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## THE BENEFITS OF USING A LEAD SERVICE

Marketing is about two things: name recognition and closing sales. Marketing is about more than a sales presentation. It's about grabbing the public attention and holding it. A lead service delivers an interested public. Developing a brand requires marketing, closing sales requires marketing and a lead service. Businesses that want to close sales should say yes to a lead service.

A lead service generates success. Marketing executives may disagree on the best form of marketing, but lead executives will tell you to spread the wealth. Traditional marketing such as the telephone book, newspaper advertisements and flyers are not replaced by a lead service, but complemented by it.

If this still doesn't answer why a business should say yes, then a business needs to understand that a lead service delivers respondents that already want the service. Leads come in a variety of packages from multiples to exclusive, but what a lead service offers a business is a customer that is already primed to buy.

A traditional advertisement costs a significant investment targeted at a specific demographic that may return absolutely nothing. A lead service generates viable leads that are already interested in the service offered. From mortgages to insurance to credit counseling, a lead service is managed marketing that effectively uses a budget with a greater chance of return than traditional marketing can provide.

A lead service lets loan and mortgage officers keep one finger on the pulse of the business. There's a huge marketplace of consumers looking to refinance, take out home equity loans or just interested in what they could potentially qualify for in a home mortgage. Lead services bring these potential customers into direct contact with the loan officers and agents that can provide them with their loans.

Because of their unique ability to plug a business right into its marketplace, lead services are gaining in popularity. Leads that turn out to be inaccurate or imprecise are often replaced. However, while a lead service can provide numerous potential customers, it remains the responsibility of the business to pursue and close the sales.

Among the five best reasons to utilize a lead service are:

- Wider access to a pool of clients who are ready to go.
- Aggressive marketing tool
- A lower initial investment that promises a higher possible return.
- Avoiding the "something for nothing" marketing that comes with standard advertisements.
- Receiving increased visibility to the marketplace and opportunities for word of mouth references.

Ultimately, a lead service is best used for a specific type of project. A business that handles multiple projects may use a variety of leads from the same service or from multiple services. It's important to view a lead service from macro-economical point of view. While some businesses can flourish using only a lead service, there is a greater chance for failure when placing all the eggs in one basket.

Businesses do best when they utilize a mixed bag of marketing techniques such as:

- Lead Service
- Paid Advertisements (Yellow Pages)
- Word of Mouth
- Internet Presence (Web Pages & Banner Ads)

Lead service prices can vary and many offer a variety of options from multiple lead deliveries, to exclusive leads, to generating only a set number of leads per month. The prices are often commensurate with the type of service. As with any type of marketplace, value is often weighed against cost. The lower the cost, the lower the value. However, a lead service is a great complement to a strong advertising culture for a business to flourish within.

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