What are guests spending the most on while at your venue? • How would you define success for a marketing campaign?

Prizes to Offer

- Pair of tickets or family pack of tickets
- Season tickets or multi-ticket pack
- Backstage passes
- VIP Experience - premium seats, transportation, backstage passes, etc.
- Prize pack - signed merchandise, posters, swag, etc.

Email Opt-In

Yes, I'd like to hear about special ticket offers, upcoming events, and insider rewards from ABC Concert Hall.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Tickets & Backstage Passes to an Event Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Name the Band Who Sang That Song, What Broadway Show Are You? What Should You See at [Venue]?</i>) • Video Contest (<i>Battle of the Bands Video Contest</i>) • Ballot (<i>Best of Local Music Ballot Title Sponsor</i>) • Brackets (<i>Top Singer/Actor/Comedian/etc.</i>)
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Season Passes to Venue

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Are you aware of our VIP area with food, drinks & private bathroom?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you spend on food & drink when attending a concert/event?</p> <ul style="list-style-type: none"> • Nothing • \$25 or less • \$25 - \$75 • \$75 - \$100 <p>What are you most likely to buy when attending a concert/event?</p> <ul style="list-style-type: none"> • Food • Soda • Alcohol • Merchandise • All of the above • Nothing 	<p>Are you a member of our Insider Rewards program that gives you special access and discounts?</p> <ul style="list-style-type: none"> • Yes • No <p>Are you a season ticket holder?</p> <ul style="list-style-type: none"> • Yes • No <p>What type of events are you most interested in attending?</p> <ul style="list-style-type: none"> • Comedy • Live Music • Performing Arts • Musicals 	<p>How many concerts/events do you attend each year?</p> <ul style="list-style-type: none"> • 1 - 5 • 5 - 10 • 10 - 20 • 20+ <p>May we contact you about becoming a season ticket holder?</p> <ul style="list-style-type: none"> • Yes • No

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FINANCIAL

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from others in the market? • Which of your insurance services/plans is your highest priority and which is your most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer. Who is your target audience? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Cash or gift card
- Car loan payment for a year
- Pay home mortgage or rent for a year

Email Opt-In

Yes, I'd like to receive updates, news, and information about insurance plans from ABC Insurance Company.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win \$1,000 Cash Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Car Insurance Trivia, How Much Do You Know About Income Taxes? How Well Do You Know Financial Terms?</i>) • Photo Contest (<i>Cutest Kid Photo Contest, Graduation Photo Gallery, What I'm Thankful For Photo Gallery</i>) • Ballots (<i>Family Favorites Ballot Title Sponsor</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Hometown Heroes Ballot • High School Athlete of the Week/Month Ballot
National Contests	<ul style="list-style-type: none"> • \$15,000 National Sweepstakes - Mortgage or Rent For a Year • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying	
<p>Did you know that we have special discounts on auto policies for good students, safe drivers, and more?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you actively looking for new or updated insurance plans?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What kind of insurance policy are you interested in?</p> <ul style="list-style-type: none"> • Auto • Homeowners • Life • Health • Other • I am not interested in any insurance policies at this time 	<p>Do you currently have insurance policies in place?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Would you like to be contacted by an insurance representative to learn more about the benefits of our products and services?</p> <ul style="list-style-type: none"> • Yes • No
<p>Did you know that we offer classes to learn more about our policies and finding out which ones is best for you?</p> <ul style="list-style-type: none"> • Yes • No 		<p>What do you value most when it comes to your insurance company?</p> <ul style="list-style-type: none"> • Benefits • Selection/variety of plans • Customer service • Familiarity 	<p>Are you happy with your current insurance policies?</p> <ul style="list-style-type: none"> • Yes • No • N/A 	

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from others in the market? • Which of your financial services is your highest priority and which is your most profitable? • What's the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer. Who is your target audience? • What are 3-5 things you'd like to know about a prospective banking customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Cash or gift card
- College savings fund
- Car loan payment for a year
- Pay home mortgage or rent for a year
- Savings account with cash deposit

Email Opt-In

Yes, I'd like to receive updates, news, and information from ABC Bank/Credit Union.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a College Savings Fund Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Are You Ready for Retirement? How Much Do You Know About Tax Basics? How Well Do You Know Financial Terms?</i>) • Photo Contest (<i>Cutest Kid Photo Contest, Graduation Photo Gallery, What I'm Thankful For Photo Gallery</i>) • Ballots (<i>Family Favorites Ballot Title Sponsor</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Hometown Heroes Ballot • High School Athlete of the Week/Month Ballot
National Contests	<ul style="list-style-type: none"> • \$15,000 National Sweepstakes - Mortgage or Rent For a Year • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we have a special program for college savings? • Yes • No	Are you actively looking to change banks, open a new account or seeking financial advice? • Yes • No	What kind of banking institution do you currently do business with? • Local/Regional Bank • National Bank • Credit Union • Other	What do you value most when it comes to your bank? • Free Checking • Location • Rates • Customer Service • Mobile App
Did you know that we have a mobile banking app? • Yes • No		Which type of services are you most interested in? • Checking • Savings • CDs • Mobile Banking • Corporate or Commercial Banking	What is the most significant barrier to switching banks? • Inconvenience • Loyalty • Setting Up Direct Deposit • Multiple Accounts
			Are you happy with your current bank/credit union? • Yes • No Would you like to be contacted by a bank representative to learn more about our products and services? • Yes • No

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FOOD & DRINK

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your bar from others in the market?
Customer	<ul style="list-style-type: none"> • Describe the ideal customer for your bar. Who is your target audience? • What are 3-5 things you'd like to know about a new prospective customer?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to capture new customers and why? What marketing campaigns haven't worked well? • What has been the most effective way to generate repeat business? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What's the average amount spent per visit? • How would you define success for a marketing campaign?

Prizes to Offer

- Private Party including drinks & service
- Tailgating party for a sports game of your choice
- Bar gift card

Email Opt-In

Yes, I'd like to receive specials and discounts from ABC Restaurant.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Private Party including drinks & service
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Kind of Craft Beer Are You? Test Your Wine Knowledge, Test Your Beer Knowledge</i>) • Photo Contests (<i>Tailgating Photo Contest, Biggest Sports Fan Photo Contest</i>) • Ballots (<i>Best Bars or Cocktails Ballot Title Sponsor, Best Of Ballot Enhanced Listings & Ads</i>) • Brackets (<i>Best Bar Food Bracket, Top Mixed Drink Bracket</i>)
National Contests	<ul style="list-style-type: none"> • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we have a second location at {insert location}?</p> <ul style="list-style-type: none"> • Yes • No <p>Did you know that we offer {special}?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you typically spend at a bar when going out?</p> <ul style="list-style-type: none"> • Less than \$25 • \$25 - \$50 • \$50 - \$100 • \$100+ <p>Which of the following are you most likely to order when out at a bar?</p> <ul style="list-style-type: none"> • Beer • Wine • Liquor • Mixed Drinks • Other 	<p>How do you typically hear about new bars to try?</p> <ul style="list-style-type: none"> • Email • Social Media • Newspaper • Coupon Book • Word of mouth • Other <p>Who are you most likely to go out with?</p> <ul style="list-style-type: none"> • Self • Significant other • Friends • Family 	<p>How often do you typically go out to bars?</p> <ul style="list-style-type: none"> • Never • Every few months • Once per month • A few times per month • 1 - 2 times per week • 3+ times per week <p>Have you ever been to {enter bar name here}?</p> <ul style="list-style-type: none"> • Yes • No <p>Are you interested in hearing about how we can help you with your next party or event?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your restaurant from others in the market?
Customer	<ul style="list-style-type: none"> • Describe the ideal customer for your restaurant. Who is your target audience? • What are 3-5 things you'd like to know about a new prospective customer?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to capture new customers and why? What marketing campaigns haven't worked well? • What has been the most effective way to generate repeat business? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per visit? • How frequently do customers visit your restaurant per month/year? • How would you define success for a marketing campaign?

Prizes to Offer

- Pizza/sandwiches/burgers for a year
- Catered private party or tailgate party including food, drinks, service, etc.
- Restaurant gift card
- VIP dining experience including meeting the chef, special menu, wine/beer pairing, etc.

Email Opt-In

Yes, I'd like to receive specials and discounts from ABC Restaurant.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Private Party with Food, Drink, & Service Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Name that Ingredient, What Pizza Topping Are You? What Ice Cream Flavor Are You?</i>) • Photo Contests (<i>Mother's or Father's Photo Contest, Brunch Recipe Photo Contest</i>) • Ballots (<i>Best Of Ballot Enhanced Listings & Ads</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Teacher of the Month Ballot Title Sponsor • High School Sports Athlete of the Week/Month Title Sponsor • Birthday Club Sponsor
National Contests	<ul style="list-style-type: none"> • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we had a second location at {insert location}?</p> <ul style="list-style-type: none"> • Yes • No <p>Did you know that we have a special gluten-free menu?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you typically spend on dinner when dining out?</p> <ul style="list-style-type: none"> • Less than \$25 • \$25 - \$50 • \$50 - \$100 • \$100+ <p>How much do you typically spend on lunch when dining out?</p> <ul style="list-style-type: none"> • Less than \$10 • \$10 - \$15 • \$15 - \$25 • \$25+ 	<p>Where do you go to look for discounts and coupons for restaurants?</p> <ul style="list-style-type: none"> • Email • Social Media • Newspaper • Coupon book • Word of mouth • Other <p>Who are you most likely to dine with?</p> <ul style="list-style-type: none"> • Self • Significant other • Friends • Family 	<p>How often do you dine out each week?</p> <ul style="list-style-type: none"> • None • 1-2 times per week • 3-5 times per week • 5+ times per week <p>Have you ever dined at {enter restaurant name here}?</p> <ul style="list-style-type: none"> • Yes • No <p>Are you interested in hearing about how we can help you with your next party or corporate event?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your grocery store from others in the market?
Customer	<ul style="list-style-type: none"> • What does the ideal grocery shopper look like for your company? • What are 3-5 things you'd like to know about a prospective grocery shopper?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per visit and how frequently do customers visit your store each week/month? • How would you define success for a marketing campaign?

