

Your Marketing Partner

At LeadGenaires, we see ourselves as long-term partners with our clients. We are here to provide powerful integrated sales and marketing tools ranging from advertising and lead generation to marketing communications, collateral, and tools that eliminate barriers from the sales process. Our experience, stability, and focus on results guides and supports each of our client-partner relationships.

Our seasoned team specializes in recommending, creating and executing initiatives that help you:

- Reduce customer acquisition costs
- Eliminate wasted marketing dollars
- Develop messages that resonate
- Create cost-effective marketing campaigns
- Expand your business pipeline
- Improve lead quality
- Align Marketing and Sales
- Build powerful sales tools
- Move prospects through the buying process
- Add measurability to your marketing programs

We See the Bigger Picture

We believe that marketing is more than just a department or a stand-alone function. Marketing is a part of your entire business ecosystem. We approach every engagement by exploring all of the stakeholders affected – management, sales, product development, alliances and your marketing team. Then we solicit feedback on campaign goals accordingly.

More Than Just Lead Generation

We generate the “right” leads for your company. But we don’t stop there. We work to understand your sales process and your customer’s buying process. Then we work with you to remove the obstacles to revenue generation.

Marketing Results Are Measurable

By gaining consensus on tangible goals at the beginning of a campaign, we can track the success and measure the value of each step. This approach saves money over the long term by ensuring that successful programs continue, weak programs are improved, and failing programs are cancelled before they erode your marketing budget.

Services

We provide numerous offerings including, but not limited to:

- Strategy
- Positioning
- Lead Generation
- Lead Maturation
- Sales Acceleration
- MarCom
- Sales Tools

For more information, call 925.201.3429 or e-mail us at info@leadgenaires.com.