

## MULTI-TOUCH MULTI-CHANNEL APPROACH



### TARGETED EMAIL

Email copies are planned to have attention seeking subject lines, short but precise body and captivating call to action in order to produce the most open and replies.

Thousands of emails, Initial and follow-up are sent via Kick Start's Email system. Equipped with open and click tracking and KPI reporting. This is the most relied on program email marketing trigger in Kick Start Lead Nurturing schemes.



## WEB VISITS

Created to complement the outbound efforts via email and calling. Landing pages will be created by professionals and marketing aesthetics in heart, it will showcase client's products and reveal the main features of the client's software. This landing page will be equipped with a web form to allow viewers to send in a contact request.



## CALLING

Outbound calls made ease by KickStart's System, ensuring that hundreds of live calls were made within 8 hours a day, 5 days a week. Kickstart also allowed call agent to systematically leave recorded voicemail messages.



## SOCIAL MEDIA

LinkedIn has been a part of Kickstart campaign in getting leads. Kickstart team uses LinkedIn in finding matching profiles for each prospect in the contact list. Clients also select KickStart to send out messages to all connections made for a possible method to produce leads.



## POSTAL MAIL AND SMS

For this campaign, we will send out postcards to prospects' business address and send out mobile appointment alerts. KickStart's auxiliary snail mail and SMS capabilities. Helping businesses promote their business with postcards.