Prizes to Offer

- Grocery gift card
- Specific type of food or brand for a year
- Holiday party pack
- Tailgate party pack

Email Opt-In

Yes, I'd like to hear about weekly sales and seasonal offerings from ABC Grocery.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Grocery Shopping Spree Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Name That Cheese, Can You Pass a Basic Cooking Test? Which Stadium Food Are You?</i>) • Photo Contests (<i>Best Dish Photo Contest</i>) • Brackets (<i>Snack Food Battle Title Sponsor, Best Thanksgiving Side Dish Title Sponsor</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Teacher of the Month Ballot Title Sponsor • High School Sports Athlete of the Week/Month Title Sponsor
National Contests	<ul style="list-style-type: none"> • \$4,800 National Sweepstakes - Win Groceries For a Year • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we feature a wide variety of gluten-free food options?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you spend when on a typical trip to the grocery store?</p> <ul style="list-style-type: none"> • Less than \$50 • \$50-\$100 • \$100-\$200 • More than \$200 	<p>Where do you most often shop for groceries?</p> <ul style="list-style-type: none"> • Big Box Store (ex. Walmart) • Local Grocery Store • Specialty Food Store • Membership Club (ex. Costco) 	<p>How would you prefer to hear about our weekly specials?</p> <ul style="list-style-type: none"> • Email • Website • Social Media • Mail • Newspaper
<p>Did you know that we offer catering packages?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How often do you shop for groceries?</p> <ul style="list-style-type: none"> • Don't go weekly • 1 time per week • 2 times per week • 3 or more times per week 	<p>What would motivate you to try a new store?</p> <ul style="list-style-type: none"> • Price/discounts • Location • Selection/variety • Customer service 	<p>Have you ever shopped at {enter store name here}?</p> <ul style="list-style-type: none"> • Yes • No
	<p>Who are you most often buying groceries for?</p> <ul style="list-style-type: none"> • Self • Self + significant other • Family • Extended Family 		

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What drives people to go to your store vs. other stores/chain retailers? • What are your most popular products? Which are the most profitable?
Customer	<ul style="list-style-type: none"> • What does the ideal shopper look like for your store? • What are 3-5 things you'd like to know about a prospective shopper?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per visit and how frequently do customers visit your store each week/month? • How would you define success for a marketing campaign?

Prizes to Offer

- \$500 Shopping spree
- A year supply of a particular product or food
- Themed gift basket or party - sports, holidays, seasons, etc.
- Tickets & gift basket to a special event - wine/cheese pairing, etc.

Email Opt-In

Yes, I'd like to hear about weekly sales and seasonal offerings from ABC Store.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Store Shopping Spree Sweepstakes • Win Tickets to all events for one year - wine pairing, cheese pairing, etc.
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Name That Cheese, Test Your Wine or Craft Beer Knowledge, What's Your Grilling IQ?</i>) • Photo Contest (<i>Best Dish Photo Contest</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Hometown Heroes Ballot • Birthday Club Sponsor
National Contests	<ul style="list-style-type: none"> • \$4,800 National Sweepstakes - Win Groceries for a Year from {enter store name here}

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we feature a wide variety of gluten-free food options?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How often do you shop at a specialty food store per week?</p> <ul style="list-style-type: none"> • Don't go weekly • 1 time per week • 2 times per week • 3 or more times per week 	<p>What product do you most often shop for at a specialty food store?</p> <ul style="list-style-type: none"> • Cheese • Meat • Coffee • GMO-free foods • Other 	<p>How would you prefer to hear about our weekly specials?</p> <ul style="list-style-type: none"> • Email • Website • Social Media • Mail • Newspaper
<p>Did you know that we offer catering packages?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you typically spend at specialty food stores each visit?</p> <ul style="list-style-type: none"> • Less than \$25 • \$25 - \$75 • \$75 - \$150 • More than \$150 	<p>Which of these stores have you visited in the past 6 months?</p> <ul style="list-style-type: none"> • Local Business 1 • Local Business 2 • Local Business 3 • None of these 	<p>Have you ever shopped or been {enter store name here}?</p> <ul style="list-style-type: none"> • Yes • No <p>Would you be interested in attending one of our monthly tasting events?</p> <ul style="list-style-type: none"> • Yes • No

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HEALTHCARE

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your hospital from others in the market? • What are your most popular services/divisions? Which are the ones you most want potential patients to know about? • What is the value of a new patient to your hospital?
Customer	<ul style="list-style-type: none"> • Who is your typical patient? Who is your target audience? • What are 3-5 things you'd like to know about a potential patient?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What has been the most effective way to bring in new patients and why? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning? What will your main messaging be?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one patient? • How would you define success for a marketing campaign?

Prizes to Offer

- Healthy living prize pack (fitness tracker, bicycle, healthy foods subscription service, etc.)
- Family or kids photography session
- Free session with a personal nutritionist and trainer
- Chain drug store gift card

Email Opt-In

Yes, I'd like to receive health tips and news from ABC Hospital Group.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Healthy Living Prize Pack Sweepstakes (fitness tracker, bicycle, healthy foods subscription service, etc.)
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Test Your Breast Cancer Knowledge, How Much Do You Know About Heart Health? How Much Do You Know About Skin Cancer?</i>) • Photo Contest (<i>Cutest Kid/Baby Photo Contest, Mother's or Father's Day Photo Contest</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Nurse/Doctor of the Month Ballot • High School Athlete of the Week/Month Ballot • Hometown Heroes Ballot
National Contests	<ul style="list-style-type: none"> • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know about our annual fundraising event happening next month?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you actively looking for a new hospital or doctor?</p> <ul style="list-style-type: none"> • Yes • No <p>Are you currently expecting and looking for a designated hospital for delivery?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you have insurance?</p> <ul style="list-style-type: none"> • Yes • No <p>What do you value the most when considering a new doctor or hospital?</p> <ul style="list-style-type: none"> • Location • Customer Service • Technologies • If my insurance is accepted • Specialists <p>How happy are you with your current healthcare provider?</p> <ul style="list-style-type: none"> • Not satisfied • Satisfied • Very satisfied 	<p>Have you ever been a patient at {enter name of hospital here}?</p> <ul style="list-style-type: none"> • Yes • No <p>Would you be interested in becoming a volunteer at {enter name of hospital here}?</p> <ul style="list-style-type: none"> • Yes • No <p>Would you be interested in attending an open house at one of our facilities?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to discuss our facilities and services?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates you from other specialists in the market? • What are your most popular services or products? Which are the most profitable? • What is the value of a new patient to your business?
Customer	<ul style="list-style-type: none"> • Who is your typical patient? Who is your target audience? • What are 3-5 things you'd like to know about a new patient?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What has been the most effective way to bring in new patients? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does an average patient spend? • How many leads does it take for you to convert to one new patient or one sale? • How would you define success for a marketing campaign?

Prizes to Offer

- Teeth whitening (or other service) for a year
- Cosmetic procedure
- Hearing aids
- Lasik procedure

Email Opt-In

Yes, I'd like to receive tips, health advice, and news from ABC Specialists.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Free Pair of Hearing Aids Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Are You a Dental Hygiene Pro? Eye Health Trivia, How Much Do You Know About Heart Health?</i>) • Photo Contests (<i>Cutest Trick or Treater/Scared of Santa/Etc. Photo Contest, Cutest Couple Photo Contest, Cutest Pet Photo Contest</i>) • Ballots (<i>Best Of Ballot Enhanced Listings & Ads</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Nurse/Doctor of the Month Ballot
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Win {enter product/service here ex. Hearing Aids} • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we have monthly seminars relating to {insert procedure}?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When are you considering {insert procedure}?</p> <ul style="list-style-type: none"> • Next month • In 3 - 6 months • In 6 - 12 months • I'm not considering <p>Are you interested in financing options for {insert procedure}?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What would motivate you to try a new specialist?</p> <ul style="list-style-type: none"> • Comfortable facility • Cost • Location • Referral • Customer Service 	<p>Have you ever been a patient at {insert name of business here}?</p> <ul style="list-style-type: none"> • Yes • No <p>Do you or someone in your household wear hearing aids {or other product/service} currently?</p> <ul style="list-style-type: none"> • Yes • No <p>Do you have insurance?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you about the benefits of {insert procedure}?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your urgent care from others in the market? • What are your most popular services? Which are the ones you most want potential patients to know about? • What is the value of a new patient to your business?
Customer	<ul style="list-style-type: none"> • Who is your typical patient? Who is your target audience? • What are 3-5 things you'd like to know about a new potential patient?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What has been the most effective way to bring in new patients and why? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one patient? • How would you define success for a marketing campaign?

Prizes to Offer

- Healthy living prize pack (fitness tracker, bicycle, healthy foods subscription service, etc.)
- Free session with a personal nutritionist and trainer
- New home gym
- Gift card to chain drug store

Email Opt-In

Yes, I'd like to receive tips, health advice, and news from ABC Urgent Care.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Free Session with a Personal Nutritionist and Trainer Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Test Your Flu Knowledge, Do You Get Enough Sleep? Common Cold Myths Quiz</i>) • Photo Contests (<i>Healthy Selfie Photo Contest, Cutest Kid Photo Contest</i>) • Photo Contests (<i>Top Ways to Reduce Stress</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Nurse/Doctor of the Month Ballot • High School Athlete of the Week/Month Ballot
National Contests	<ul style="list-style-type: none"> • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific		Qualifying
Did you know we offer CT scans, X-rays, and ultrasounds? <ul style="list-style-type: none"> • Yes • No 	Are you interested in financing options? <ul style="list-style-type: none"> • Yes • No 	Do you have insurance? <ul style="list-style-type: none"> • Yes • No 	Do you have a primary care doctor? <ul style="list-style-type: none"> • Yes • No 	Have you ever been to {insert name of urgent care here}? <ul style="list-style-type: none"> • Yes • No
		How many people are in your household? <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • More than 4 	Where do you get your prescriptions filled? <ul style="list-style-type: none"> • Walgreens • Rite Aid • CVS • Doctor's Office • Hospital • Other 	May we contact you to discuss our services? <ul style="list-style-type: none"> • Yes • No

