

ATTRACT NEW LEADS IN 2020

In 2020, it's not just about attracting attention - it's about making sure that your business development time is well spent!

WORK SMARTER, NOT HARDER

PROBLEM:

How can you push people through the purchase funnel?

SOLUTION:

With a marketing campaign, designed and created bespoke by the team at **Your Marketing Needs!**

Prices start from just

£2,100

So what are you waiting for? Get in touch today!

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greys 
SPECIALIST RECRUITMENT

Case Study: Greys SR

STEP 1

Attraction marketing to generate interested leads through specific downloads. Attracted **191 clicks**.



STEP 2

Database of **6,000** people goes into the funnel...



STEP 3

Leads through a journey to entice engagement and filter leads.



OUTCOMES

23 smoking hot leads for call backs

116 clicking through to digest content

150 opening emails

STAGGERING

600%

potential **ROI** with just smoking hot leads

(Assuming 10% uptake of smoking hot leads)

YOUR

MARKETING
NEEDS



At first we were sceptical, but we are so pleased with the results. The feedback from clients and contacts about the quality of the materials and how relevant they were, has been really positive. We have received several phone calls from blue chip companies, directly off the back of the campaign. So, we are already planning our next campaign with Your Marketing Needs and also working on a candidate attraction campaign – so watch this space!

- Ross, Managing Director, Greys SR