

# MediaPulse

Points and tips from the experts at Towne AllPoints Media and Marketing Services.



## Digital Marketing with specialty in Marketing Analytics

### Record lead generation using digital marketing

In today's fast paced age of mobile smart devices and constant information flow we have become creatures of habit. We are constantly searching for the most convenient way to get where we are going; and learning more about who we are meeting. When we want to find the lowest rates on auto insurance, windows for our home, a title loan, or dmv registration online, Google provides the answers in an instant. Our society has led us to go virtual and we tend to find exactly what we are looking for with a click, and filling out a few simple pieces of information.

**“Recently a client received over 130 leads in 3 weeks, by simply utilizing Pay Per click”**

Our Media team can help your business product or service, reach these consumers with proven successful campaigns that lead them directly to

you. Recently a client received over 130 leads in 3 weeks, by simply utilizing Pay Per click and the right message on a landing page to drive consumers at a very low cost per conversion. We researched the competitive key words and their industry's messages and lead generation forms online and they received phenomenal response rates. Our team also provided detailed reports that included all necessary information in which the client needed to contact the potential new customer including phone numbers, emails, make, model, and year of vehicles. We also recently launched a campaign for a window client who immediately saw an increase in calls and conversions and as a result are seeing increased sales. Give your company the lift in prospecting that is proven, by partnering with our digital media team to insure your success. To get more information and schedule a complimentary consultation with one of our Direct Marketing professionals visit us at [Towneallpointsmedia.com](http://Towneallpointsmedia.com).



## DATA driven results for Successful Response

What's in a list that delivers more calls and inquiries? A number of factors are considered when analyzing the target data. First we look at geography where are your primary selling areas and where are your target customers more likely to come from? When choosing the geography our data experts also look at the propensity to buy, for your products based on past buying patterns. Also you may want to target an age range, or demographic and income. Several clients use these variables to specifically market their direct mail message to perfect end user, who is most likely to respond. Also, we recommend that you use your own customer data to enhance the list and go to the effort of scrubbing it make sure that you are not reaching duplicate records or people that have moved with no forwarding address.

“Since 1952 Towne has been the choice for Direct marketers”

Since 1952 Towne has been the choice for Direct marketers due to our attention to detail in every facet of your direct mail campaign. Remember the results are dependent on 3 very important components **A. List: who you are reaching, B. message C.offer.** Why take a chance on the success of your campaign, go to the experts at Towne and see the difference.



To get more information and to schedule a complimentary consultation with one of our Direct marketing professionals. Visit us at <http://www.towneallpointsmedia.com>, like us on facebook or call us at 714) 708 -4056

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