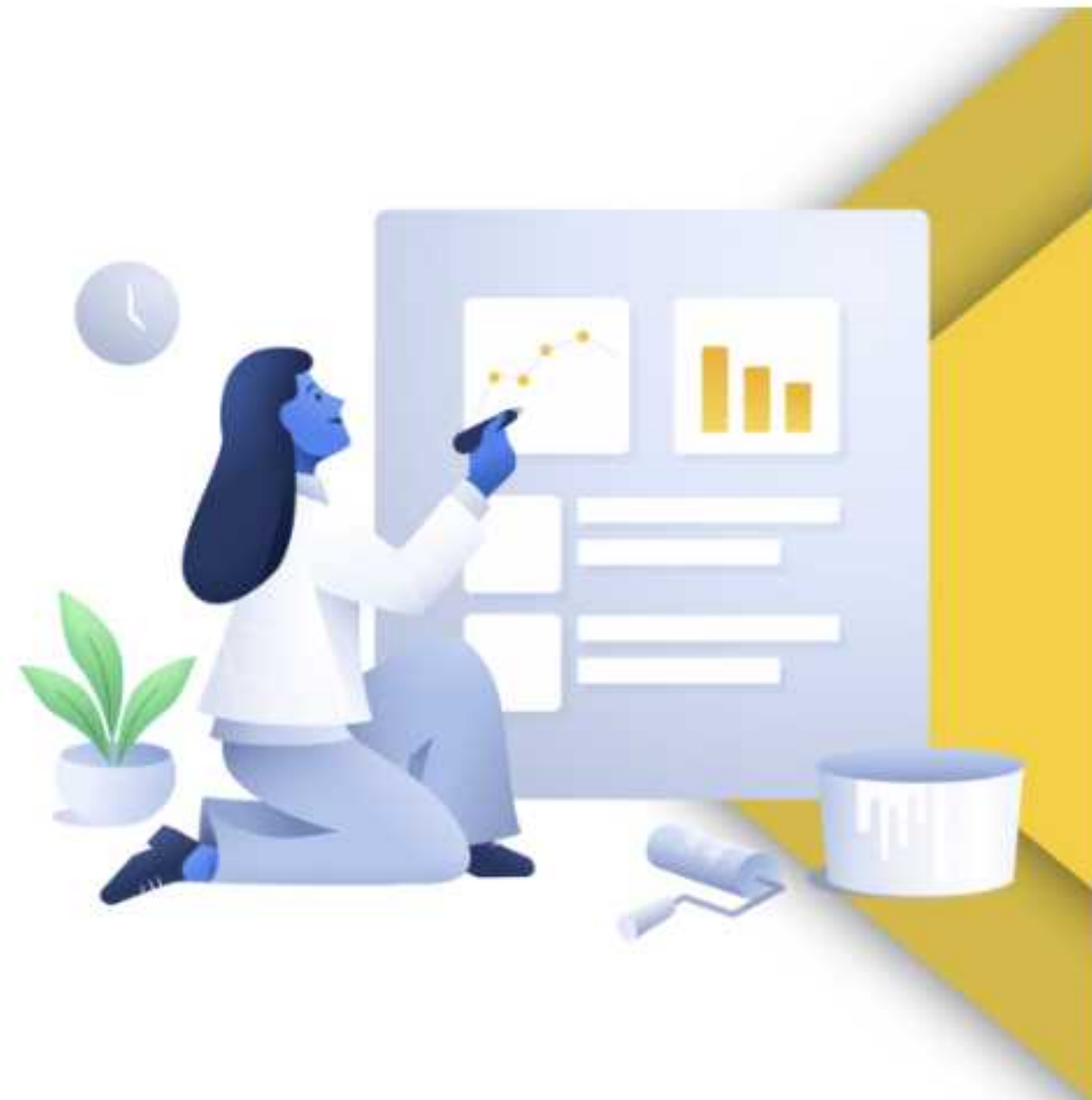


Simplifying Marketing Automation with Human-interface

How we do it





Largest in Outsourced
B2B Lead Management Services



9,700 clients served across
various industries



Clean, accurate, up-to-date, human-verified sales
data of over **35 million** target accounts



Over **5 billion dollars** of incremental sales
revenue for our clients



Complete **multi-channel
account-based** marketing approach

Maximum Calling Hours

8 hours / day

5 days / week

22 Business days

Large Call Volume

150 Calls / day

(3300 Calls / month)*

Minimum call volume

Email Marketing

- HTML Email Template (EDM) creation
*compatible with all major email clients
- Introduction and Follow Up Email Blasts
- Ongoing mail-outs for Requests for Info
- Response and database management

Global Database

- Targeted calling and email lists based on your parameters:
 - Industry (SIC / NAICS codes), company size geography, job titles

Social Media Marketing

- Prospecting via Social Media / Networking Websites:
 - LinkedIn
 - Facebook
 - Twitter
 - Google+

Multi-Channel Lead Generation

- A comprehensive outbound solution combining online marketing channels and teleprospecting

Our Personnel



Inside Sales Representative

Performs outbound sale campaign based on the targeted parameters. Analyze vital data such, customer contact, job title, company, and match client's target parameters.



