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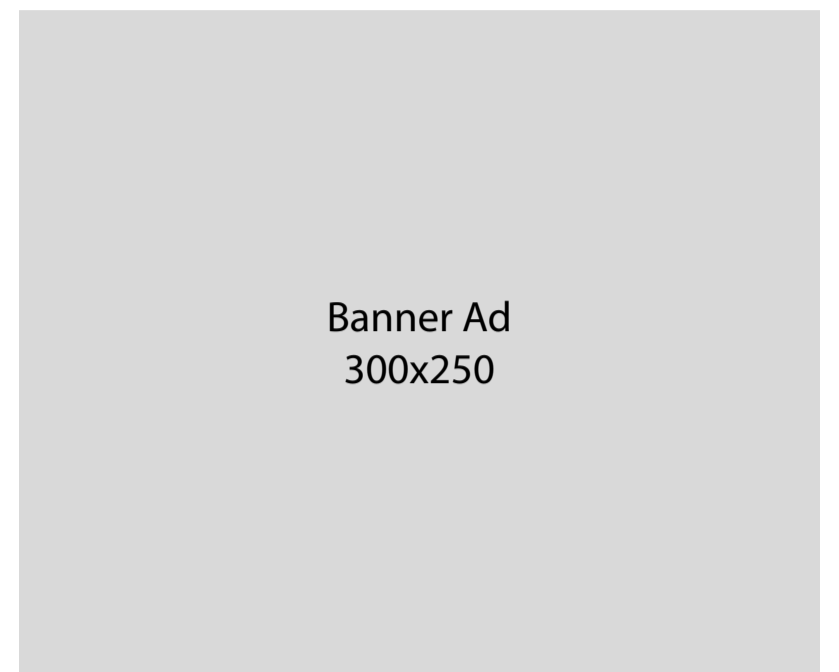
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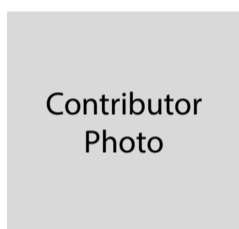
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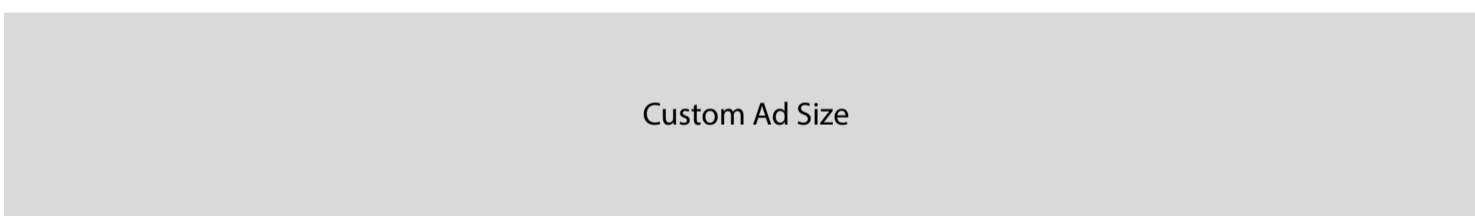
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Lead Gen

NEW VERTICALS – THE LEAD GEN CHICKEN AND EGG

June 16, 2011 By Digital Moses

It’s not as though we don’t spend enough time thinking about the lead gen world. Writing about it, though, has us thinking of it even more. This, in addition to the countless conversations we have during the week with companies related to the space. In so many of those, one question comes up almost more than any other. What’s the next vertical? As we’ve mentioned before, the answer it turned out was online to offline as exemplified by the deal space. As for the other verticals, auto insurance wasn’t a super obvious candidate, but its continued momentum proved that it had legs starting a little more than two years ago. Senior care is hot in many people’s minds, but the market has a long way to go despite the favorable economics. Still, there are a lot of companies that need customers. Why then don’t we see more lead gen verticals and offers?

