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QUICK GUIDE

# How to generate leads with Kaleidico's turn-key marketing department

# Lead generation

## Transform into a consumer direct business in a matter of weeks

Do you sit in one of these categories of opportunity?

- A. No internet lead generation
- B. Buying all leads from lead aggregators or other third party lead providers
- C. Generating all leads from direct mail or other offline marketing
- D. All leads generated by individual locations and staff

These common challenges with lead generation stunt sales across industries. That's why **generating leads has become the top priority for marketers.**

Buying leads and relying on outside sources limits your sales opportunities. What if you could generate your own exclusive leads and up the value of your business overall?

Kaleidico helps organizations instantly implement a consumer direct platform and turn-key lead generation marketing strategy that is proven to deliver high quality leads.

94%

Top-performing salespeople who believe they receive better leads from marketing

OVER  
1/3

Salespeople who say prospecting & lead qualification is the biggest challenge

87%

Leaders who say collaboration between sales & marketing enables critical business growth

Source: [Hubspot's Ultimate List of Marketing Statistics for 2022](#)

## How lead generation with Kaleidico works

With 20 years working in lead generation, Kaleidico designs and develops digital platforms for a range of businesses.

### INDUSTRIES WE SERVE

- Mortgage lenders
- Hard money lenders
- Fintech companies
- Law firms
- Senior living
- And more

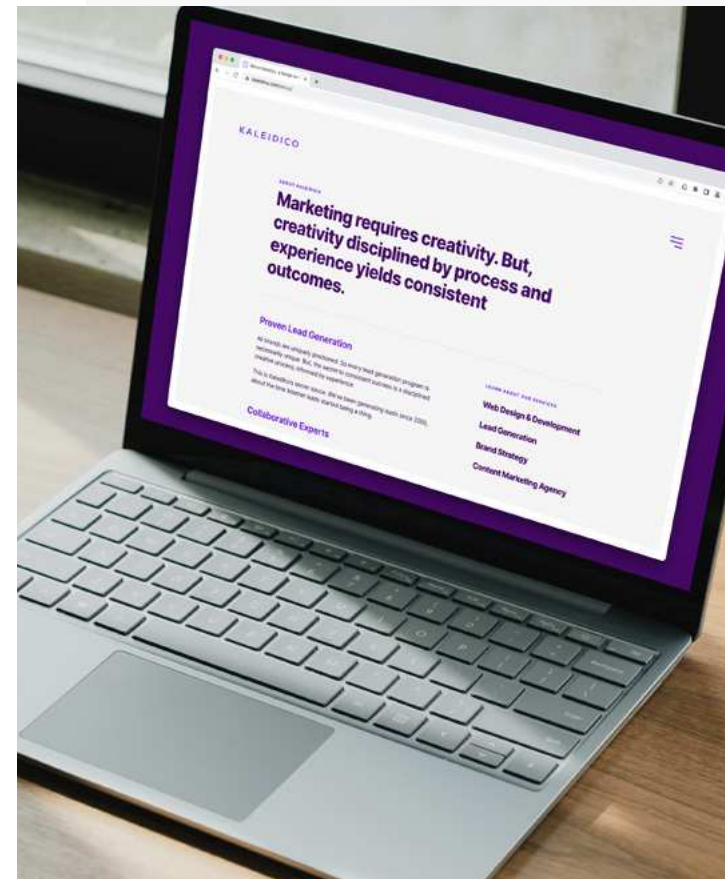
### HOW WE WORK TOGETHER

We provide ongoing support to create a steady flow of leads by building and engaging your website traffic.

- ✓ Your newly launched website serves as the foundation to build your audience.
- ✓ Next, we provide SEO research, PPC campaign buildouts, campaign optimization, and a robust content program with blog posts, email marketing, social media, lead nurturing, and more, all produced by our expert team to reach your lead goals.

### Ready to get started?

[Let's schedule your free strategy and discovery call now.](#)



# Marketing assets that perform

## CONSUMER DIRECT WEBSITE

### Velocity Platform

We've perfected the only customizable website lead generation platform that is efficient to launch and effective to manage.

This conversion-focused platform serves as the launchpoint for all of your lead generation campaigns.

When you start with Velocity, we quickly create a new consumer direct website for you with features that perform:

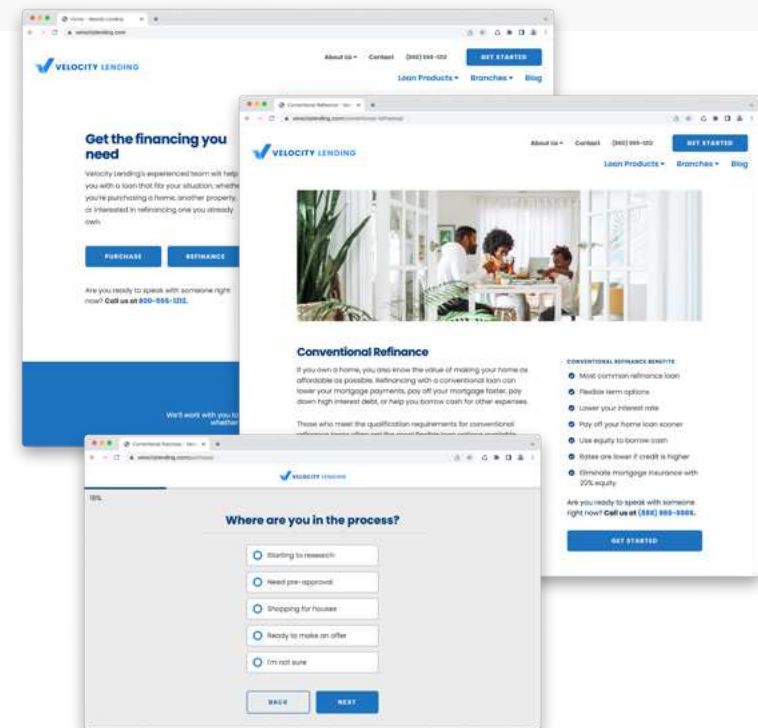
- High-converting positioning, calls-to-action and navigation
- Progressive, product-specific lead paths that are proven to collect qualified leads
- Full library of product landing pages
- Enhanced features like news and tools that target, engage and educate consumers
- Compelling staff, sales agent and location pages that integrate with your preferred contact or application system