Account Manager

Continuously blasts emails for campaign ads for targeted prospects Manage, Execute, and Evaluate sub-personnel and ensure target close-sale and appointment setting



Quality Analyst

Evaluate commenced calls to ensure the validity of lead generation, appointment setting and close-sale interaction



Database Specialist

Analyze vital data such, customer contact, job title, company, and match client's target parameters. Keeps database up to date



Email Marketer

Sends follow up email for appointment setting and close-sale interaction.



Web Designer

Creates creative website and appropriate content to generate more lead and promote business as well.

HOW IT WORKS



Product Analysis

Inside Sale Reps will analyze the sign-up process, payment option, discuss campaign objectives and specifications and introduce the Account Manager and the team



CRM Creation

After product analysis. Call scripts are generated and email templates are drafted, CRM (Customer Relationship Manager) are setup



Database Creation

After product analysis. Call scripts are generated and email templates are drafted, CRM (Customer Relationship Manager) are setup



Campaign

After database approval, prospecting and appointment setting can start as early as 5 days.



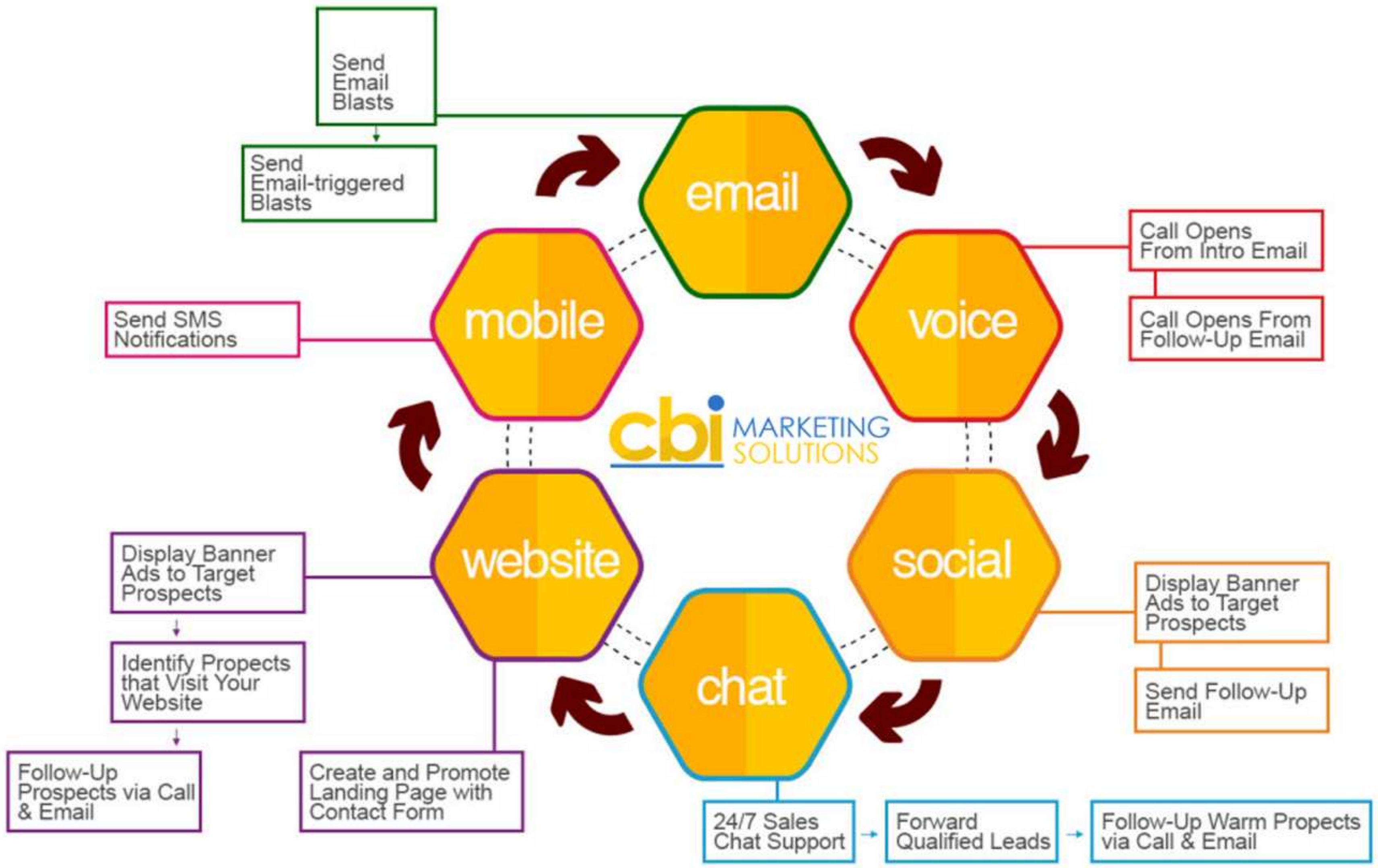
Email Follow Up

Following up the campaign, intro blast will be scheduled and arrange for a follow up mail-out after two weeks.