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HOME

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your deck business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • Are you looking for people wanting a deck remodel or entirely new deck? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- New deck or deck remodel
- Backyard makeover
- Gift card to home improvement retailer
- Complete deck furniture set

Email Opt-In

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Decks.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Fix My Deck Makeover Photo Contest - Win a New Deck
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What's Your Outdoor Living Personality? Deck Maintenance Trivia</i>) • Photo Contest (<i>Fix My Deck Makeover Photo Contest, Backyard Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent		Category-Specific		Qualifying	
<p>Did you know we offer a 0% interest financing program for 12 months?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for a deck installation or repair project?</p> <ul style="list-style-type: none"> • Less than \$10,000 • \$10,000 - \$15,000 • \$15,000 - \$20,000 • \$20,000+ <p>Do you plan to use financing to pay for this project?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How soon are you looking to build or replace your deck?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 - 12 months • 12+ months • Not looking to build or replace deck 	<p>What is the nature of your project?</p> <ul style="list-style-type: none"> • Build new deck • Replace deck • Repair deck <p>Which material do you want for your deck?</p> <ul style="list-style-type: none"> • Wood • Composite materials • Aluminum 	<p>What size deck do you want?</p> <ul style="list-style-type: none"> • Small (less than 150 sq ft) • Medium (150 - 300 sq ft) • Large (300+ sq ft) <p>How old is your deck?</p> <ul style="list-style-type: none"> • Fewer than 5 years old • 5 - 10 years old • 11 - 20 years old • 20+ years old 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever been a customer of {enter name of company here}?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you considering updating or replacing your deck?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever been a customer of {enter name of company here}?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your flooring business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- \$1,000 shopping spree to store
- Car accessories prize pack
- Family road trip giveaway
- New set of tires
- Gas gift card

Email Opt-In

- Yes, I'd like to receive discounts and updates from ABC Autoparts!

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Floor Makeover Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Home Maintenance Trivia, Home Remodeling ROI Trivia, What's Your Home Decor Personality?</i>) • Photo Contest (<i>Fix My Floor Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer in-home design consultation services?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for new floors?</p> <ul style="list-style-type: none"> • Less than \$5,000 • \$5,000 - \$10,000 • \$10,000 - \$20,000 • \$20,000+ <p>Do you plan to use financing to pay for your installation?</p> <ul style="list-style-type: none"> • Yes • No <p>When are you planning to replace or repair your floors?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 - 12 months • 12+ months • No plans to replace/repair 	<p>What type of flooring material are you interested in?</p> <ul style="list-style-type: none"> • Wood • Laminate • Tile/Stone • Carpet • Other <p>What is the nature of your flooring project?</p> <ul style="list-style-type: none"> • New installation • Repair • Replace • Refinish • Want recommendation 	<p>How many rooms are you considering for this flooring project?</p> <ul style="list-style-type: none"> • 1 - 2 • 3 - 4 • 4+ • Whole floor • Whole house <p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever been a customer of {enter name of company here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to set up a free in-home estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your garage and driveway business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- New garage door system
- Garage repair & service package
- New driveway/driveway makeover
- Driveway repair & service package
- Garage makeover (flooring, storage system, etc.)

Email Opt-In

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Garage & Driveway Co.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Garage Remodel Sweepstakes • Win a New Driveway Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Test Your Garage Maintenance IQ, What Type of Car Should You Drive? Home Security Quiz</i>) • Photo Contests (<i>Fix My Garage Makeover Photo Contest, Fix My Driveway Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer a 0% financing program for 12 months?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you plan to use financing to pay for your installation?</p> <ul style="list-style-type: none"> • Yes • No <p>Are you actively in the market for garage or driveway installation/repair?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What kind of driveway project are you looking to do?</p> <ul style="list-style-type: none"> • Asphalt • Maintenance • Removal or replacement • Seal coating • Stripping • None of these <p>What kind of garage project are you looking to do?</p> <ul style="list-style-type: none"> • Replace my garage door • Repair my broken garage door • Resurface my garage floor • Garage door tune-up • Install a new opener • None of these 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>How old is your home?</p> <ul style="list-style-type: none"> • Less than 5 years old • 5 - 10 years old • 10 - 20 years old • 20+ years old <p>Have you ever been a customer of {enter name of company here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you for a free estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your HVAC business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- New AC or furnace
- New AC or furnace + installation
- HVAC service and check-up
- HVAC duct cleaning
- Pay your electric bill for a year

Email Opt-In

- Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC HVAC.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a New AC Unit or Furnace Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Season Are You? Test Your Home Energy IQ, What's Your HVAC Knowledge?</i>) • Photo Contests (<i>Ugly Furnace/AC Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer HVAC units that qualify for special tax deductions for low energy usage?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How soon are you looking to buy or replace your furnace/AC unit?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 - 12 months • 12+ months <p>Do you plan to use financing to pay for your installation?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How old is your current furnace/AC unit?</p> <ul style="list-style-type: none"> • Less than 5 years old • 5 - 10 years old • 1 - 20 years old • 20+ years <p>On average, how much do you currently spend per month on heating and air?</p> <ul style="list-style-type: none"> • Less than \$100 • \$100 - \$200 • \$200 - \$300 • \$300+ <p>Does anyone in your household have allergies?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you for a free estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your kitchen & bath business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Total bathroom makeover (flooring, vanity, tub, etc.)
- Total kitchen makeover (flooring, cabinets, countertops, etc.)
- Deep cleaning service
- Kitchen appliance prize package (fridge, stovetop, microwave, etc.)
- \$1,000 gift card to kitchen & bath store

Email Opt-In

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Kitchen & Bath Co.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Complete Kitchen Remodel Sweepstakes • Win a Complete Bath Remodel Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Home Remodeling Trivia, What's Your Bathroom Style? Can You Pass a Basic Cooking Test?</i>) • Photo Contest (<i>Save My Bathroom Makeover Photo Contest, Fix My Kitchen Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying	
<p>Did you know that we offer special discounts on {insert product} through the end of the year?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for this project?</p> <ul style="list-style-type: none"> • Less than \$10,000 • \$10,000 - \$20,000 • \$20,000 - \$30,000 • \$30,000 - \$40,000 • \$40,000+ <p>Do you plan to use financing to pay for your installation?</p> <ul style="list-style-type: none"> • Yes • No <p>When are you planning to replace or repair your kitchen or bath?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 -12 months • 12+ months • No plans to replace/install 	<p>Which type of remodeling project are you planning?</p> <ul style="list-style-type: none"> • Kitchen remodel • Bath remodel • Both <p>What is the nature of your flooring project?</p> <ul style="list-style-type: none"> • Repair • Replace • New construction • Want recommendation 	<p>Which of these is an area of focus for your kitchen remodel?</p> <ul style="list-style-type: none"> • Lighting • Cabinets • Appliances • Countertops • Sink • All of the above <p>Is this project covered by an insurance claim?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever been a customer of {enter name of company here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to set up a free in-home estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your landscaping business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many customers become repeat customers? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Complete lawn or garden makeover
- Win sod, mulch, & lawn care accessories
- New sprinkler system
- Lawn service for a year
- New lawn mower & accessories

Email Opt-In

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Lawn Care.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Lawn Care Service for a Year Sweepstakes • Win a Backyard Makeover Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Name That Garden Weed, What's Your Outdoor Living Personality? What Flower Are You?</i>) • Photo Contest (<i>Save My Lawn Makeover Photo Contest, Save My Backyard Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we sell mature trees that are over 5 years old?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you in the market to purchase lawn equipment?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How big is your lawn?</p> <ul style="list-style-type: none"> • I don't have a lawn • Small • Medium • Large • Very large 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No
<p>Did you know that we have home & garden design experts on site who you can schedule a consultation with?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you in the market for lawn care or landscaping services?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you have a sprinkler system today?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you happy with the current state of your lawn?</p> <ul style="list-style-type: none"> • Yes • No
		<p>Who cuts and maintains your lawn today?</p> <ul style="list-style-type: none"> • I don't have a lawn • I do it myself • Family member/friend • Professional service 	<p>May we contact you to set up a free lawn or landscaping estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your painting service or store from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What are your top-selling brands? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend/how many rooms does the average customer want painted? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign

Prizes to Offer

- Paint job for the exterior of your house
- Paint job for the interior of your house
- Paint accessories (paint bucket, paint brushes, tape, drop cloths, etc.)
- Custom designed paint job

Email Opt-In

Yes, I'd like to hear about special offers and home improvement tips from ABC Paint.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a [Room/House] Paint Job Sweepstakes • Win a Painting Prize Pack for Your Next Home Improvement Project Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Which Bedroom Wall Color Matches Your Personality? What's Your Home Decor Personality?</i>) • Photo Contest (<i>Rescue My Room Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Do you know about our extended warranty program that gives you extra coverage for your project?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When are you planning to do your next paint project?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 -12 months • 12+ months • No plans <p>How much is your budget?</p> <ul style="list-style-type: none"> • Less than \$500 • \$500 - \$1,000 • \$1,000 - \$2,000 • \$2,000+ 	<p>What type of painting project are you planning?</p> <ul style="list-style-type: none"> • Whole exterior of house • Whole interior of house • 1 - 2 rooms • 2 - 4 rooms • No plans <p>When was the last time you painted the exterior of your home?</p> <ul style="list-style-type: none"> • In the last year • In the last 5 years • In the last 10 years • N/A <p>Will you be hiring a professional to do your next paint project?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>Are you currently planning a paint project?</p> <ul style="list-style-type: none"> • Yes • No <p>Can we contact you for a free estimate on your next paint project?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your pool business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What are your top-selling brands and features? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- New pool with installation
- New hot tub
- Pool maintenance for a year
- Pool accessories prize pack
- Backyard makeover (deck, grill, landscaping, etc.)
- Complete outdoor poolside furniture set

