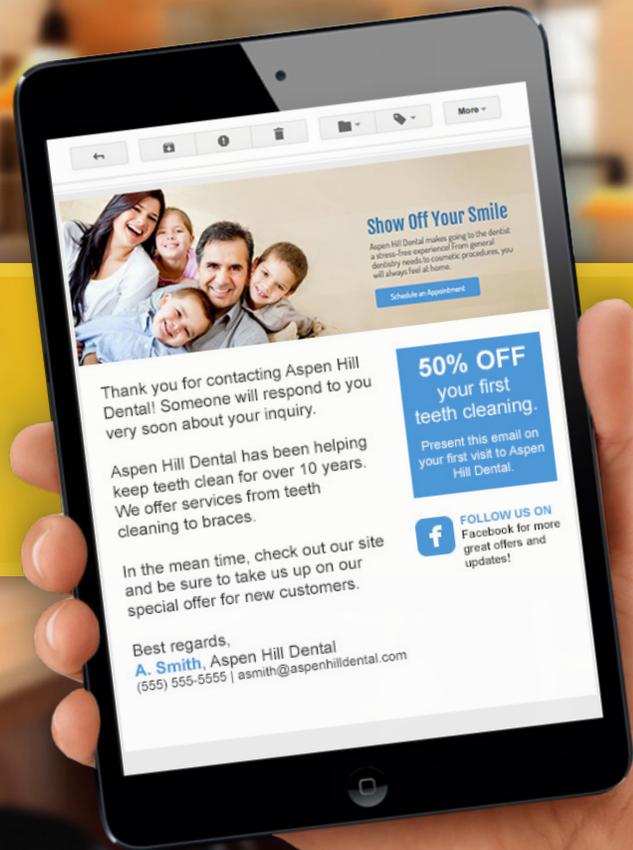




## CONVINCE LEADS TO BUY FROM YOU WITH REACHEDGE™ LEAD NURTURING & NOTIFICATION



How does following up with a sales lead get them to buy from you? Responding quickly impresses a new contact, and then regular calls and emails keep you top of mind. The bottom line is that great follow-up makes people more likely to choose your business.

Sounds simple enough. But, how easy is that in real life? If you ask any local consumer, they will tell you that most of the time, businesses fail to stay in touch with them after their initial contact. And, as a business owner, you have a lot more to worry about than staying in touch with every lead.

ReachEdge lead conversion software automatically follows up with your best leads for you. It instantly responds to consumers you've marked as leads, regularly reminds you and your staff to call back top leads, and sends a series of automated emails to keep you in front of your prospects and convince them to choose your business.

Contact Us to Get Started Today

215-384-4568 | [phillyonlinemarketing.com](http://phillyonlinemarketing.com)

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**REACHLOCAL®**

Here's how **ReachEdge** lead conversion software keeps you top of mind.

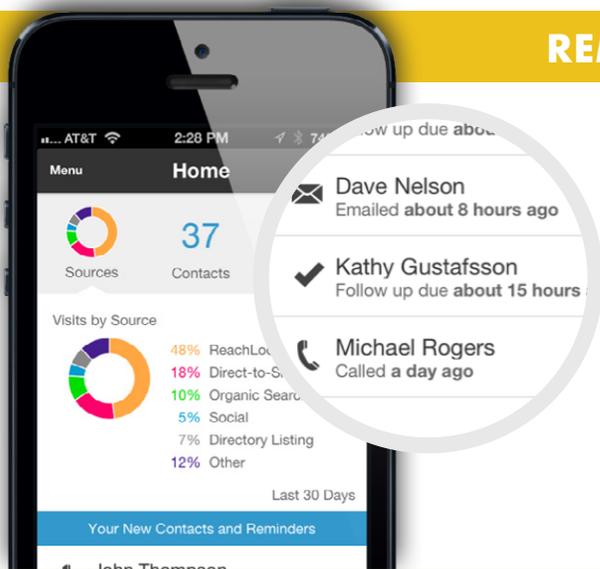
## RESPONDS TO NEW CONTACTS AUTOMATICALLY

Want to impress a new contact before they ever meet you? When a prospect fills out a web form or you collect their email address over the phone, ReachEdge gets to work sending them an automated response email. This email may include a quick thank you, an appointment confirmation, or a general email with an overview of your business. Plus, it's designed for easy branding with a customizable template; add your own colors and logos for a consistent look across all your marketing.



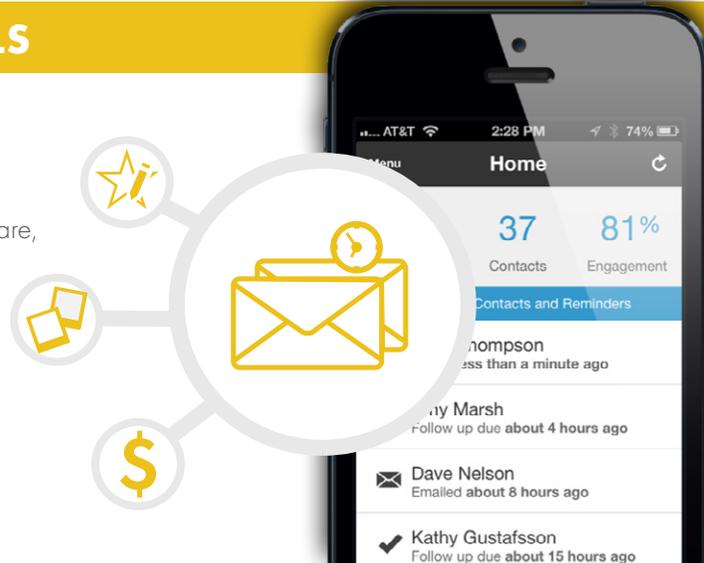
## REMINDS YOU TO CALL HOT LEADS

You don't just need to respond to new contacts — you need to connect with existing leads, too. So, ReachEdge sends you and your staff email and app reminders with all the contacts and leads you need to follow up with. With your hot leads at your fingertips, it's easy to give them a call or send them a pre-written email with information like product or pricing details or an offer or promotion. Following up with your leads personally creates a great experience that helps turn them into customers.



## AUTOMATES LEAD NURTURING EMAILS

Do you have active leads that have still not committed to buy? ReachEdge regularly keeps your business in front of leads that have contacted you but haven't taken the final step. With ReachEdge software, you can automate a series of nurturing emails based on the ideal timeframe you and your ReachLocal marketing expert choose. These emails are mobile-friendly and keep your business top of mind with interesting messages such as customers testimonials, videos, before-and-after pictures, a tour of your office, and more, to turn leads who may be considering your business into actual customers.



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