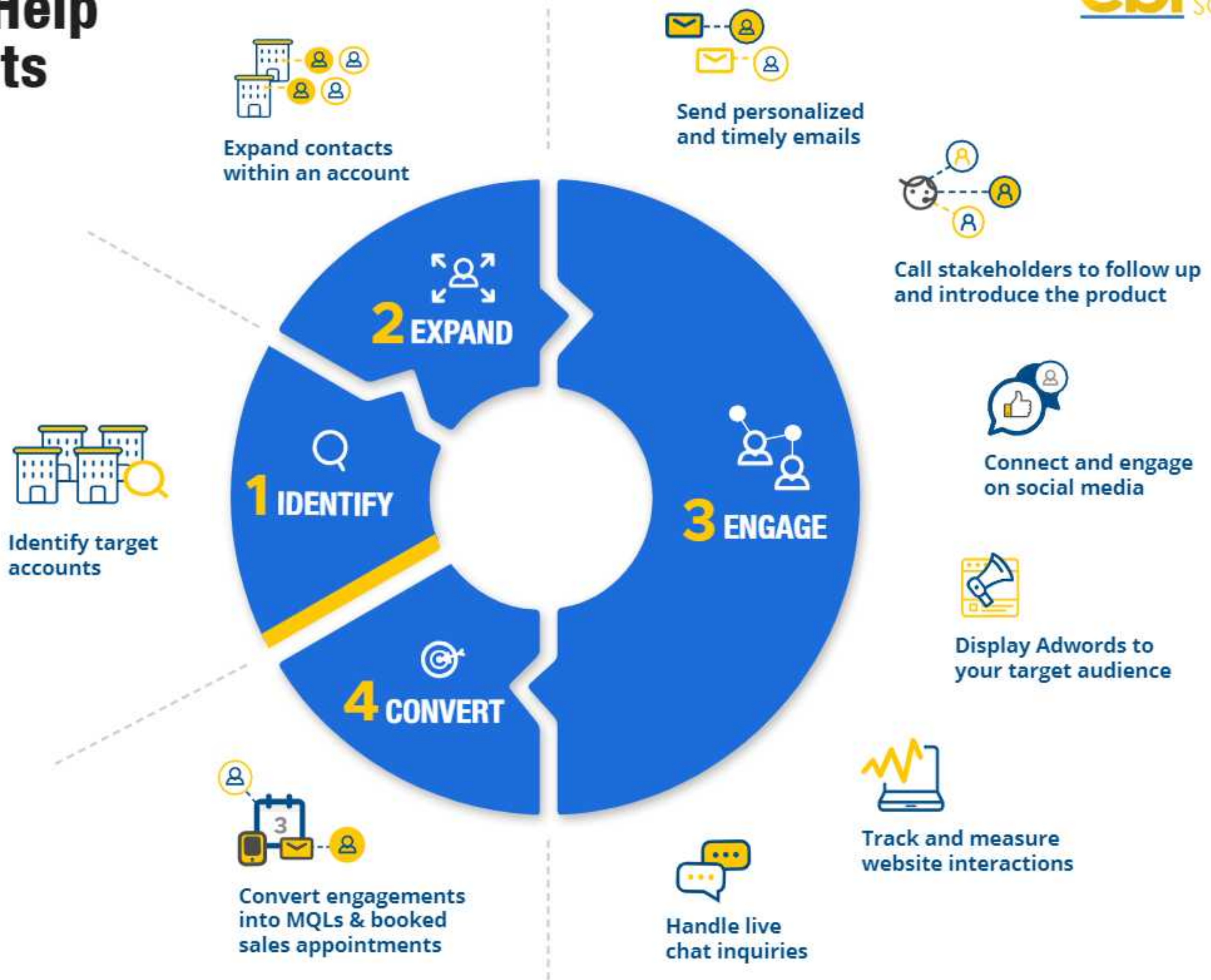
CRM Report, Feedback and Troubleshooting

Data Specialist collects contacts and email information compiled together according to your parameters. Contact lists are sent for approval then campaign will follow up.



How We Help Our Clients Succeed

- IDENTIFY
- EXPAND
- ENGAGE
- CONVERT



Complete Account-based Marketing Approach to Lead Management

Pipeline

Multi-Channel Lead Management
and Marketing Automation Platform

How WE use CBI MS Pipeline
to ensure YOUR lead generation program
is a success

1. Building and Preparing your List
2. Running your Lead Generation Program

How YOU can use CBI MS Pipeline to
reach qualified prospects and hit your
sales targets

1. For Lead Generation and Follow-up
2. For Campaign Reports and Updates



Website

www.cbimarketingsolutions.com

Phone

310-634-1412

Email

info@cbimarketingsolutions.com

Let's Talk!