

esmartmedia

Working in Partnership with



What is the cost to your business when appointments are not 'correctly qualified'?

Typical reasons for failed appointments are:

- Appointments that have not been qualified
- Forced appointments
- Using poor quality or obsolete data
- Poor telesales training

We understand the importance of qualifying an appointment to avoid disappointment.

Our service is different. This is how it works.

Identifying the Prospect

We call prospects that have already shown an interest in your Accounting Services. We do this by first emailing the prospect with a mailer designed to generate interest.

The mailer contains a number of tracked links – usually to a web page, landing page, enquiry form, call back form, etc.

Once clicked the prospect details are immediately forwarded to the Advance Xtra telemarketing team: company name, contact name, job title, telephone, address and particular requirements.

This information is used to call the prospect, qualify and make an appointment.

The combination of email marketing followed up by a telemarketing call is very effective and cost-efficient method of generating quality appointments.

One Package

Everything is provided in one package – data, design, broadcast, tracking and telemarketing appointment setting.

We supply the data from our business database: businesses across all postcode areas and any of 1800 business categories.

Data List

Before the mailer is broadcast the target group of contacts is profiled against your typical customer: business type, business size, location, etc. We use our extensive database of business contacts to create a 'target group' that closely matches your required target profile. Or you can use your prospect list if preferred. The data from the campaign is available to use for your own marketing – without limitation.

Design and Approval

We build a postcard format email with embedded images that links to a web landing page. The email is professionally designed in-house and the delivery success checked against spam filters.

Broadcast and tracking

We manage the broadcast of the email and track the response. The mailer is regularly refreshed during the campaign. All responses are monitored online by Advance Xtra telemarketing team.

Appointment Setting

Advance Xtra provide a professional and personal service, working with many practices throughout the UK and Ireland. We arrange quality, qualified appointments providing you with the opportunity to meet new clients.



Pricing

There is **one** set rate for the supply of data, the design, broadcast, tracking of the email campaign, telesales activity and appointment setting.

The rate is determined by the volume of emails broadcast:

1,000 – 5,000 email campaign and telemarketing price £2490+ VAT

5,001 – 10,000 email campaign and telemarketing price £2690 + VAT



The Successful Partnership

esmartmedia have knowledge, experience and skills in digital marketing. Advance Xtra telemarketing agents are skilled at making appointments and helping Accountancy Practices like yours build their client base. Together we can offer your Accountancy Practice a unique, cost-effective marketing service to add more clients.