

CROYDON GATE

Addressing the website changes

Home page changes

Welcome to Croydon Gate, leaders in "lead generation" technology. As the old traditional search engine advertising model of "pay per click" continues to lag behind in sales productive "lead generation" Croydon Gate's "Access" provides today's businesses a proven "sales productive" lead generation formula, founded on the (a) "best practices" formula, utilizing advanced technology in search engine "lead" profiling.

"Access" sifts through the mass of "lead clutter" created by the old "pay per click" model, to both refine and define the accumulated data into a "honed" lead profile, exacted to the lead generation objectives defined in a collaborative effort with our client.

Croydon Gate's "Access" technology focuses only on the targeted consumer profile thereby reducing and/or completely eliminating any profile not to the the exact likeness of the lead profile required to generate sales opportunities. "Access," through its proprietary technology isolates the data collected then creates the integrated marketing/communication platform to establish the resultant "call" expectations.

You pay nothing unless a "call" is generated

OBJECTIVE: To prepare the lead generation critical control points of "know"

Before the tactics of a sound lead generation strategy are developed, and implemented, you must both identify and quantify the required strategic variables that will not only drive the strategy of lead generation, but also fulfil the ultimate objective of growing the business in the direction you want.

When developing the lead generation platform it is key to focus on these initial 10 "critical control points" of lead growth to establish a successful "go-to-market" platform.

Lead generation is not simple, it is a complex set of sales marketing and communication disciplines combined with the "go-to-market" requirements all woven together that enables a business to convert a potential prospect to a buying customer.

INTRODUCING THE 10 CRITICAL CONTROL POINTS OF "KNOW"

1. Know your business model and your sales model.
2. Know the markets you are in, and want to be in, to include market segments and geographic area
3. Know your demographic model, to include both the lifestyles and workstyles.
4. Know your sales dollar average per consumer, and their shopping/buying profile.
5. Know the cost of your current cost of customer acquisition.
6. Know your cost of goods and services (average is good, and this should reflect who you are wanting to attract).
7. Know how you will scale the business. What is your current capacity and your costs and timing to scale.
8. Know your competition, better than you know your own company.
9. Know your growth culture, is your company geared to grow or satisfied with status quo.
10. Know your financial model, where will the "lead generation" budget come from.

In developing these critical control points of "know", certain elements of the business model become known as "Confirmation of the Obvious," core competencies, it is these business core concepts that may not seem obvious within your own model, because that may be how you and your team need to both rethink your lead generation strategy and your businesses "go-to-market" business model, to include the "confirmation of competency" are fully understood, because in providing your lead generation strategy. This group of obvious will not be a part of the lead generation value points.

THE 5 "OBVIOUS CONFIRMATIONS" OF COMPETENCY

1. Your product is good and has been tested in both the market you are in and going to be in.
2. You are priced right for the market you are in and going to be in and it too has been tested.
3. You have an at least quantified demographic profile
4. You know your growth capacity and your goals
5. You know both your gross and net profit

Once these 5 basic "confirmation of the obvious" benchmarks are understood to "not" be a part of the portal profile, you will be able to proceed with the 10 critical control points of "know" to develop a sound lead generation "go-to-market" strategy.

First and foremost, understand that "lead generation" is more than a one time coupon in the mail, a TV and/or radio commercial, it is certainly not a one time flyer. And despite what you see on TV, Regional how a simple business card will set your business in market motion, obviously that is not true, it is a piece of a lead generation plan. Lead generation is both sophisticated and simple. The ultimate "know" is: Know what type of customer you want.

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Fact Finding Consultation

Learn more

Step 1: We will meet with you to both define and determine your “lead generation” objectives and gain a better understanding of your business profile and company culture.

This objective analysis will include;

- Demographic profile
- Lifestyle profile of your “typical” customer (client)
- Your growth profile requirements
 - Expanding your client profile
 - Expanding your customer geographical reach
 - “Honing” in on the current client profile to better saturate your current market penetration
 - Deepening your client lifestyle profile
 - Identify your growth projection performance requirements
 - More customers
 - Improved margins (better customized)
 - Current customers to spend more or to participate more often
 - New areas of services and/or products
 - Expanding to multiple locations

Step 2: Upon our fact finding conclusions, we will establish a lead generation platform to the objective specifications outlined in our initial consultation.

The platform will include:

- Lead analysis detailing your growth strategy
- A detailed summary of your customer profile
- Your customer group category profile

From here we will establish growth trajectory and timelines.

