MAILING LISTS STILL WORK.

10 WAYS TO GET THE MOST FROM YOUR LIST.

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GoLeads® MARKETING SOLUTIONS

TODAY'S AGENDA

Introductions
10 ways, in 3 main groups:
- List types
- Profiling
- Appends

Wrap up

Before we begin. . .

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THE WAY

10 WAYS

Compile it
Raise your hand
The big show
Size matters
Wait, you too?
The robots
Lookalikes
The inside list
Hold me back
What you make it

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WAY 1 – COMPILE IT

+

+

STATE OF KANSAS
REGISTRATION CERTIFICATE

BUCK ROOFING & CONSTRUCTION, LLC
13-114755

IS A REGISTERED ROOFING CONTRACTOR, AS PRESCRIBED IN
KANSAS ROOFING REGISTRATION ACT
THIS CERTIFICATE IS VALID FROM JULY 1, 2013, THROUGH JUNE 30, 2014

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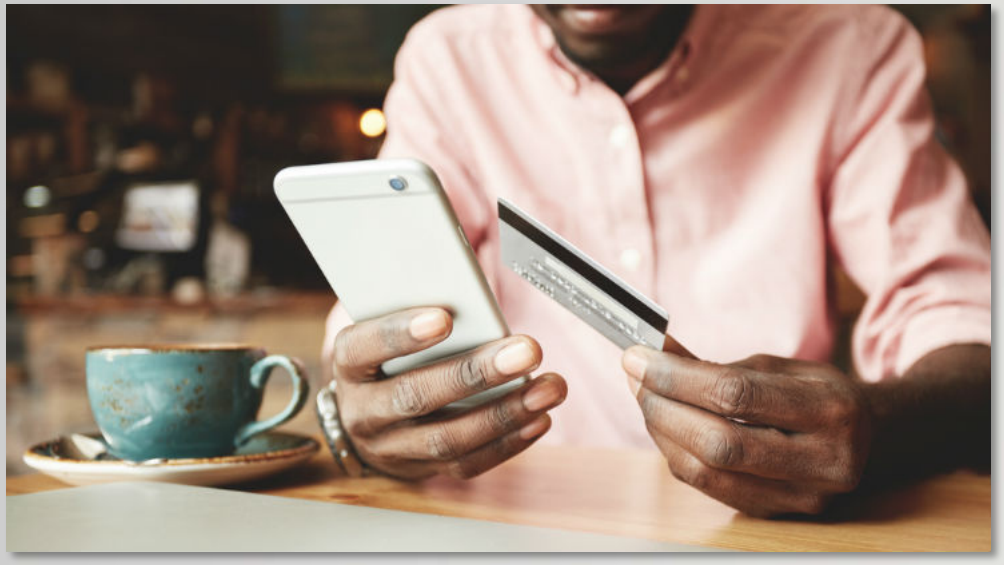
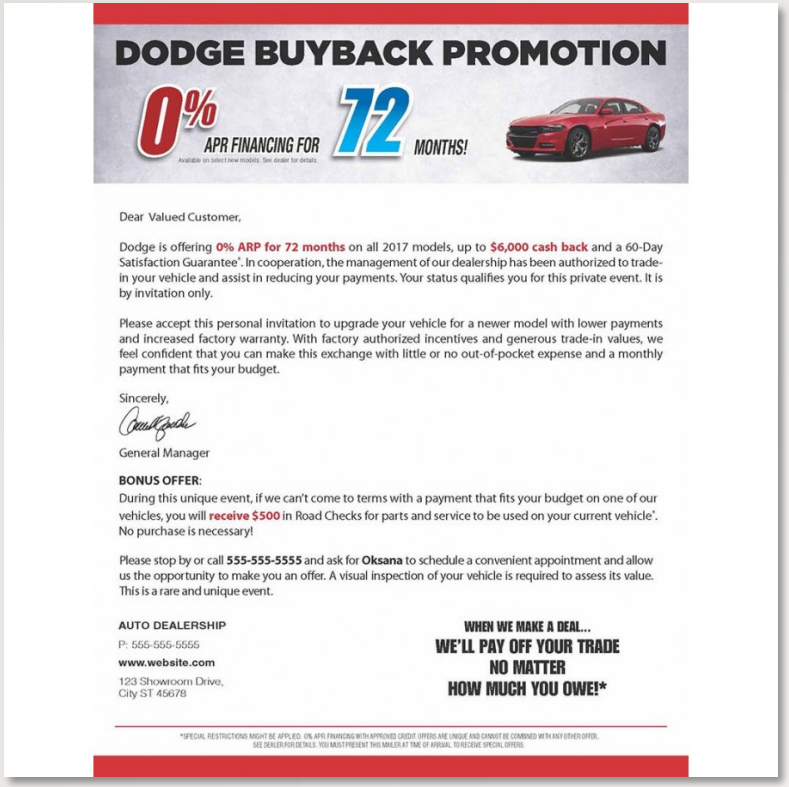
WAY 2 – RAISE YOUR HAND





DODGE BUYBACK PROMOTION

0% APR FINANCING FOR 72 MONTHS!