Email Opt-In

Yes, I'd like to receive discounts and product highlights from ABC Pool & Hot Tub Co.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Pool with Installation Sweepstakes • Win Poolside Furniture Prize Package Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Pool Maintenance Trivia, What's Your Pool Personality? What's Your Outdoor Living Personality?</i>) • Photo Contest (<i>Coollest Pool Photo Contest, Summer Fun Photo Contest, Fix My Pool Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying	
<p>Did you know that we offer a free design consultation as part of your pool project?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for a new pool?</p> <ul style="list-style-type: none"> • Less than \$20,000 • \$20,000 - \$30,000 • \$30,000 - \$50,000 • \$50,000+ <p>Are you in the market for a new pool?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you plan to use financing to pay for your repair/installation?</p> <ul style="list-style-type: none"> • Yes • No <p>How soon are you looking to purchase & install your pool?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 - 12 months • 12+ months • No plan to replace/install 	<p>What type of pool are you interested in?</p> <ul style="list-style-type: none"> • Fiberglass • Vinyl Liner • Concrete • Above Ground <p>Do you have a pool that needs to be repaired?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever been a customer of {enter company name here}?</p> <ul style="list-style-type: none"> • Yes • No <p>Do you currently have a pool?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to set up a free in-home estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your roofing business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- New roof
- Roof repair & service
- Gutter cleaning
- Gift card to home improvement retailer

Email Opt-In

Yes, I'd like to receive discounts and product highlights from ABC Roofing Co.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a New Roof Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Style of Roof is This? How Much Do You Know about Roof Maintenance? What Style House is This?</i>) • Photo Contest (<i>Save My Roof Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying	
<p>Did you know we offer a 0% interest financing program for 12 months?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for a new roof?</p> <ul style="list-style-type: none"> • Less than \$10,000 • \$10,000 - \$15,000 • \$15,000 - \$20,000 • \$20,000+ • I don't have one <p>Do you plan to use financing to pay for your installation?</p> <ul style="list-style-type: none"> • Yes • No <p>How soon are you looking to replace your roof?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 - 12 months • 12+ months • Not looking to replace roof 	<p>What is the nature of your project?</p> <ul style="list-style-type: none"> • Completely replace • Install on new construction • Repair existing <p>What type of roof do you currently have?</p> <ul style="list-style-type: none"> • Shingles • Slate/Tile roof • Metal roof • Flat roof • Wood 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>How old is your roof?</p> <ul style="list-style-type: none"> • Less than 5 years old • 5 - 10 years old • 11 - 20 years old • 20+ years 	<p>Have you ever been a customer of {enter name of company here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to set up a free in-home estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your solar business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Solar panels
- Solar panels and installation

Email Opt-In

Yes, I'd like to receive discounts, product highlights, and helpful environmental tips from ABC Solar Co.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Solar Panels + Installation Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Test Your Home Energy IQ, How Much Do You Know About the Environment?</i>) • Photo Contest (<i>Make a Difference for the Environment Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we offer a 0% interest financing program for 12 months?</p> <ul style="list-style-type: none"> • Yes • No <p>Did you know that we provide consultations to find out your solar cost and energy usage?</p> <ul style="list-style-type: none"> • Yes • No <p>Did you know that installing solar panels on your home can increase its value?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for solar panels?</p> <ul style="list-style-type: none"> • Less than \$10,000 • \$10,000 - \$20,000 • \$20,000 - \$30,000 • \$30,000+ • I don't have one <p>Do you plan to use financing to pay for your installation?</p> <ul style="list-style-type: none"> • Yes • No <p>How soon are you looking to install or replace solar panels on your home?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 - 12 months • 12+ months • No plans 	<p>What is the nature of your project?</p> <ul style="list-style-type: none"> • Completely replace • Install on new construction • Repair existing 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>Do you currently have any solar panels installed?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever been a customer of {enter name of company here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to set up a free estimate?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your windows & doors business from others in the market? • What are your most popular services/products and what are your biggest upsell opportunities? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Besides homeownership, what traits does your ideal customer have? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many customers become repeat customers? • How many leads does it take for you to convert to a sale or to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- New windows
- Window repair service
- New front door
- Consultation & window makeover
- New doors throughout house
- Gift card to home improvement retailer

Email Opt-In

Yes, I'd like to receive discounts, product highlights, and helpful home tips from ABC Window Co.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win New Windows Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Test Your Home Energy IQ, Home Remodeling ROI Trivia, What Style of House is This?</i>) • Photo Contest (<i>Window Makeover Photo Contest, Front Door Makeover Photo Contest</i>) • Advertiser Showcase (<i>Virtual Home Show Sponsor/Booth</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Home Improvement Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying	
<p>Did you know that our windows come with UV treatments to reduce exposure to sunlight?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for windows or doors?</p> <ul style="list-style-type: none"> • Less than \$10,000 • \$10,000 - \$15,000 • \$15,000 - \$20,000 • \$20,000+ • I don't have one <p>Do you plan to use financing to pay for your installation?</p> <ul style="list-style-type: none"> • Yes • No <p>How soon are you looking to replace your windows/doors?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 - 12 months • 12+ months • Not looking to replace windows/doors 	<p>What is the nature of your project?</p> <ul style="list-style-type: none"> • Install new windows • Install storm windows • Repair window glass • Repair window frame • None of these <p>How many windows does your house have?</p> <ul style="list-style-type: none"> • Fewer than 10 • 10 - 15 • 15 - 20 • 20+ 	<p>Do you own your home?</p> <ul style="list-style-type: none"> • Yes • No <p>How old are the windows in your house?</p> <ul style="list-style-type: none"> • Less than 5 years old • 5 - 10 years old • 11 - 20 years old • 20+ years old 	<p>Have you ever been a customer of {enter company name here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to set up a free in-home estimate?</p> <ul style="list-style-type: none"> • Yes • No

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LEGAL

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your firm from others in the market? • How do you find new clients? And how long do you typically work with a client? • What is the value of a new client to your practice?
Customer	<ul style="list-style-type: none"> • How do you define a qualified client? Who is your target audience? • What are 3-5 things you'd like to know about a prospective client ahead of time?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one client? • How would you define success for a marketing campaign?

Prizes to Offer

- Cash prize
- Electronics (Laptop, Tablet, Smart Home Devices)
- Gift cards to local businesses

Email Opt-In

Yes, I'd like to receive advice, news, and updates from ABC Law Firm.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Cash Giveaway
Sponsored Contests	<ul style="list-style-type: none"> • Quizzes (<i>How Well Do You Know Landmark Legal Cases?</i>) • Photo Contest (<i>Cutest Kid Photo Contest, What I'm Thankful For Photo Gallery</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Hometown Heroes Ballot • Kid of the Month Photo Contest • High School Athlete of the Week/Month Ballot
National Contests	<ul style="list-style-type: none"> • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we also offer B2B and commercial legal services? <ul style="list-style-type: none"> • Yes • No 	If you need legal counsel, how soon will you need it? <ul style="list-style-type: none"> • Immediately • Next 3 months • Next 6 months • Next 12 months • N/A 	What type of legal advice or information are you most interested in? <ul style="list-style-type: none"> • Help with a divorce • Help with child custody • Name changes • Need to file a lawsuit • Other 	Have you ever been a client of {enter name of law firm here}? <ul style="list-style-type: none"> • Yes • No Are you actively seeking legal counsel? <ul style="list-style-type: none"> • Yes • No
			Do you currently have legal counsel? <ul style="list-style-type: none"> • Yes • No Can we contact you to discuss our services and your needs? <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your firm from others in the market? • How do you find new clients? And how long do you typically work with a client? • What is the value of a new client to your practice?
Customer	<ul style="list-style-type: none"> • How do you define a qualified client? Who is your target audience? • What are 3-5 things you'd like to know about a prospective client ahead of time?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one client? • How would you define success for a marketing campaign?

Prizes to Offer

- Cash prize
- Electronics (Laptop, Tablet, Smart Home Devices)
- Gift cards to local businesses

Email Opt-In

Yes, I'd like to receive advice, news, and updates from ABC Law Firm.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Cash Giveaway
Sponsored Contests	<ul style="list-style-type: none"> • Quizzes (<i>How Well Do You Know Landmark Legal Cases?</i>) • Photo Contest (<i>Cutest Kid Photo Contest, What I'm Thankful For Photo Gallery</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Hometown Heroes Ballot • Top Nurses/Doctors of the Month Ballot
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Cash Giveaway • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we also offer B2B and commercial legal services? <ul style="list-style-type: none"> • Yes • No 	If you need legal counsel, how soon will you need it? <ul style="list-style-type: none"> • Immediately • Next 3 months • Next 6 months • Next 12 months • N/A 	What type of legal advice or information are you most interested in? <ul style="list-style-type: none"> • Motor vehicle accident • Medical malpractice • Workplace accident • Defamation • Other 	Have you ever been a client of {enter name of law firm here}? <ul style="list-style-type: none"> • Yes • No Are you actively seeking legal counsel? <ul style="list-style-type: none"> • Yes • No
			Do you currently have legal counsel? <ul style="list-style-type: none"> • No Can we contact you to discuss our services and your needs? <ul style="list-style-type: none"> • Yes • No

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PETS

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from others in the market? • What are your most popular services or products and what are your biggest upsell opportunities? • What is the value of a new pet owner to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer or pet owner. Who is your target audience? • What are 3-5 things you'd like to know about a pet owner?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to reach new pet owners? • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- 1 week of boarding for your pet(s)
- Membership to boarding business/kennel
- Pet food for a year
- Pet prize pack - food, bedding, treats, toys, etc.
- Gift card from the sponsor