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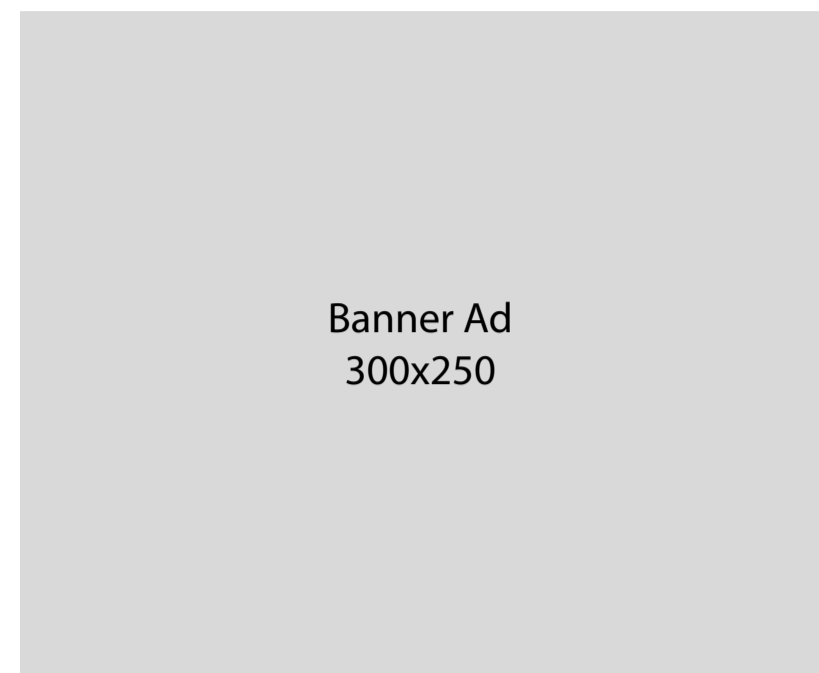
June 16, 2011 By Digital Moses

Not long ago we covered the not unexpected but still unpleasant litigation taking place against several in the performance marketing world for their role in facilitating continuity offers, primarily in the health arena, in a manner that the FTC has deemed unacceptable. On that list was one of the largest affiliates. It wasn’t until the FTC made its suits available that the scope of his activity became known. As written in MediaPost first, the FTC has accused Canadian marketer Jesse Willms of netting more than \$467 million. If the FTC is correct, Willms earned more than LinkedIn. The problem for Willms, though, is that the FTC believes he earned this money illegally.

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Lifetime Value

One of the long-standing components to most lead gen categories is a higher lifetime value. Auto insurance has a relatively low lifetime value, not the 1000's of dollars per new customer allocated to earlier verticals like mortgage and education. Auto and the deal space is proving that you don't need the largest lifetime value to create large lead gen verticals. It is certainly important. Pepsi will be tough to do traditional lead gen, the same is true of q-tips. You just don't spend enough, but for a holding company like S.C. Johnson who makes many household goods, it could work as you want to influence ongoing consumer behavior.

Coverage – Local vs. Nationwide

In the heyday of mortgage and in the early days of education, all it took were a handful of relationships and almost anyone could start a lead gen site. As most people know, coverage is key; namely, if you generate a lead does a buyer exist to purchase it? Generating leads that cost media dollars doesn't mean much if you can't sell them. Generating leads is also much easier when you have someone to sell them to who has the coverage. Groupon is another good example here. They have coverage, but it took a lot of time and a lot of money. Before they decided to go big, they had the luxury of picking one market with a handful of places. That gave them enough of a buyer base to work on getting the first several thousand potential customers. We suspect that their early growth mirrored a site we heard about not long ago that was on track to do six hundred thousand for its one mid-size market. Perhaps not huge, but enough to support a modest team with modest overhead. Replicating that across other cities without money would take a lot of time, and/or not be possible. This is the quandary for many who want to build new verticals. It takes a lot of work to create coverage. And that alone doesn't mean enough. Because...

Sales Culture

Mortgage and education did and have done well for many reasons, lifetime value and coverage being one. It helps that most decisions are researched online, transacted offline and apply to a large percentage of the population. Arguably, one of the biggest reasons for their success comes from a buyer culture that knows what to do with leads. That is one of the things that took insurance so long. The companies weren't used to dialing. They wanted to have the phone ring. In lead gen, while that is possible, it isn't as scalable as providing information on an interested consumer. The same is true for the senior care space. Those who work at the properties, even those places that are part of bigger chains, rarely have existing processes for effectively handling leads. While they need customers and want them, their operations structure evolved out of one where the phone rings and people walk through the door.

