

THE F.O.R.G.E LEAD GENERATION FRAMEWORK



F = FOUNDATION

We research and build the platform on which your integrated marketing strategy will stand. We'll write content that will reach out to your prospects, getting your value proposition just right to make sure they will be beating down your door.

O = OPERATION

Now that everything is done to create maximum reach, we'll put it into operation, funneling leads to your email, phone, or website ready for conversion by your internal sales team. We have the resources to put an entire marketing plan into motion for you.

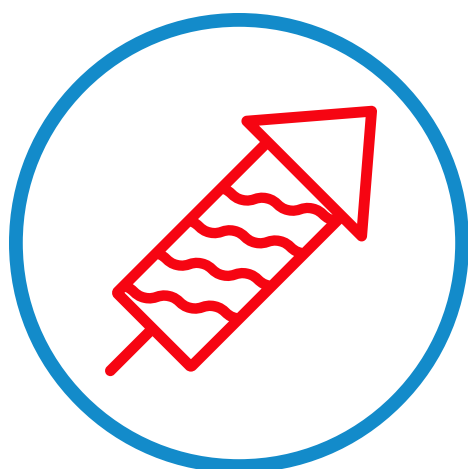
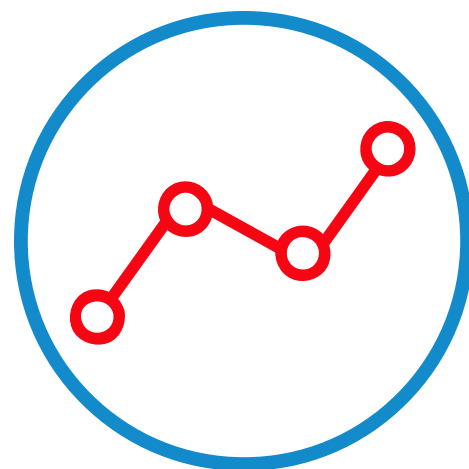


R = RESPOND

We constantly engage with your prospective leads, sending extended series of follow-up emails over a time (typically 1 to 3 months). We look to build an on-going alliance with your prospects, and create customer loyalty and brand advocacy.

G = GROW

We continue to build on what we know works, to achieve the highest number of leads possible. We tweak email content, and split-test the resources we've created to capture your prospects' attention..



E = EXTEND

We work with you to see how we can extend your reach, improve your lead results, and better your ROI where possible. We work on this together with your sales team to make sure that we're in alignment with your company's sales goals.