Raj- what else can we include here in step 2?

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Fact Finding Consultation

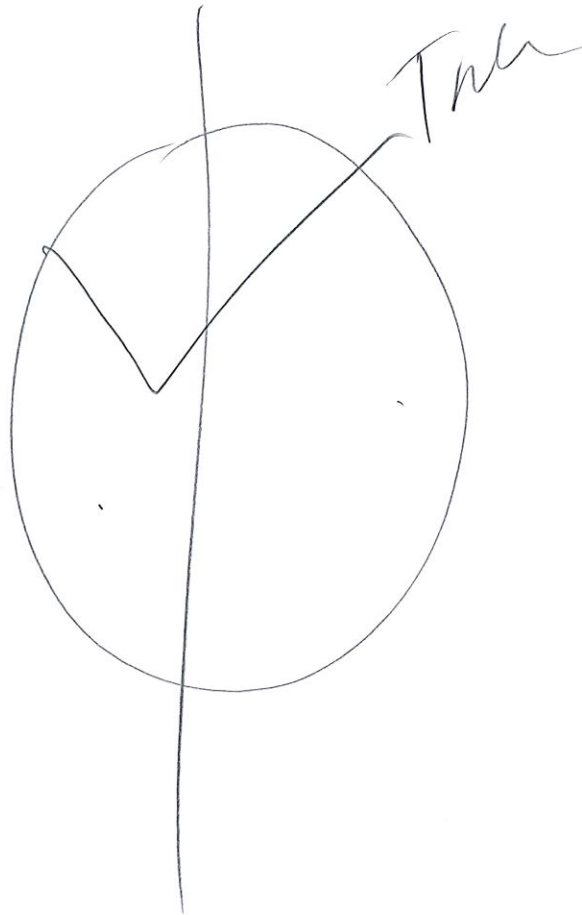
Learn more

Step 3- Getting started with Pay-Per-Call (PPC) lead generation marketing:

Step 1- You enroll in our PPC program and CroydonGate will start advertising your business online for free.

Step 2- You will start receiving calls from new potential clients in the area due to CroydonGate's online advertising.

Step 3. You pay a fixed fee for every call your business receives from new potential clients. Fee amount is decided by you and CroydonGate when you enroll into the PPC program so there are no surprises or hidden fees. We implement the state of the art technology to implement call tracking and we provide detailed reports at the end of the month about the calls you received. Everything is transparent and there are no risks.



Lead Generation
Go-to-market strategy
Find Engine

Now may be the time you move away from the old model of vertical integrated search engine silo's and the pay per click and move into the revolutionary horizontally integrated silo search engines for pay per call.

Today's current individual search engine silo's operate as a vertically integrated silo with their own individual search engine values and awareness driven value proposition, although very good within their own value proposition statement and offerings, may not, in its own vertically integrated model and process be ideal for your particular business when you opt for their old fashioned pay per click financial model.

LEAD GENERATION, THE MOST CRITICAL ASPECT OF ANY BUSINESS

The better your lead generation process, the better your growth trajectory projections, and now with advanced technology from Croydon Gate, you can get that better "lead generation" model. Today's old world advertising platforms focus their "values" on the "pay per click" selling platforms and at best they provide a tracking component that relies on the operator to both maintain and follow through a constant overview of their monitoring analysis of "clicks" to recognize whether or not they will transfer to a "sell-able" lead.

At times the "pay per click" model due to the need to continue to record an aggressive volume of clicks can get expensive , especially when calculating its "actual" click sales value. Because these "pay per click" models focus on their own restrictive value proposition, it can also be restrictive to you, as to the "real" value they bring to your business model's "value proposition" no matter whether you focus on products or services.

INTRODUCING "ACCESS" THE ULTIMATE IN "LEAD GENERATION" TECHNOLOGY

Today, utilizing advance technology, we at Croydon Gate have developed a revolutionary "pay per" model built on a horizontally integrated marketing approach that not only enables a traceable strategy to benchmark, but also isolates the lead to insure you receive a qualified sales opportunity. Rather than the costly, ineffective pay per click advertising model, Access is not only a cost effective "pay per call" model, but also a more sales effective lead generation model, whereby you, a Croydon Gate customer, only pay when you actually receive a live traceable call.