Email Opt-In

Yes, I'd like to get pet tips, latest news, and information about specials from ABC Pet Boarding.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win 1 Week of Boarding for Your Pet(s) Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Pet Care Trivia, What Breed of Puppy Is Perfect for You? What Is Your Spirit Animal?</i>) • Photo Contest (<i>Cutest Pet Photo Contest, Share Your Shelter Pet Photo Contest</i>) • Brackets (<i>Top Dog/Cat/Pet Bracket</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Cute Pet of the Month Photo Contest
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Pet Food for a Year Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer activity packages to make sure your pet has a fun-filled stay?</p> <ul style="list-style-type: none"> • Yes • No <p>Did you know we offer daycare and training in addition to boarding?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you typically spend on pet care when you are away or out of town?</p> <ul style="list-style-type: none"> • Less than \$100 • \$100 - \$200 • \$200 - \$300 • \$300+ <p>Are you most likely to need day boarding, night boarding, or both?</p> <ul style="list-style-type: none"> • Day boarding • Night boarding • Both 	<p>What type of pet do you own?</p> <ul style="list-style-type: none"> • Cat • Dog • Other • I do not own pets <p>Where does your animal stay when you're away for extended periods of time?</p> <ul style="list-style-type: none"> • Friend/Family's House • My House • Kennel • Other <p>Does your pet suffer from any of these ailments?</p> <ul style="list-style-type: none"> • Allergies • Urinary Tract Infections • Digestion Issues • Other • None of these 	<p>Do you own a pet?</p> <ul style="list-style-type: none"> • Yes • No <p>Has your pet ever stayed at {insert pet boarding business name here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to discuss the selection of services we offer and see which may suit you and your pet best?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your store from others in the market? • What are your most popular services or products and what are your biggest upsell opportunities? • What is the value of a new pet owner to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer or pet owner. Who is your target audience? • What are 3-5 things you'd like to know about a pet owner?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to reach new pet owners? • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Pet grooming for a year
- Pet prize pack - food, bedding, treats, toys, etc.
- Pet food for a year
- Gift card from the sponsor

Email Opt-In

Yes, I'd like to get pet tips and updates on specials and discounts from ABC Pet Grooming.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Free Grooming for a Year Sweepstakes (1 grooming session per month)
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Pet Care Trivia, What Breed of Puppy Is Perfect for You? Which Pet Should You Adopt?</i>) • Photo Contest (<i>Cutest Pet Photo Contest, Share Your Shelter Pet Photo Contest</i>) • Brackets (<i>Top Dog/Cat/Pet Bracket</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Cute Pet of the Month Photo Contest
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Pet Grooming for a Year Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer anal gland expression upon request during grooming sessions?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you typically spend on grooming for your pet(s) each month?</p> <ul style="list-style-type: none"> • Less than \$20 • \$20-\$50 • \$50-\$100 • \$100+ 	<p>What type of pet do you own?</p> <ul style="list-style-type: none"> • Cat • Dog • Other <p>Does your pet suffer from any of these ailments?</p> <ul style="list-style-type: none"> • Allergies • Urinary Tract Infections • Digestion Issues • Other • None of these 	<p>Where do you currently have your pet groomed?</p> <ul style="list-style-type: none"> • Pet store groomer • Local groomer • I do it myself at home • I do not currently have a groomer
<p>Did you know we offer several ala carte grooming options, such as teeth cleaning?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Which kind of package would you most likely be interested in?</p> <ul style="list-style-type: none"> • Just a bath • Basic package • Intermediate package • Deluxe package 		<p>Do you own a pet?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever shopped at {insert pet store name here}?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your store from others in the market? • What are your most popular services or products and what are your biggest upsell opportunities? • What is the value of a new pet owner to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer or pet owner. Who is your target audience? • What are 3-5 things you'd like to know about a pet owner?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to reach new pet owners? • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Pet prize pack - food, bedding, treats, toys, etc.
- Training prize pack - crate, potty pads, leash, playpen, etc.
- Pet food for a year
- Gift card to the store

Email Opt-In

Yes, I'd like to get pet tips and updates on specials and discounts from ABC Pet Store.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Pet Prize Pack Sweepstakes - food, bedding, treats, toys, etc.
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Pet Care Trivia, What Breed of Puppy Is Perfect for You? What Is Your Spirit Animal?</i>) • Photo Contest (<i>Cutest Pet Photo Contest, Share Your Shelter Pet Photo Contest</i>) • Brackets (<i>Top Dog/Cat/Pet Bracket</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Cute Pet of the Month Photo Contest
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Pet Food for a Year Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that all of our pet food is organic?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you typically spend on food, toys, and accessories for your pet(s) each month?</p> <ul style="list-style-type: none"> • Less than \$50 • \$50-\$100 • \$100-\$200 • \$200+ 	<p>What type of pet do you own or are you interested in?</p> <ul style="list-style-type: none"> • Cat • Dog • Hamster/guinea pig • Fish • Bird • Other 	<p>Do you own a pet?</p> <ul style="list-style-type: none"> • Yes • No
<p>Did you know that we offer grooming services in our store?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Where do you buy most of your pet supplies?</p> <ul style="list-style-type: none"> • Pet Store • Grocery Store • Big-Box Retailer • Convenience Store • Veterinarian Office 	<p>Does your pet suffer from any of these ailments?</p> <ul style="list-style-type: none"> • Allergies • Urinary Tract Infections • Digestion Issues • Other • None of these 	<p>Have you ever shopped at {insert pet store name here}?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your veterinary services from others in the market? • What are your most popular services or procedures? Which are the ones you most want potential customers to know about? • What is the average lifetime value of one of your customers? • What is the value of a new pet owner to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer or pet owner. Who is your target audience? • What are 3-5 things you'd like to know about a pet owner?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to reach new pet owners? • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Membership to boarding business/kennel
- Pet food for a year
- Pet prize pack - food, bedding, treats, toys, etc.
- Training prize pack - crate, potty pads, leash, playpen, etc.

Email Opt-In

Yes, I'd like to get pet tips and updates on specials and discounts from ABC Veterinary Service.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Pet Prize Pack Sweepstakes - food, bedding, treats, toys, etc.
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Pet Care Trivia, What Breed of Puppy Is Perfect for You? Which Pet Should You Adopt?</i>) • Photo Contest (<i>Cutest Pet Photo Contest, Share Your Shelter Pet Photo Contest</i>) • Brackets (<i>Top Dog/Cat/Pet Bracket</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Cute Pet of the Month Photo Contest
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Pet Food for a Year Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we also offer pet boarding in addition to our veterinary services?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you typically spend on veterinary services per year?</p> <ul style="list-style-type: none"> • Less than \$250 • \$250 - 500 • \$500 - \$1,000 • \$1,000+ 	<p>What type of pet do you own?</p> <ul style="list-style-type: none"> • Cat • Dog • Fish • Hamster/Guinea pig • Bird • Other 	<p>Where does your animal stay when you're away for extended periods of time?</p> <ul style="list-style-type: none"> • Friend/Family's House • My House • Kennel • Other
<p>Did you know that we can run diagnostics for your pet to screen for any abnormalities and catch problems before they arise?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Where do you buy most of your pet supplies?</p> <ul style="list-style-type: none"> • Pet Store • Grocery Store • Big-Box Retailer • Convenience Store • Veterinarian Office 	<p>Does your pet suffer from any of these ailments?</p> <ul style="list-style-type: none"> • Allergies • Urinary Tract Infections • Digestion Issues • Other • None of these 	<p>Do you own a pet?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever used {enter name of Veterinary Services here} services?</p> <ul style="list-style-type: none"> • Yes • No <p>Do you own a pet?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you about our services and offerings?</p> <ul style="list-style-type: none"> • Yes • No

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REAL ESTATE



Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your rental property from others in the market? • What are your most popular amenities/upgrades? Which are the most profitable? • What is the value of a new renter to your property?
Customer	<ul style="list-style-type: none"> • Describe your ideal renter. Who is your target audience? • What are 3-5 things you'd like to know about a prospective renter?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with clients and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How long do renters typically stay with your property? • How many leads does it take for you to convert to one new renter? • How would you define success for a marketing campaign?

Prizes to Offer

- Rent or mortgage for a year
- Moving services for your move
- Gift card to furniture store
- Gift card to home improvement retailer
- College apartment prize pack (couch, grocery gift card, etc.)

Email Opt-In

Yes, I'd like to receive information about pricing and amenities from ABC Rentals.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Rent or Mortgage for a Year Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Photo Contests (<i>College Football Fan Photo Contest</i>) • Brackets (<i>Top Things to Do Around Town</i>)
National Contests	<ul style="list-style-type: none"> • \$15,000 National Sweepstakes - Rent or Mortgage for a Year

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer discounts when signing a 2-year lease?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you actively looking to sign a lease?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your budget for monthly rent?</p> <ul style="list-style-type: none"> • Less than \$500 • \$500 - \$750 • \$750 - \$1,000 • \$1,000 - \$1,500 • \$1,500+ 	<p>Do you currently rent or own your home?</p> <ul style="list-style-type: none"> • Rent • Own • Not applicable
<p>Did you know that we have a fitness center, pool, and a recreation area?</p> <ul style="list-style-type: none"> • Yes • No 	<p>If you plan to sign a lease, when do you plan to do so?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 to 6 months • 6 to 12 months • 12+ months 	<p>Which of the following is most important when considering signing a lease?</p> <ul style="list-style-type: none"> • Price • Location • Amenities • Social atmosphere 	<p>May we contact you to discuss our apartment options and amenities?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your mortgage company from others in the market? • How do you find new clients? And how long do you typically work with a client? • What is the value of a new client to your practice?
Customer	<ul style="list-style-type: none"> • Describe your ideal client. Who is your target audience? • What are 3-5 things you'd like to know about a prospective client?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one new client? • How would you define success for a marketing campaign?