Available on select new models. See dealer for details.

Dear Valued Customer,

Dodge is offering **0% ARP for 72 months** on all 2017 models, up to **$6,000 cash back** and a 60-Day Satisfaction Guarantee*. In cooperation, the management of our dealership has been authorized to trade-in your vehicle and assist in reducing your payments. Your status qualifies you for this private event. It is by invitation only.

Please accept this personal invitation to upgrade your vehicle for a newer model with lower payments and increased factory warranty. With factory authorized incentives and generous trade-in values, we feel confident that you can make this exchange with little or no out-of-pocket expense and a monthly payment that fits your budget.

Sincerely,

General Manager

BONUS OFFER:
During this unique event, if we can't come to terms with a payment that fits your budget on one of our vehicles, you will **receive $500** in Road Checks for parts and service to be used on your current vehicle*. No purchase is necessary!

Please stop by or call **555-555-5555** and ask for **Oksana** to schedule a convenient appointment and allow us the opportunity to make you an offer. A visual inspection of your vehicle is required to assess its value. This is a rare and unique event.

AUTO DEALERSHIP
P: 555-555-5555
www.website.com
123 Showroom Drive,
City ST 45678

WHEN WE MAKE A DEAL...
WE'LL PAY OFF YOUR TRADE NO MATTER HOW MUCH YOU OWE!*

*SPECIAL RESTRICTIONS MIGHT BE APPLIED. 0% APR FINANCING WITH APPROVED CREDIT OFFERS ARE UNIQUE AND CANNOT BE COMBINED WITH ANY OTHER OFFER. SEE DEALER FOR DETAILS. YOU MUST PRESENT THIS MAILER AT TIME OF ARRIVAL TO RECEIVE SPECIAL OFFERS.

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WAY 3 – THE BIG SHOW

U.S. Chamber of Commerce
VERMONT CHAMBER of Commerce
LIVINGSTON COUNTY AREA Chamber of Commerce & Tourism
The Chamber
THE SPIRIT OF ENTERPRISE U.S. CHAMBER OF COMMERCE
Arvada Chamber of Commerce New Heights.
MONTANA CHAMBER OF COMMERCE
CHAMBER of COMMERCE OF THE PALM BEACHES
EAST HAMPTON CHAMBER of COMMERCE
The Chamber Long Beach Area Chamber of Commerce
GREATER UTICA CHAMBER OF COMMERCE

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WAY 4 – SIZE MATTERS

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WAY 5 – WAIT, YOU TOO?

