

PAY PER CLICK LEAD GENERATION— FIND MORE QUALIFIED HOMEOWNERS WITH ONLINE ADVERTISING

“Online marketing with Three Deep is my most cost effective lead source. Within 9 months, my lead volume was up 207% and my cost per lead is down 64%.”

Leafguard by Beldon

“Three Deep combines both internet marketing skills and industry knowledge to deliver cost effective leads for home improvement contractors.”
MEI, Inc

Get better qualified, lower cost leads with expertly executed online advertising strategies from Three Deep

If you're like most home improvement contractors, you probably rely on costly traditional advertising methods and competitive third party internet lead resellers for your sales leads. You may have heard about the benefits of online, or “pay per click” (PPC), advertising, but you don't have the time or expertise to implement a program on your own.

The fact is that today, over 70% of homeowners search the Internet when they begin to consider a home remodeling project. For this reason, you need to gain EARLY VISIBILITY with these potential customers. A comprehensive online lead generation program based on PPC advertising will help you do just that.

Three Deep Marketing is an interactive technology company that specializes in improving Internet lead generation for home improvement contractors. Our unique five step PPC Lead Generation Program build a unique online channel for your business that gives you total ownership of your own leads, increases your Internet lead generation capabilities, and drives down your overall cost per lead, often lower than other traditional lead sources.

Three Deep will design a program just for your business. Our program includes keyword optimized and tested ads that take visitors to custom designed landing pages that are optimized to convert visitors into leads. We will help you craft compelling offers to

attract qualified homeowners, and we will continually manage and optimize your campaigns to ensure maximum lead conversion at an effective cost. And the leads generated will be exclusively yours, with prospects expecting to hear from your company specifically — no more bidding against other contractors for leads purchased through a third party.

Set appointments on PPC leads

Three Deep has developed a complementary PPC service to increase sales on the same number of leads by focusing attention on what is the weakest link in the sales process: setting the sales appointment. Three Deep's full service call center solution will follow up on your Internet generated inquiries immediately after receipt, increasing the likelihood of making contact with those prospects — thus increasing the overall appointment set rate.

Three Deep's call center professionals focus on setting appointments with qualified prospects using scripts based on proven industry best practices. Powered by state-of-the-art CRM software, our agents track every inquiry in the system and automatically perform pre-set lead nurturing functions.

Our highly trained call agents have achieved 75% appointment set rates. As important, our processes ensure that we will make multiple attempts to contact every lead generated — no more lost leads! Using our Appointment Setting Services along with Pay Per Click Lead Generation will give you more appointments, thus lowering your cost per acquisition.

SOLUTION OVERVIEW: Pay Per Click Lead Generation



Three Deep's Five Step Internet Lead Generation Plan: Targeted Advertising that Produces Quality, Cost-effective Leads



Step One: Write effective ads that target your major service areas

- Organize your keywords into several targeted campaigns
- Identify top performing keywords and adjust bids accordingly
- Work to maximize click-thru rates with testing and adjusting based on best performance
- Bring down the cost per click by improving your quality score
- Track searcher interactions and conversions using an analytics tool



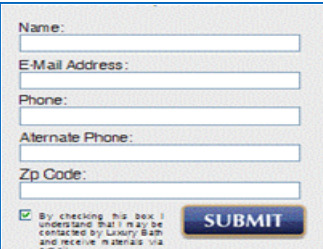
Step Two: Develop unique landing pages that match the online paid ads

- Research your target customer and craft landing pages designed to capture their interest
- Design the landing page for maximum effectiveness
- Streamline the landing page to contain only necessary elements and avoid distractions
- Make it easy for visitors to convert by making the contact form easy to find and fill out
- Use graphic and text elements to lead visitors to the contact form



Step Three: Create offers that appeal to the widest variety of potential customers

- White papers and Special Reports
- Home Owner How-To-Guides
- Coupon Offers and Special Discounts
- Free Estimates and Consultations
- Sweepstakes and special promotions



Step Four: Design easy-to-complete lead capture forms

- Create contact forms that are inviting and non-threatening
- Test to find the most effective methods for capturing leads
- Ask the right questions to determine the quality of the lead
- Include an auto-response that provides prospects with additional information
- Use marketing forms to capture information for use in future marketing campaigns



Step Five: Monitor and report on the program's effectiveness

- Monitor your pay per click accounts to optimize ad performance
- Use the information to optimize ads for higher click-thru rates and lower cost per click
- Code all lead sources with unique phone numbers for improved tracking
- Track individual ad performance for lead volume and percent of closed sales
- Management reports with key metrics about your online spend effectiveness

Ready to get more leads out of your existing advertising budget?

Visit www.ThreeDeepMarketing.com or call 651.777.6601 for a free Internet advertising comparison.

Go Deeper with Other Three Deep Services:

- Appointment Services — Schedule more appointments and lose fewer sales
- Search Engine Optimization— Increase your website lead generation
- Customer Relationship Management—Track prospects, appointments, resets and customers to improve close rates and increase revenue
- Reporting & Analysis—Monitor and measure marketing results to understand marketing program costs and lead generation effectiveness

