



MATRIX LeadFinder

Our pay-per-lead solution provides qualified leads specific to your business. Let's introduce you to the features and benefits.



LET US GENERATE YOUR QUALIFIED LEADS

Matrix LeadFinder is the leading pay-per-lead Business-to-Business solution that will help you generate qualified leads quickly and efficiently. A qualified lead is someone who has shown a willingness to connect and find out more about your offering.

How It Works

We use our Matrix Marketing Online Directory to accurately profile your target audience, allowing us to create an effective strategy for you. We then do all the work for you and manage your LinkedIn profile by engaging with your target audience, so that you can get qualified leads who have expressed interest in your offering.

Our solution is simple, effective, and affordable. With our targeted and tailored strategies, we provide a continuous supply of quality leads that are of value to your business. With Matrix LeadFinder, you save time, money, and effort—allowing you to focus on closing new business.

With our lead generation services, we handle all the hard work for you. You only have to pay for the qualified leads that we provide. That way, you can focus your time and energy on building your business without worrying about generating leads.

It will supplement your sales team's efforts by providing leads with a higher chance of converting.

Why Choose Us

- ✓ **Cost effective:** Our pay per lead approach provides businesses with access to highly targeted leads at a fraction of the cost of traditional lead generation methods.
- ✓ **Scalability:** Because of the pay-per-lead approach, businesses can quickly scale their lead generation efforts without any additional overhead.
- ✓ **Improved return on investment (ROI):** Pay per lead solutions allow you to focus on leads that are more likely to convert, which helps to improve your overall return on investment.
- ✓ **Low Risk:** Pay per lead solutions allow businesses to spend only on qualified leads instead of gambling on results.

STEP BY STEP GUIDE



Matrix LeadFinder is the leading pay-per-lead solution that will help you generate qualified leads quickly and efficiently.

• **Subscribe To Matrix Lead Finder**

Identify the individual/s in your organisation with a LinkedIn Profile who will represent your Lead Generation Campaign.

They will need to sign an Agency Agreement with Matrix Marketing for us to manage your LinkedIn profile for the duration of the agreement.

• **Build Your LinkedIn Profile**

Matrix Marketing will work with you to build your LinkedIn Profile to gain maximum buyer appeal.

No changes will be made to your personal information.

All changes will be approved by you before being published.

• **Campaign Setup**

Matrix Marketing will work with you to:

Create your communication messages.

Create your hit list, by profiling the businesses and people you wish to reach out to.

• **Qualified Leads Sent To You**

All people who have responded, expressed interest in your offering and provided contact details will be supplied to by our team of experts who are managing your campaign. These are what we deem a Qualified lead, and will be invoiced as per the agreed contract agreement.

UNDERSTANDING A CAMPAIGNS POTENTIAL



Matrix LeadFinder will adhere to the LinkedIn regulations and activity limits.

LinkedIn provides powerful connection opportunities for businesses and professionals looking to grow their network.

With its limits, we can connect you with up to 40 people per day, Making around 840 connection requests per month.

Generally, the acceptance rate for those connections is between 40-50%. (This means we expand your connection base with an extra 336-420 people per month per profile we manage).

From those who accepted your connection request, you receive a response rate between 30-60%. (This means we hear from 100 - 200 people monthly).

Most importantly, A minimum of 15% of those responses will be qualified leads that can help you set up meetings (This means we typically can supply at least 15 qualified leads a month).

The quantity of leads we supply is variable. This range can be affected by factors such as your industry, location, offering, and the type of profile you're targeting. However, no matter what the quantity of leads, you will only be paying for those that are qualified and meet our criteria.

CONTACT US TO FIND OUT MORE