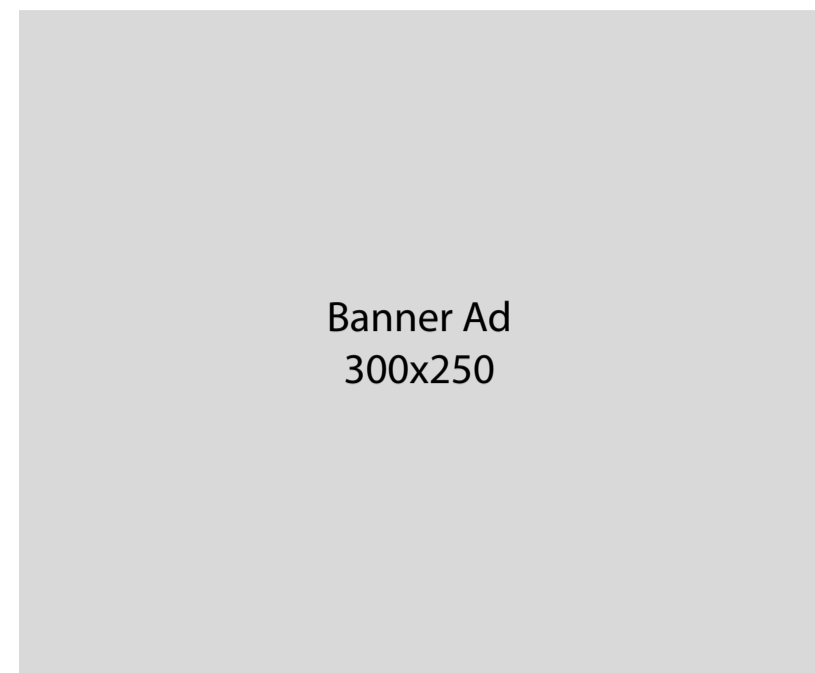
Unless an industry has it in their DNA or deliberately begins with an outbound culture, it takes an enormous amount of time. You can succeed in getting buyers, but keeping them becomes very difficult. They buy leads and then stop buying. They complain about not getting in touch but neglect to mention how they didn't call for days. Or, they get in touch but close a lower percentage than if someone was to walk in the venue. It's still wildly profitable, but they don't have a basis for comparison. Overcoming these beliefs with a handful of buyers is challenging. Imagine having to train a long-tail of hundreds or thousands.

Peter Thiel Approach?

Peter Thiel made headlines for his giving \$100,000 to 20 late high school / early college age students to drop out and start companies. Not chump change, but it's less than he makes in one month off his interest alone. As a model, though, it's compelling, and I almost wish that the marketing firms in our space got together to create a pool of funds for those willing to go create a buyer network. Then, when ready, the marketers would do their magic and scale the businesses with those contributing funds getting first access. This way, though, the creation of the buyer pool doesn't drain on day to day business operations. If it pays off, amazing. If it doesn't, the investment wouldn't have been that great.

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- Sizes: Box Ad (125x125 pixels) or Leaderboard (728x90 pixels)

Eletters:

Tap into our database of more than 150,000 PR professionals who read the PR News eletters.

The Skinny from PR News (weekly): text ad; premier banner ad spot; limited to one banner ad and two text advertisers per issue

PR News Alerts (monthly): premier banner ad spot - one advertiser per issue

Dedicated email blasts: to 150,000 PR professionals

Special Section Advertising at prnewsonline.com:

Exclusive sponsorship of these online channels (banner ad at top of these pages and exclusive sponsorship tag with sponsor giveaway such as white paper):

- PR Job Center
- CSR Channel
- Media Relations Channel
- Measurement Channel

Co-Branded Editorial Surveys

Co-branded editorial surveys with PR News are emailed to 60,000 communicators twice during the 4-week promotion cycle and promoted on prnewsonline.com. Results are covered in PR News and online. Outstanding thought leadership and lead generation opportunity. PR News limits number of co-branded surveys to one per month, and slots book quickly. Content for survey is mutually agreed upon by PR News editorial staff and sponsor to ensure quality responses and follow-up coverage.

PR News Guidebooks Sponsorship Opportunities:

PR News is the premier publisher of how-to guidebooks through its PR Press. These guidebooks are 200+ pages filled with tactical and strategic advice on the most critical PR topics. Sponsors receive a full-color, full page ad on one of the 3 covers of the book and a chapter in the book pre-approved by the Publisher. The following books are planned for 2012:

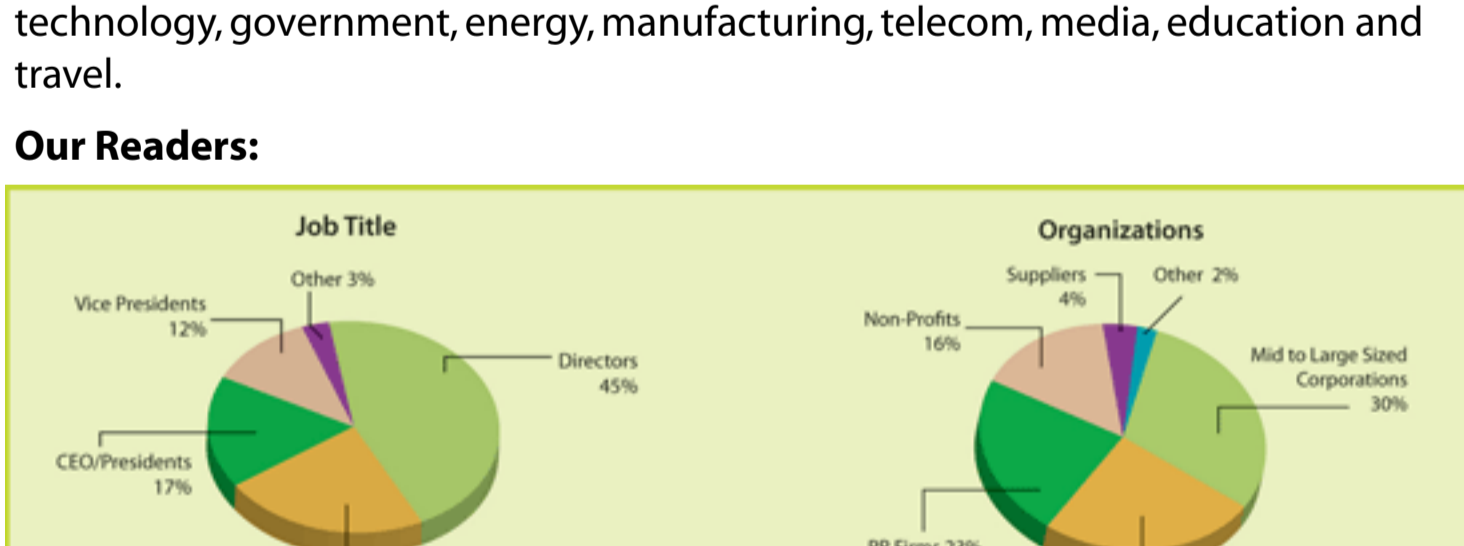
- Top Case Studies in PR
- Digital PR
- Media Training
- PR Measurement
- Crisis Management
- CSR/Green
- Employee Communications
- Salary Survey
- Nonprofit Communications

Partner with us today! Contact Diane Schwartz at dschwartz@accessintel.com; 212-621-4964

PR News' Readers:

When you advertise with PR News you are assured of reaching decision-makers at Fortune 1000 companies, PR agencies, non-profits and industry-influencing associations. Our readers are from market sectors such as financial, healthcare, technology, government, energy, manufacturing, telecom, media, education and travel.

Our Readers:



The majority of PR News readers have a minimum of 12 years communications experience.

Sample of Organizations that Read PR News

- CORPORATIONS:**
- Communications Director, CVS Corporation
 - Director of Public Affairs, Procter & Gamble
 - VP/ Corporate Communications, Washington Post
 - Senior Marketing Communications Manager, Bell Atlantic Wholesale
 - PR Director, Anheuser Busch
 - VP/Communications, BAE Systems
 - SVP/Public Affairs, Coca-Cola
 - PR Manager, Exxon Mobil
 - VP/Corp Communications, GAP
- AGENCIES:**
- Director, Burson Marsteller
 - VP, Porter Novelli
 - Account Supervisor, Weber Shandwick
 - Director, Cramer-Krasselt
 - Director, Burson-Marsteller
 - VP/Group Head, Edelman Public Relations Worldwide
 - General Manager, BSMG Worldwide
 - Director, Ketchum
 - Senior Account Supervisor, R&R Partners
 - Director, BSMG Worldwide
- NON-PROFITS:**
- Director Media Relations, AARP
 - Media Relations Director, NRA
 - Senior Public Relations Specialist, Freddie Mac
 - Director of Public Relations, American Gas Association
 - Director, Office of Public Affairs, National Governors' Association
 - Director of Communications, National Public Radio
 - Director, National Association of Realtors
 - Director of Communications, American Psychiatric Association
 - Director of Public Relations, Association of Flight Attendants
 - Director, Recording Industry Association
 - Director of Communications, American Red Cross

Inquire Now

First Name

Last Name

Company Name

Title

Email

Phone

Street Address

Street Address Line 2

City

State/Province/Region

Zip/Postal Code

Country

Site to be advertised

Approximate Budget

Budget less than \$2,000

Budget more than \$2,000

Brief Campaign Description

FEATURES	OPPORTUNITIES	SISTER SITES	FOLLOW US	ABOUT
Home	Jobs	EventMktes	Alerts	The Team
Lead Generation	DM Confidential Webinars	LeadsCon	eLetter	Advertise
Demand Generation	Events	LeadsConfidential	Facebook	Sponsor
Affiliate Marketing Tips	DM Confidential's Awards Programs	PRNews	LinkedIn	Contact
Job Board			RSS	Contributors
Advertise			Twitter	
Contact Us				