Prizes to Offer

- Rent or mortgage for a year
- \$1,000 towards your home down payment
- Gift card to furniture store
- Gift card to home improvement retailer

Email Opt-In

Yes, I'd like to receive market updates and real estate tips from ABC Mortgage.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Rent or Mortgage for a Year Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Should You Sell or Renovate Your Home? Are You Ready to Sell Your Home? How Well Do You Know Financial Terms?</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Hometown Heroes Ballot • Teacher of the Month Ballot
National Contests	<ul style="list-style-type: none"> • \$15,000 National Sweepstakes - Rent or Mortgage for a Year • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer other types of loans, such as FHA loans and rural development loans?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you actively looking to purchase or refinance a home?</p> <ul style="list-style-type: none"> • Yes • No <p>If you plan to purchase or sell a home, when do you plan to buy or sell it?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 to 6 months • 6 to 12 months • 12+ months <p>What is your budget to buy a home?</p> <ul style="list-style-type: none"> • \$100K to \$200K • \$200K to \$300K • \$300K to \$400K • \$500K+ 	<p>Are you a first time home buyer?</p> <ul style="list-style-type: none"> • Yes • No <p>Do you currently rent or own your home?</p> <ul style="list-style-type: none"> • Rent • Own • Not applicable 	<p>What is your household income?</p> <ul style="list-style-type: none"> • Less than \$50K • \$50K to \$100K • \$100K to \$200K • \$200K+ <p>Have you been qualified for a loan?</p> <ul style="list-style-type: none"> • Yes • No <p>If you are planning to buy or refinance a home, do you currently have a mortgage broker?</p> <ul style="list-style-type: none"> • Yes • No <p>Can we contact you to help you with your home buying/refinancing?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your moving company from others in the market? • What are your most popular services/packages? Which are the most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer. Who is your target audience? • What are 3-5 things you'd like to know about a prospective customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with clients and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How much does a typical customer spend? • How many leads does it take for you to convert to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Moving services for your move
- Rent or mortgage for a year
- Gift card to furniture store
- Gift card to home improvement retailer

Email Opt-In

Yes, I'd like to receive information about pricing and packages from ABC Movers.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Moving Services for Your Move Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Are You Ready to Sell Your Home? What Style of Home is Right for You? Test Your Home Buying IQ</i>) • Photo Contest (<i>Sports Fan Photo Contest</i>)
National Contests	<ul style="list-style-type: none"> • \$15,000 National Sweepstakes - Rent or Mortgage for a Year • \$5,000 National Sweepstakes - Moving Services for Your Move

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer both full-service and self-service packages?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you actively looking to move?</p> <ul style="list-style-type: none"> • Yes • No <p>If you are planning to move, when do you plan to do so?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 to 6 months • 6 to 12 months • 12+ months • N/A <p>What is your budget for moving costs?</p> <ul style="list-style-type: none"> • Less than \$1,000 • \$1,000 - \$2,000 • \$2,000 - \$3,000 • \$3,000 - \$4,000 • \$5,000+ 	<p>How many rooms do you currently have in your home?</p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • 5+ <p>Are you planning on moving locally, or moving somewhere further away?</p> <ul style="list-style-type: none"> • Locally • Out of state • Regionally • Across the country 	<p>May we contact you to discuss our packages and how we can help in your upcoming move?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your real estate company from others in the market? • Do you have a specific geographic region that you are focused on or do you want to reach a broader audience? • What is the value of a new home buyer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal home buyer. Who is your target audience? • What are 3-5 things you'd like to know about a prospective home buyer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • How many leads does it take for you to convert to one sale? • How would you define success for a marketing campaign?

Prizes to Offer

- Rent or mortgage for a year
- \$1,000 towards your home down payment
- Gift card to furniture store
- Gift card to home improvement retailer

Email Opt-In

Yes, I'd like to receive market updates and real estate tips from ABC Real Estate.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Rent or Mortgage for a Year Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Household Safety Trivia, What Style of Home is Right for You? Test Your Home Buying IQ</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Hometown Heroes Ballot • Teacher of the Month Ballot
National Contests	<ul style="list-style-type: none"> • \$15,000 National Sweepstakes - Rent or Mortgage for a Year • Pro Football Pick'Em Season Long Title Sponsor • Auto Racing Season Long Title Sponsor • College Hoops Title Sponsor

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer virtual tours of select homes on our website?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you actively looking to purchase or sell a home?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you a first time home buyer?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your household income?</p> <ul style="list-style-type: none"> • Less than \$50K • \$50K to \$100K • \$100K to \$200K • \$200K+
<p>Did you know that we have a new app to help make your buying or selling experience even easier?</p> <ul style="list-style-type: none"> • Yes • No 	<p>If you plan to purchase or sell a home, when do you plan to buy or sell it?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 to 6 months • 6 to 12 months • 12+ months 	<p>Do you currently rent or own your home?</p> <ul style="list-style-type: none"> • Rent • Own • Not applicable 	<p>Have you been qualified for a loan?</p> <ul style="list-style-type: none"> • Yes • No
	<p>What is your budget to buy a home?</p> <ul style="list-style-type: none"> • \$100K to \$200K • \$200K to \$300K • \$300K to \$400K • \$500K+ 		<p>If you are planning to buy or sell a home, do you currently have a real estate agent?</p> <ul style="list-style-type: none"> • Yes • No <p>Can we contact you to help you with your home search?</p> <ul style="list-style-type: none"> • Yes • No

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RECREATION

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your course from others in the market? • What are your most popular golf packages and what are your biggest upsell opportunities? • What is the value of a new golfer?
Customer	<ul style="list-style-type: none"> • How do you define a qualified lead or the ideal golfer? Who is your target audience? • What are 3-5 things you'd like to know about a new golfer?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to get new golfers to your course or business? • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per golfer per visit? • How many leads does it take for you to convert to one new golfer? • How would you define success for a marketing campaign?

Prizes to Offer

- Free golf for a year
- Round of golf for two plus cart and food vouchers
- Golf prize pack with clubs, clothes, gear, etc.
- Golf pro lessons
- Golf travel package with round of golf, transportation, and hotel stay

Email Opt-In

- Yes, I'd like to receive news and special offers from ABC Course.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Free Golf for a Year Sweepstakes (1 free round of golf each week for one year)
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Rules of the Game - Golf Edition, What's Your Golf Game Like?</i>) • Photo Contest (<i>Biggest Golf Fan Photo Contest</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Win a 1 Year All-Inclusive Golf Membership

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer golf and hotel packages?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you spend in a typical month on golfing and equipment?</p> <ul style="list-style-type: none"> • Less than \$100 • \$100-\$250 • \$250-\$500 • More than \$500 <p>How often do you golf per month?</p> <ul style="list-style-type: none"> • Never • 1 to 3 times • 3 to 5 times • 5 to 8 times • 10+ times 	<p>How far are you willing to drive to golf?</p> <ul style="list-style-type: none"> • Less than 1 hour • 2-3 hours • 4-5 hours • 5 hours or more <p>How many people do you typically golf with?</p> <ul style="list-style-type: none"> • None • 1 to 2 people • 2 to 4 people • 4+ people 	<p>Besides golf, what other activity will you most likely participate in?</p> <ul style="list-style-type: none"> • Take golf lessons • Have a meal • Visit the pro shop • Have drinks • All of the above • <p>Have you ever golfed at {enter course name here} before?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to discuss our golf memberships and services?</p> <ul style="list-style-type: none"> • Yes • No <p>Are you interested in becoming a member of {enter course name here}?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your gym from others in the market? • What is your most popular membership/service/product? Which is the most profitable? • What's the value of a new membership to your gym or program?
Customer	<ul style="list-style-type: none"> • How do you define a qualified lead or the ideal member? Who is your target audience? • What are 3-5 things you'd like to know about a new member?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to generate new gym memberships? • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per member per year? • How many leads does it take for you to convert to one new member? • How would you define success for a marketing campaign?

Prizes to Offer

- Membership for gym or program
- Gym package that includes membership, gear, personal trainer, etc.
- Consultation and exercise program from personal trainer
- Gift card to health store
- Fitness equipment (treadmill, bike, etc.)
- Fitness tracker/band

Email Opt-In

Yes, I'd like to receive news, fitness tips, and special offers from ABC gym.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a 1 Year Deluxe Gym Membership Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Which Work Out Class Is Right for You? How Many Calories Does It Burn? Healthy Eating Trivia</i>) • Photo Contest (<i>Healthy Selfie Photo Contest</i>) • Brackets (<i>Top Workouts, Top Ways to Reduce Stress</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Win a Home Gym Sweepstakes

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer a free one week trial membership?</p> <ul style="list-style-type: none"> • Yes • No <p>Did you know that we offer personal training sessions?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your monthly budget for gym memberships?</p> <ul style="list-style-type: none"> • No budget • Less than \$25 • \$25-\$50 • \$50-\$100 • More than \$100 <p>Are you looking to join a gym or fitness program?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How often do you work out?</p> <ul style="list-style-type: none"> • I don't • Weekly • 1 - 2 days per week • 3 - 4 days per week • 5+ days per week <p>How do you prefer to workout?</p> <ul style="list-style-type: none"> • I don't workout • In a gym • In group classes • At home • Outside 	<p>If you belong to a gym, which one do you belong to?</p> <ul style="list-style-type: none"> • Local Business 1 • Local Business 2 • Local Business 3 • Local Business 4 • Other <p>What type of exercise are you most interested in?</p> <ul style="list-style-type: none"> • Cardio • Weight Training • Flexibility & Core • Cross Training • Group Classes
			<p>Do you belong to a gym today?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever visited {enter gym name here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to discuss our gym services and memberships?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from others in the market? • What are your most popular products or services and what are your biggest upsell opportunities? • What is the value of a new customer?
Customer	<ul style="list-style-type: none"> • How do you define a qualified lead or the ideal customer? Who is your target audience? • What are 3-5 things you'd like to know about a new customer?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to get new customers to your business? • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • How many leads does it take for you to convert to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- \$500 - \$1,000 gift card to hunting/fishing store
- Fishing prize pack (rods, reels, tackle box, etc.)
- Hunting prize pack (apparel, tactical gear, technology, etc)

Email Opt-In

Yes, I'd like to receive information and special offers from ABC Hunting/Fishing.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Hunting/Fishing Prize Pack Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Photo Contest (<i>Fishing Photo Contest, Hunting Photo Contest</i>) • Brackets (<i>Best Places to Hunt/Fish</i>)
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Win a Season's Worth of Hunting/Fishing Equipment

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we offer personal and group lessons? <ul style="list-style-type: none"> • Yes • No 	What is your monthly budget for hunting/fishing equipment? <ul style="list-style-type: none"> • No budget • \$50 - \$100 • \$100 - \$250 • \$250 - \$500 • More than \$500 Are you looking to buy new hunting/fishing equipment? <ul style="list-style-type: none"> • Yes • No 	How often do hunt/fish? <ul style="list-style-type: none"> • I don't • A few times a year • Monthly • Weekly • 1 - 2 days per week How far are you willing to drive to hunt or fish? <ul style="list-style-type: none"> • 30 minutes • 1 hour • 2 - 4 hours • 5+ hours • N/A - I do not hunt or fish 	What type of equipment/gear are you most interested in? (Hunting) <ul style="list-style-type: none"> • Apparel/clothing • Rifle or bow • Ammo • Knives/Other hunting tools • Rangefinder/other technology • Other What type of equipment/gear are you most interested in? (Fishing) <ul style="list-style-type: none"> • Hooks, line, & tackle • Fishing rods • Fishing reel • Bait • Tackle bag • Other
			Have you ever visited {enter hunting/fishing business name here}? <ul style="list-style-type: none"> • Yes • No May we contact you to discuss our products and services? <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from others in the market? • What is your most popular membership/service/product? Which is the most profitable? • What's the value of a new customer or member to your business/program?
Customer	<ul style="list-style-type: none"> • How do you define a qualified lead or the ideal customer? Who is your target audience? • What are 3-5 things you'd like to know about a new customer?
Marketing	<ul style="list-style-type: none"> • What has been the most effective way to get new customers to your business? • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • How many leads does it take for you to convert to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- 1 year of free outdoor adventure (1 free visit per month for 1 year at the business)
- Membership for our program
- Gift card to outdoor gear store
- Outdoor prize pack (hammock, tent, etc).