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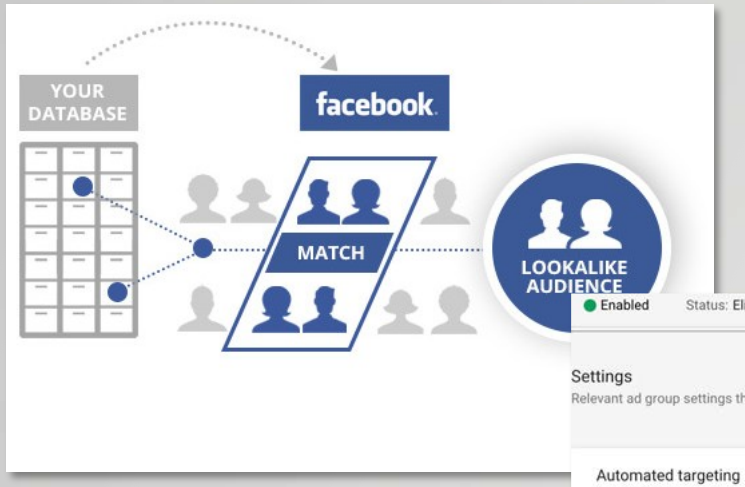
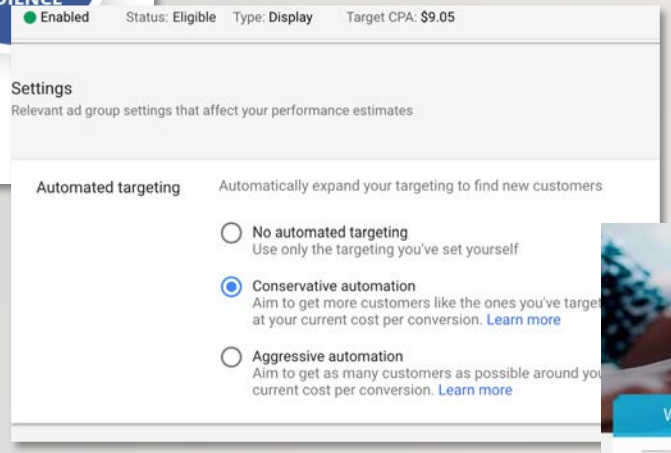
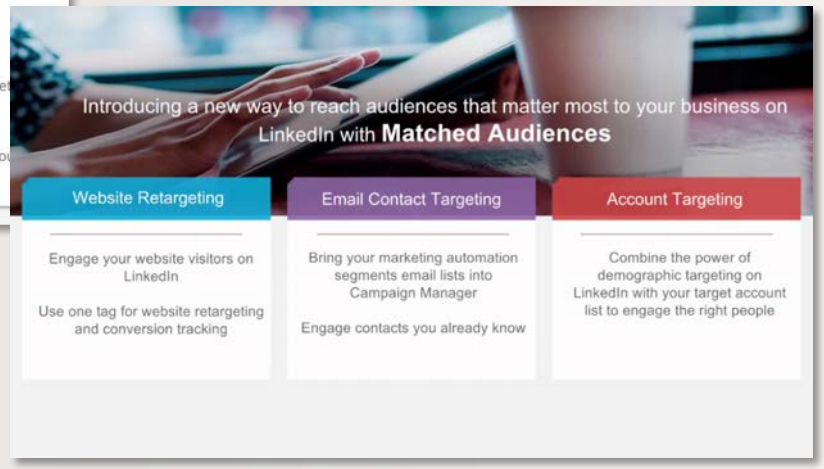
WAY 6 – THE ROBOTS







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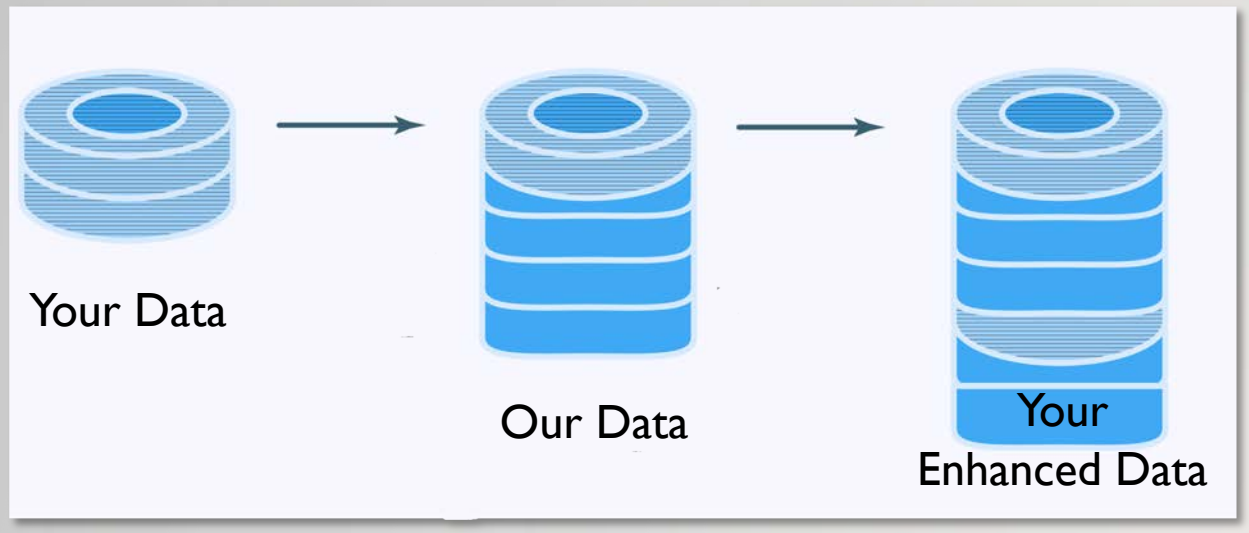
WAY 7 - LOOKALIKES