### A website that adapts to even the most challenging markets

Through the Velocity Platform, Kaleidico showcases proven marketing strategies in an accessible format that allows organizations to stay on the leading edge of lead generation at an affordable cost.

Our expert team continually develops, optimizes and innovates the Velocity Platform, ensuring that your website performs rather than going stagnant until your next update.

Once your website launches, it serves as the foundation for ongoing lead generation efforts. →



**CORE MARKETING SERVICES**

**Start generating leads with our turn-key marketing department**

After we've quickly launched your optimized website, our proven marketing services combine each of these core outbound strategies needed to generate quality leads.

1. We generate traffic from reliable sources.
2. Convert traffic to prospects, guiding them to become qualified leads.
3. Connect leads to sales agents from your optimized consumer direct platform.

**Generate ongoing exclusive leads for your sales team**

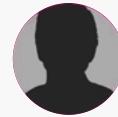
For the cost of hiring one Marketing Director, Kaleidico offers an experienced turn-key marketing team that provides all of the services and expertise you need to generate exclusive leads.

**\$170,000+ median salary**

For a Marketing Director, according to [Salary.com](https://www.salary.com) as of November 2022

[See Kaleidico's pricing ->](#)

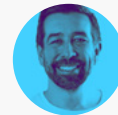
**In-House Marketing**



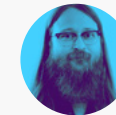
**Marketing Director**

**VS.**

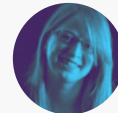
**The Kaleidico Marketing Team**



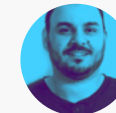
**Bill Rice**  
Business Strategist



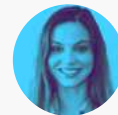
**Nate Rapai**  
Designer



**Asia Rapai**  
Copywriter



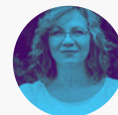
**Angelo Marasa**  
Web Developer



**Julia Wells**  
SEO/Content Lead



**Sean Gough**  
PPC Specialist



**Libbie Hall**  
Account Manager



**Katrina Torreano**  
Social Media Lead

## Monthly Investment

ESSENTIALS	STARTER	GROWTH	ENTERPRISE
<ul style="list-style-type: none"> <li>• Account Management</li> <li>• PPC Strategy &amp; Management (20% of spend)</li> <li>• PPC Landing Page(s) + Progressive Forms</li> <li>• Google Data Studio Dashboard</li> </ul>	<ul style="list-style-type: none"> <li>• Account Management</li> <li>• PPC Strategy &amp; Management (20% of spend)</li> <li>• PPC Landing Page(s) + Progressive Forms</li> <li>• Google Data Studio Dashboard</li> <li>• Blog Content</li> <li>• Website Platform</li> </ul>	<ul style="list-style-type: none"> <li>• Account Management</li> <li>• PPC Strategy &amp; Management (20% of spend)</li> <li>• PPC Landing Page(s) + Progressive Forms</li> <li>• Google Data Studio Dashboard</li> <li>• SEO Content</li> <li>• Website Platform</li> <li>• SEO Strategy</li> <li>• Email Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Account Management</li> <li>• PPC Strategy &amp; Management (20% of spend)</li> <li>• PPC Landing Page(s) + Progressive Forms</li> <li>• Google Data Studio Dashboard</li> <li>• SEO Content</li> <li>• Website Platform</li> <li>• SEO Strategy</li> <li>• Email Marketing</li> <li>• Aged Leads Platform</li> </ul>
<p><b>ENGAGEMENT FEES</b> \$1,500</p>	<p><b>ENGAGEMENT FEES</b> \$5,000</p>	<p><b>ENGAGEMENT FEES</b> \$10,000</p>	<p><b>ENGAGEMENT FEES</b> \$20,000+</p>

**MINIMUM PPC BUDGET  
(GOOGLE ADS + FACEBOOK ADS)**

**\$2,500**

Requires a \$2,500 minimum monthly Google Ads and Facebook Ads budget to manage. All advertising budgets are paid directly to ad platforms with no markup.

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# Start generating exclusive leads

Your next step?

[Schedule a free discovery and strategy session with us. ↗](#)

We'll learn about your needs and see how our website and marketing services can help you generate leads so you can close more sales and grow your business.