Email Opt-In

Yes, I'd like to receive information about events, news, and special offers from ABC Outdoor Adventure.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Outdoor Adventure for 1 Year Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (Can We Guess What Kind of Camper You Are? How Much Do You Know About the Environment? National Park Trivia) • Photo Contest (Show Us Your Hike Photo Contest, Fishing Photo Contest)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Win Outdoor Gear Prize Pack

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we offer a free one week trial membership? <ul style="list-style-type: none"> • Yes • No 	What is your monthly budget for outdoor adventure? <ul style="list-style-type: none"> • No budget • \$50 - \$100 • \$100 - \$250 • \$250 - \$500 • More than \$500 	What type of outdoor activities are you most interested in? <ul style="list-style-type: none"> • Hiking • Biking • Mountain sports • Kayaking/other water sports • Camping • Other 	Have you ever visited {enter outdoor adventure facility name here}? <ul style="list-style-type: none"> • Yes • No
Did you know that we offer gear rentals at our facility? <ul style="list-style-type: none"> • Yes • No 	Are you looking to try new programs and activities at our facility? <ul style="list-style-type: none"> • Yes • No 		May we contact you to discuss our services and memberships? <ul style="list-style-type: none"> • Yes • No

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RETAIL

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your clothing store from others in the market? • What is your top selling product or brand? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Who is your ideal customer? • What are 3-5 things you'd like to know about a potential new customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • What percent of customers become repeat customers? • How many leads does it take for you to make one sale or convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Shopping spree or gift card
- Makeover/styling session with a personal stylist
- Accessories prize pack
- Outfit for an occasion (dance, party, etc).

Email Opt-In

Yes, I'd like to hear about special discounts, new products and promotions from ABC Clothing Store.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Shopping Spree to Our Store Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quizzes (<i>How Much Do You Know About Decade Style?</i>) • Photo Contest (<i>Best Dressed Photo Contest</i>) • Brackets (<i>Top Outfit/Designer/etc.</i>)
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Win a Shopping Spree

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we provide a payment program for large purchases?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Who are you most often buying clothes for?</p> <ul style="list-style-type: none"> • Myself • My children • My spouse • My friends 	<p>What type of clothing do you buy most frequently?</p> <ul style="list-style-type: none"> • Shirts • Pants/Shorts • Dresses • Outerwear • Underwear • Athletic wear 	<p>Which store have you frequented the most in the last 6 months?</p> <ul style="list-style-type: none"> • Store 1 • Store 2 • Store 3 • Store 4 • None of these
<p>Did you know that we offer personal styling sessions at our store?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How much do you typically spend while shopping for clothing?</p> <ul style="list-style-type: none"> • Less than \$25 • \$25 - \$50 • \$50 - \$100 • \$100 - \$200 • More than \$200 	<p>Where do you prefer to shop for clothing?</p> <ul style="list-style-type: none"> • In a store • Online 	<p>Have you ever bought clothes from our store before?</p> <ul style="list-style-type: none"> • Yes • No <p>Would you be interested in attending a special event where new styles and products are showcased?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your furniture store from others in the market? • What are your top selling products/brands? Which are the most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • What does the ideal furniture buyer look like for your store? Who's your target audience? • What are 3-5 things you'd like to know about a prospective furniture buyer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • What percent of customers become repeat customers? • How many leads does it take for you to make one sale or convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Living room set giveaway
- Mancave giveaway (tv, sofa, mini fridge, etc.)
- Back to school teen bedroom furniture giveaway
- Outdoor furniture giveaway
- Dream dining room makeover
- Single furniture pieces or a set

Email Opt-In

Yes, I'd like to be the first to hear about new products and sales from ABC Furniture.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Living Room Set Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quizzes (<i>What's Your Home Decor Personality? What Type of Furniture Are You? What Type of Chair Are You?</i>) • Photo Contest (<i>Rescue My Furniture Makeover Photo Contest, Makeover My Living Room Photo Contest</i>)
National Contests	<ul style="list-style-type: none"> • \$15,000 National Sweepstakes - Win New Furniture for Your Home

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we offer a 0% interest financing program for 12 months?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When do you plan to make your next furniture purchase?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 - 6 months • 6 - 12 months • More than 1 year <p>Are you interested in our financing program for your next purchase?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is the budget for your next furniture purchase?</p> <ul style="list-style-type: none"> • Less \$1,000 • \$1,000 - \$3,000 • \$3,000 - \$5,000 • \$5,000+ <p>What room in the house are planning to buy furniture for?</p> <ul style="list-style-type: none"> • Living Room • Dining Room • Kitchen • Bedroom • Outdoor <p>Are you interested in child or teen furniture?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How old is your current mattress?</p> <ul style="list-style-type: none"> • Less than 3 years • 4 to 6 years • 7 to 10 years • 10 years+ <p>Have you ever purchased furniture from {enter name of furniture store here}?</p> <ul style="list-style-type: none"> • Yes • No <p>May we contact you to schedule a personalized consultation at our store?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your jewelry store from others in the market? • What are your top selling products/brands? Which are the most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • What does the ideal jewelry shopper look like for your store? • What are 3-5 things you'd like to know about a prospective jewelry shopper?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • How many leads does it take for you to convert to one sale? • How would you define success for a marketing campaign?

Prizes to Offer

- Jewelry (ring, watch, earrings, necklace, etc.)
- Jewelry set from a specific brand
- Jewelry accessories gift package
- Wedding ring set - groom and bride rings
- \$1,000 store gift card

Email Opt-In

Yes, I'd like to hear about sales and seasonal offerings from ABC Jewelry.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Mother's Day Jewelry Sweepstakes • Win an Engagement/Wedding Ring Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quizzes (<i>What Kind of Bride Are You? What Piece of Jewelry Are You? What Is Your Jewelry Style?</i>) • Photo Contest (<i>Cutest Couple Photo Contest, Engagement Photo Contest, Mother's Day Photo Contest</i>)
National Contests	<ul style="list-style-type: none"> • \$5,000 National Sweepstakes - Win Your Dream Wedding Ring

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we buy used and unwanted jewelry?</p> <ul style="list-style-type: none"> • Yes • No <p>Did you know that we offer special packages for brides and grooms?</p> <ul style="list-style-type: none"> • Yes • No 	<p>When do you plan to make your next purchase?</p> <ul style="list-style-type: none"> • Less 3 months • 3 - 6 months • 6 - 12 months • More than 1 year <p>Are you interested in financing your next jewelry purchase?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you in the market for a wedding ring?</p> <ul style="list-style-type: none"> • Yes • No <p>What is the budget for your next jewelry purchase?</p> <ul style="list-style-type: none"> • Less \$1,000 • \$1,000 - \$3,000 • \$3,000 - \$5,000 • \$5,000+ 	<p>Do you have jewelry that you are interested in trading in?</p> <ul style="list-style-type: none"> • Yes • No <p>Who are you most likely to purchase jewelry for?</p> <ul style="list-style-type: none"> • Significant Other • Parent • Friend • Other(s)
		<p>What type of jewelry are you most likely to purchase?</p> <ul style="list-style-type: none"> • Ring • Bracelet • Necklace • Earrings • Watch 	<p>Would you be interested in attending a private showing of our top products?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever purchased jewelry from {enter name of jeweler here}?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6-12 months? • What differentiates your store from others in the market? • What are your top selling products/brands? Which are the most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • What does the ideal customer look like for your store? • What are 3-5 things you'd like to know about a potential new customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • What percent of customers become repeat customers? • How many leads does it take for you to make one sale or convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Gift card or shopping spree to store
- Prize pack of store's specialty items
- Prize pack of products from top selling brand
- Mother's Day or Wedding Day prize pack

Email Opt-In

Yes, I'd like to hear about weekly sales and seasonal offerings from ABC Store.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a Gift Card or Shopping Spree Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What's Your Shopping Style? Test Your Shopping IQ, Are You a Shopaholic?</i>) • Photo Contest (<i>Mother's Day Photo Contest</i>) • Ballots (<i>Shop Local Ballot Title Sponsor</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Birthday Club Sponsor
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Win a Shopping Spree

Lead-Gen Questions

Informational	Buying-Intent		Category-Specific	Qualifying
<p>Did you know we provide a payment program for large purchases?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How often do you go shopping for {insert product here}?</p> <ul style="list-style-type: none"> • Every week • Every month • Every couple of months • Not very often <p>Who are you most often buying {insert product here} for?</p> <ul style="list-style-type: none"> • Myself • My children • My spouse • My friends 	<p>How much do you typically spend while shopping for {insert product here}?</p> <ul style="list-style-type: none"> • Less than \$25 • \$25 - \$50 • \$50 - \$100 • \$100 - \$200 • More than \$200 	<p>Where do you prefer to shop for {insert product here}?</p> <ul style="list-style-type: none"> • Yes • No <p>Which store have you frequented the most in the last 6 months?</p> <ul style="list-style-type: none"> • Store 1 • Store 2 • Store 3 • Store 4 • None of these 	<p>Have you ever shopped at our store before?</p> <ul style="list-style-type: none"> • Yes • No <p>Would you be interested in attending a special event where products are showcased?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your spa or salon from others in the market? • What are your most popular products/services? Which are the most profitable? • What is the value of a new customer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer. Who is your target audience? • What are 3-5 things you'd like to know about a new customer?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer per visit? • How frequently do customers visit your spa/salon each month? • How many leads does it take for you to convert to one customer? • How would you define success for a marketing campaign?