FACEBOOK
LINKEDIN
GOOGLE

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WAY 8 – THE INSIDE LIST

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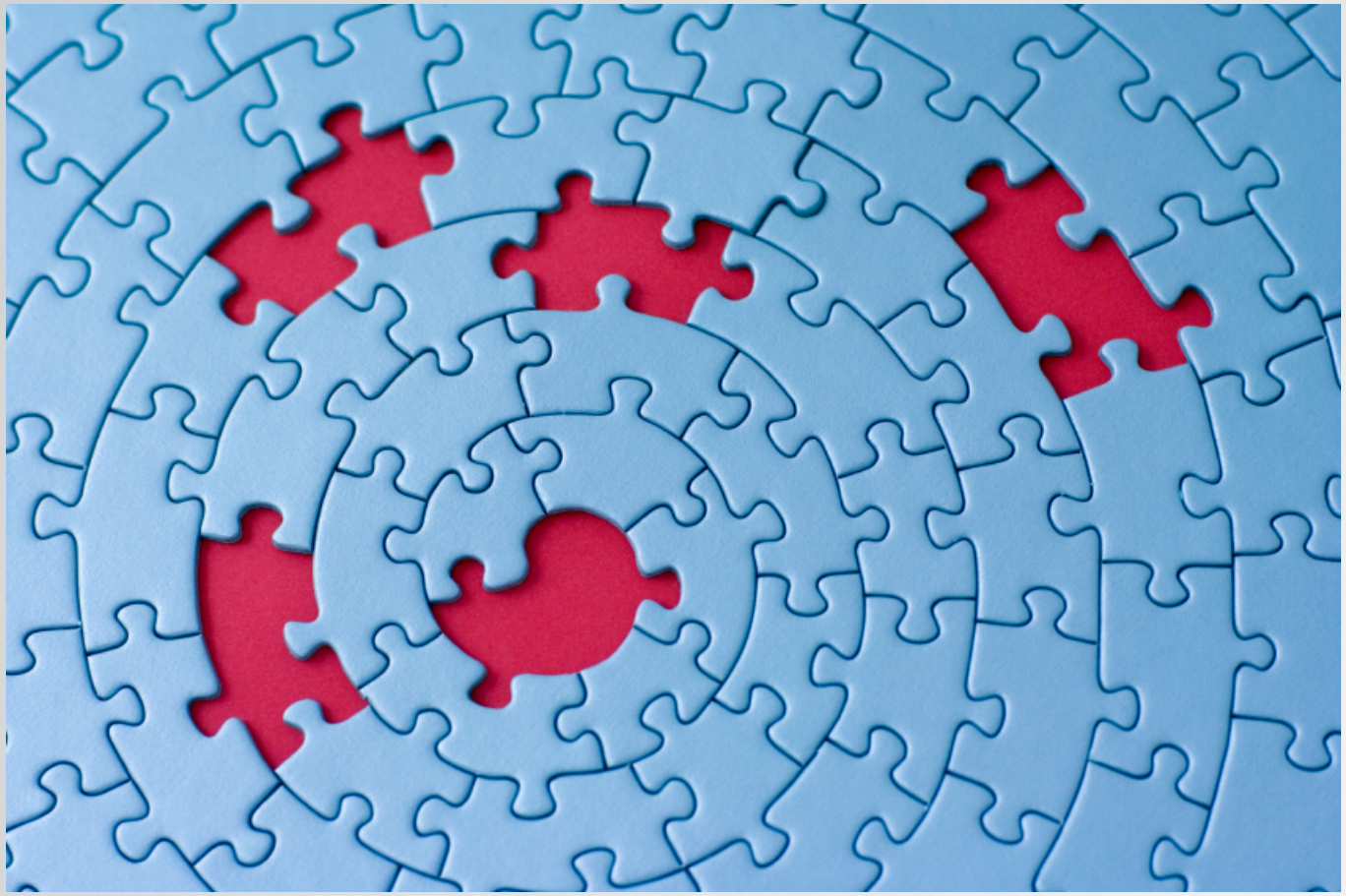
WAY 9 – HOLD ME BACK