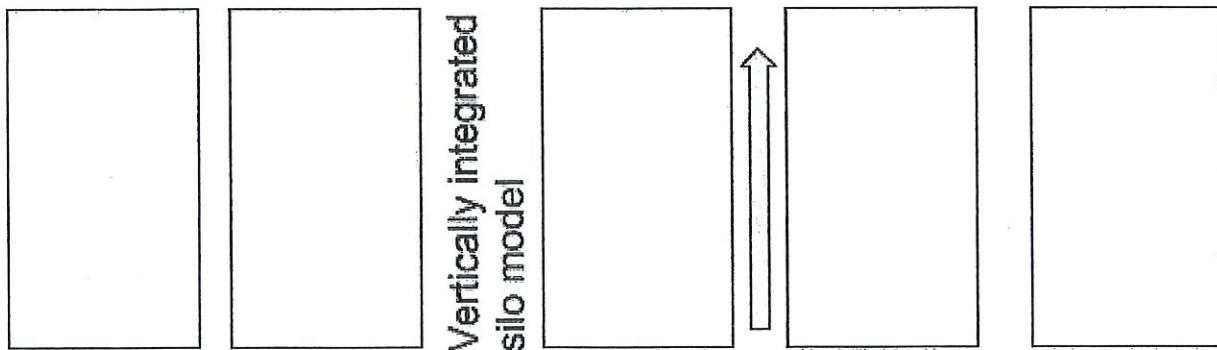
HERE IS HOW IT WORKS:

Access is a sophisticated lead generation process in which a targeted group of search engines are first profiled to your business needs, then consolidated aligned and customised to your business model and growth needs, which when done, will create a result driven, measurable, lead generation strategy developed specifically for your growth demands.

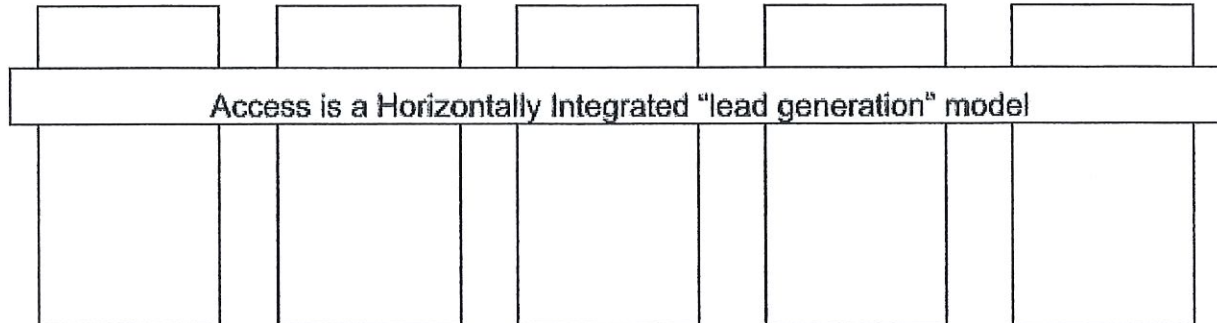
Our proprietary process enables this consolidation process that "connects the un-connected dots" within the vertically integrated model to pinpoint those best practices applications to your performance demands. Access thereby truly optimizes the communication search engine values to effectively not only maximize your search engine and advantages, but also your social medial platforms to review sites, but will also add "speed to market" value and cost effective budgeting to enable a more accurate "customer acquisition" cost model.

With our proprietary technology model, we are able to "access" vital information to assist in your "go-to-market" strategy, our technology allows us to cut through the vertical noise and "hones in" only those search engines that benefit your growth objectives.

These search engines, although very good within their pay per click model, they are at best a vertically integrated silo of effectiveness and efficiency, meaning they can only provide what they do in their own vertical model.



The pay per click model, each one "touting" they are the best and boast diversification in their model, they can only relate to your business model within their business model.



Croydon Gate's revolutionary horizontally integrated "lead generation" model was developed to focus on the client's sales and marketing model and ultimately their growth trajectory benchmarks by providing a cross-section of the best of each of the verticals, therefore providing you search engine impact resulting in "lead generation" optimization.

Bullet Point Copy
For Website Activity

- Your business
- Objectives defined, "leads " found
- When other search engine agencies focus on getting you clicks and visitors to your website, we focus on getting you the call from new clients.
- Introducing Access, the ultimate in "lead generation" technology
- Your online sales agent representative.
- We start marketing your business to those "sales profiles" most apt to what to do business with you. Not a mass market strategy, Access is a targeted approach to gaining access to your most promising potential clients.