Prizes to Offer

- VIP experience (nails, massage, blowout, etc.)
- Mother's Day spa day giveaway
- Wedding Day package for bride and bridesmaids
- Complete makeover giveaway
- Gift card to spa/salon
- Spa prize pack (products from top-selling brand)

Email Opt-In

Yes, please send me updates and special discounts from ABC Spa.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Manicures & Pedicures for a Year Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Which Spa Treatment is Right For You? Let Us Guess Your Stress Level, What's Your Spa Personality?</i>) • Photo Contest (<i>Mommy and Me Photo Contest</i>) • Brackets (<i>Best Ways to Reduce Stress Bracket</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Birthday Club Sponsor
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Win a Spa Getaway & Prize Pack

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we provided {insert service here}? <ul style="list-style-type: none"> • Yes • No 	How much do you spend monthly on spa services? <ul style="list-style-type: none"> • Less than \$50 • \$50 - \$100 • \$100 - \$200 • More than \$200 	What is most important to you when deciding on a spa/salon service provider? <ul style="list-style-type: none"> • Location • Online Reviews • Referrals • Price • Discounts 	Which type of service is of most interest to you? <ul style="list-style-type: none"> • Mani/Pedi • Haircut and color • Tanning • Massage • Facials • Waxing • Other
	How often each month do you get {insert service here} done? <ul style="list-style-type: none"> • Not on a monthly basis • 1 to 2 times • 3 to 4 times • 4 to 5 times • More than 5x 	Where do you go to look for discounts and coupons for spa services? <ul style="list-style-type: none"> • Online • Email • Social Media • Newspaper • Coupon book 	Have you ever been to {insert name of spa/salon here}? <ul style="list-style-type: none"> • Yes • No
			May we contact you to set up your next appointment? <ul style="list-style-type: none"> • Yes • No

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TRAVEL

Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your hotel from others in the market - locally and regionally? • What are your most popular services or products? What are your biggest upsell opportunities? • What is the value of a new guest to your business?
Customer	<ul style="list-style-type: none"> • Describe the ideal guest. Who is your target audience? • What are 3-5 things you'd like to know about a new guest?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What has been the most effective way to generate repeat business? • How are you communicating with past customers? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per visit? What are guests spending the most on while at your hotel? • How would you define success for a marketing campaign?

Prizes to Offer

- Romantic hotel getaway for two
- Family hotel stay for four
- Sports package with tie-in to local sports team - tickets and a night stay after the game
- Resort package - hotel stay, spa, golf, shopping credit, activities, etc.
- Basic two-night stay giveaway

Email Opt-In

Yes, I'd like to get promotional offers and specials from ABC Hotel.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win an All-Inclusive Hotel Stay Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Name the Famous Destination, What Should You Do on Your Staycation? What's Your Vacation Fashion Style?</i>) • Photo Contest (<i>Family Travel Photo Photo Contest, Summer Travel Photo Contest</i>) • Brackets (<i>Top Cities for a Weekend Getaway Title Sponsor</i>) • Ballots (<i>Best of Regional Travel Ballot Title Sponsor</i>)
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Staycation Giveaway • \$5,000 National Sweepstakes - Win a Vacation Sweepstakes with Airfare

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know that we have great facilities for family gatherings and events?</p> <ul style="list-style-type: none"> • Yes • No 	<p>What is your typical budget for a getaway or trip?</p> <ul style="list-style-type: none"> • Less than \$500 • \$500 to \$1,000 • \$1,000 to \$2,000 • \$2,000+ <p>How many nights do you typically stay when you take a vacation?</p> <ul style="list-style-type: none"> • 1 to 3 • 3 to 4 • 4 to 7 • 7+ days 	<p>When do you plan to take your next overnight trip or vacation?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 to 6 months • 6 to 12 months • 12 months+ <p>How far are you willing to drive for a weekend getaway?</p> <ul style="list-style-type: none"> • Less than 1 hour • 2-3 hours • 4-5 hours • 5 hours or more <p>When you travel, are you most often traveling for business or leisure?</p> <ul style="list-style-type: none"> • Business • Leisure 	<p>What facilities are most important to you besides your room?</p> <ul style="list-style-type: none"> • Pool • Workout facilities • Kids entertainment • Dining & bars • Business center <p>If you're planning an event, may we contact you about our event packages?</p> <ul style="list-style-type: none"> • Yes • No <p>Have you ever been a guest at the ABC Hotel?</p> <ul style="list-style-type: none"> • Yes • No

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What are your main goals for the next 6 to 12 months? • What differentiates your business from other destinations in the market? • What are your most popular packages and what are your biggest upsell opportunities? • What is the value of a new season pass holder? What about a single pass purchaser?
Customer	<ul style="list-style-type: none"> • Describe the ideal guest. Who is your target audience? • What are 3-5 things you'd like to know about a new guest?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What has been the most effective way to get new customers in the door? • What has been the most effective way to generate repeat business? How are you communicating with past customers? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per visit and how frequently do customers visit each month/year? • How would you define success for a marketing campaign?

Prizes to Offer

- Season passes
- Entry to the attraction plus gas card
- VIP Experience: tickets for entry, food vouchers, etc.
- Birthday party extravaganza

Email Opt-In

Yes, I like to receive updates on discounts, special events and news from ABC.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win Season Passes to {insert attraction name here} Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>What Season Are You? What Should You Do on Your Staycation? What's Your Vacation Personality?</i>) • Photo Contest (<i>Regional Attraction Photo Contest, Road Trip Photo Contest</i>) • Brackets (<i>Top Activities at {insert attraction name here}</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Birthday Club Sponsor
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Staycation Giveaway

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
Did you know that we host birthday parties? <ul style="list-style-type: none"> • Yes • No 	Do you plan to visit {insert attraction name here} this year? <ul style="list-style-type: none"> • Yes • No 	How much do you typically spend when visiting {insert attraction name here}? <ul style="list-style-type: none"> • Less than \$100 • \$100 to \$200 • \$200 to \$300 • \$300 to \$500 • More than \$500 	Have you ever been to {insert attraction name here}? <ul style="list-style-type: none"> • Yes • No
Did you know that we offer season passes? <ul style="list-style-type: none"> • Yes • No 	If so, how often do you plan to visit {insert attraction name here} this year? <ul style="list-style-type: none"> • Don't plan to • 1 to 3 times per year • 4 to 6 times per year • 7+ times per year 	What do you typically spend the most money on when visiting {insert attraction name here}? <ul style="list-style-type: none"> • Food • Merchandise • VIP upgrades • Hotel • Other 	May we contact you about our season pass options? <ul style="list-style-type: none"> • Yes • No
		How many people are in your household? <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 or more 	What information would you be most interested in receiving from {insert attraction name here}? <ul style="list-style-type: none"> • Birthday Party Information • Upcoming Events • Discounts • Large Group Specials

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Customer Needs Analysis

Company	<ul style="list-style-type: none"> • What differentiates your travel services from others in the market? • What is your most popular service? Which is the most profitable? • What are your main goals for the next 6 to 12 months? • What is the value of a new travel customer to your business?
Customer	<ul style="list-style-type: none"> • Describe your ideal customer. Who is your target audience? • What are 3-5 things you'd like to know about a prospective customer to help qualify them?
Marketing	<ul style="list-style-type: none"> • What past marketing campaigns have worked for you and why? And which haven't? • What has been the most effective way to generate repeat business? • How are you communicating with past customers? • How are you using email to communicate with customers and prospects? • What marketing campaigns are you planning?
Metrics	<ul style="list-style-type: none"> • What is the average amount spent per customer? • How many leads does it take for you to convert to one new customer? • How would you define success for a marketing campaign?

Prizes to Offer

- Travel voucher for hotel and airfare
- VIP travel package - hotel, airfare, & dining
- Staycation getaway at a regional resort
- Holiday family getaway

Email Opt-In

Yes, I'd like to hear about discounts and special offers from ABC Travel Agent/ Agency.

Promotions to Run

Custom Lead-Gen Campaign	<ul style="list-style-type: none"> • Win a VIP Vacation Package Sweepstakes
Sponsored Contests	<ul style="list-style-type: none"> • Quiz Bundle (<i>Name the Famous Destination, What's Your Vacation Fashion Style? Which Foreign City Are You</i>) • Photo Contest (<i>Family Travel Photo Photo Contest, Summer Travel Photo Contest</i>) • Brackets (<i>Best Cities for a Weekend Getaway Title Sponsor</i>)
Recurring Revenue	<ul style="list-style-type: none"> • Trip of the Month Sweepstakes
National Contests	<ul style="list-style-type: none"> • \$1,500 National Sweepstakes - Staycation Giveaway • \$5,000 National Sweepstakes - Win a Vacation Sweepstakes with Airfare

Lead-Gen Questions

Informational	Buying-Intent	Category-Specific	Qualifying
<p>Did you know we offer special financing options?</p> <ul style="list-style-type: none"> • Yes • No 	<p>Are you actively planning a trip?</p> <ul style="list-style-type: none"> • Yes • No <p>When do you plan to take your next trip?</p> <ul style="list-style-type: none"> • Less than 3 months • 3 to 6 months • 6 to 12 months • 12 months+ <p>What is your budget for your next trip?</p> <ul style="list-style-type: none"> • Less than \$1,000 • \$1,000 to \$3,000 • \$3,000 to \$5,000 • \$5,000+ 	<p>Where are you most likely to travel?</p> <ul style="list-style-type: none"> • Locally • Regionally • Nationally • Internationally <p>Who are you typically traveling with when you take a vacation?</p> <ul style="list-style-type: none"> • By myself • Significant other • Family/friends • I don't travel often <p>When you travel, do you typically use a travel service?</p> <ul style="list-style-type: none"> • Yes • No 	<p>How interested are you in using a travel agent for your next trip?</p> <ul style="list-style-type: none"> • Not interested • Somewhat interested • Very interested <p>Can we contact you about our travel services?</p> <ul style="list-style-type: none"> • Yes • No

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