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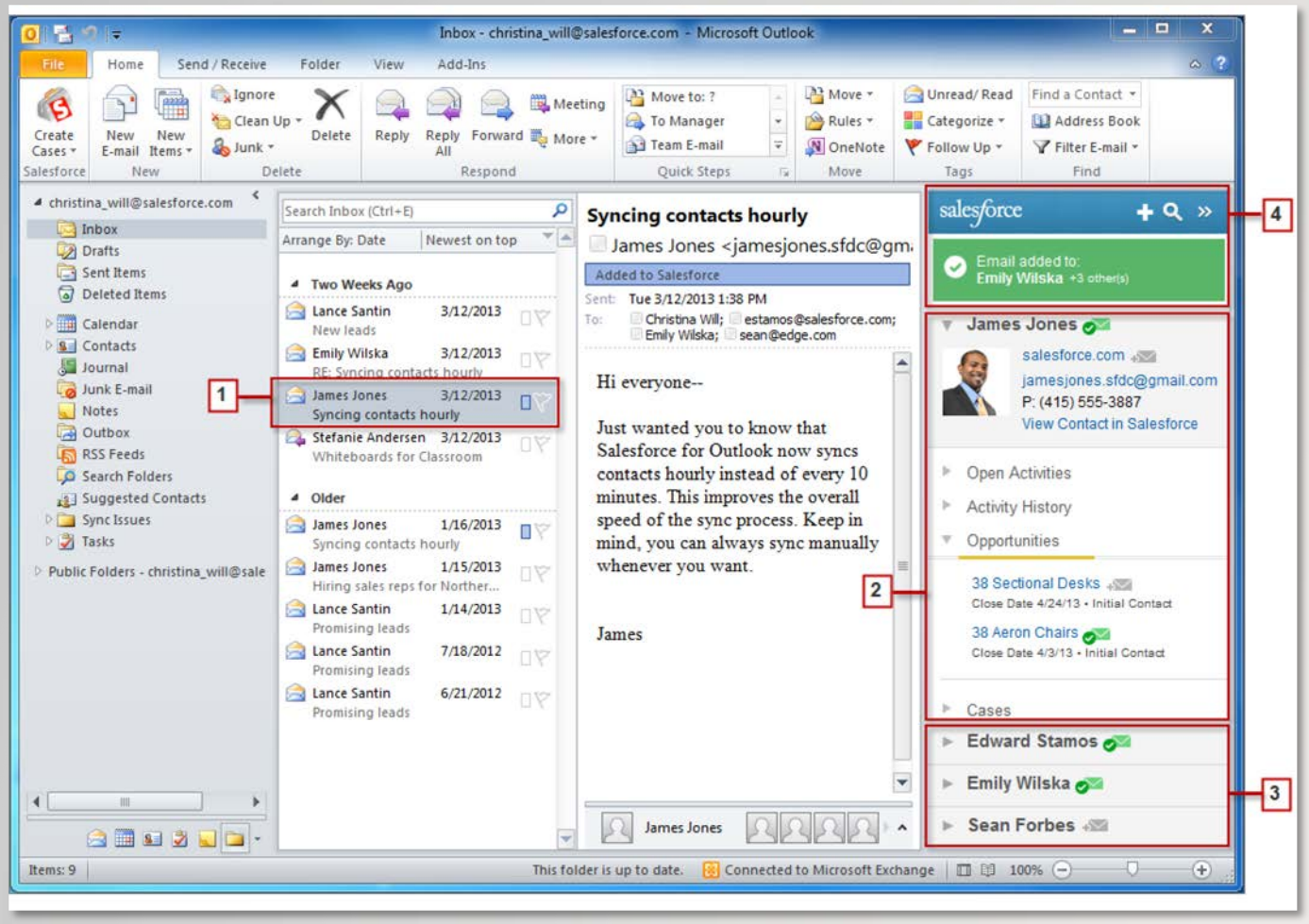
WAY 10 – WHAT YOU MAKE IT



Inside info is always best.

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SUMMARY

10

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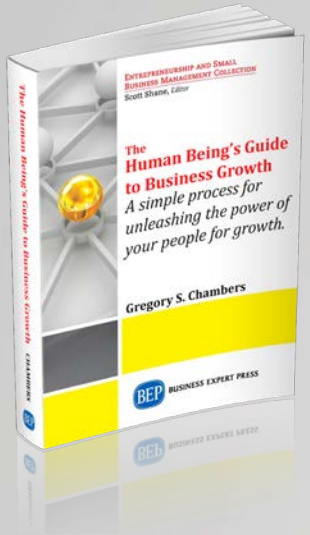
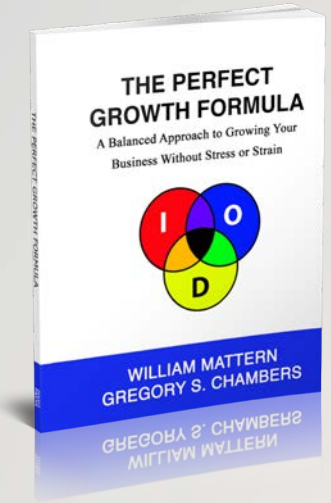
PARTING GIFTS



The Human Being's Guide to Business Growth

A simple process for unleashing the power of your people for growth



The Perfect Growth Formula

A Balanced Approach to Growing Your Business Without Stress or Strain

LeadGen Compass

Learn more and Sign up at

leadgencompass.com

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CONTACT A MARKETING COACH

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402-334-1824

Info@GoLeads.com

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